

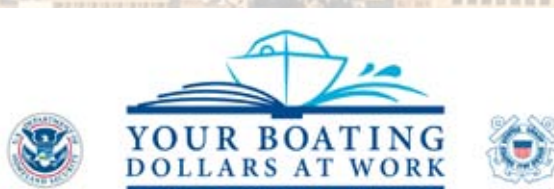


2011 INTERNATIONAL BOATING & WATER SAFETY SUMMIT

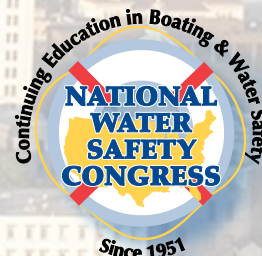
Proceedings

SUNDAY, MARCH 6 - WEDNESDAY, MARCH 9, 2011
SAVANNAH RIVERFRONT MARRIOTT
SAVANNAH, GEORGIA

*A Joint Program Sponsored by the National Safe Boating Council
and the National Water Safety Congress*



*Produced under a grant from the Sport Fish Restoration and
Boating Trust Fund, administered by the U.S. Coast Guard.*







INTERNATIONAL BOATING & WATER SAFETY SUMMIT

Dear Fellow Summit Participants:

The National Safe Boating Council and the National Water Safety Congress are pleased to present the Proceedings from the 15th Annual International Boating and Water Safety Summit. We had over 350 boating and water safety professionals and volunteers in attendance as “teachers” and “students” as knowledge and techniques were shared during general and breakout sessions. The outdoor, hands-on breakout sessions were well attended again this year.

The Summit is helpful to anyone involved with boating and water safety. As you will see from the following pages, there were sessions for everyone and the freedom to “cross-train” during breakout sessions. If you would like more information on any session, please contact the presenter listed with the session. (Summit attendees are listed in alphabetical order beginning on page 33).

We encourage you to put next year’s Summit on your calendar as we will be celebrating the Summit turning “Sweet Sixteen.” The 2012 Summit will be held at the Hyatt Regency Mission Bay in San Diego, California, March 4 - 7, 2012. The San Diego area is a fabulous and popular venue for the Summit and we urge you to keep an eye on our websites (www.safeboatingcouncil.org and www.watersafetycongress.org) for registration information.

Thank you to all who participated in the 2011 Summit in Savannah! We look forward to seeing you in San Diego, March 4 - 7, 2012.



Veronica Floyd
Chair
National Safe Boating Council
www.safeboatingcouncil.org



Gary Owen
President
National Water Safety Congress
www.watersafetycongress.org



boat-ed.com

Get Safe. Get Certified.

Thank you to Boat Ed for being one of our sponsors for the 2011 IBWSS including the Opening Reception, the Wednesday Activity, and the Awards Banquet.

Launched in 1995, Boat Ed is a national organization dedicated to providing boater safety education. Boat Ed works closely with the state agencies responsible for boater education to develop distance learning and classroom courses.

From the beginning, Boat Ed's focus has been on quality—no shortcuts, no “one size fits all” approach. When developing instructional content, Boat Ed works intensively with each state agency to ensure that the content and the “look” of each publication uniquely reflects that state's laws, that state's students, that state's waterways, and that state's needs.

This commitment to customization and quality has never wavered. Since its mid-1990s inception as a course developer for a single state, Boat Ed has earned the trust of 49 state agencies, the United States Power Squadrons, and the U.S. Coast Guard Auxiliary.

Today, Boat Ed offers a wide range of instructional materials, custom-tailored for each state. And, Boat Ed is constantly innovating and working to develop products specifically requested by its agency partners.

Thank you to Coleman – The Outdoor Company for sponsoring the 2011 IBWSS Name Badge Holders.

Thank you to Sea Tow Services International for sponsoring the Monday Morning Beverage Break.

Thank you to TruePath Association Partners, LLC for their contributions to the IBWSS Networking Room.

TruePath offers complete and flexible professional association management services, and high-quality, professional administrative support while ensuring efficiency and maintaining organizational identity.

Thank you to Nestlé Water for supplying the bottled water for the 2011 IBWSS.



Thank You Brunswick Commercial & Government Products for sponsoring the T-Shirts for the 2011 IBWSS!

A subsidiary of the Brunswick Corporation, the world's leading powerboat manufacturer, you can count on BCGP boats to be built to your exacting standards of excellence. For patrol, rescue, military, research, and workboat applications, BCGP builds a complete fleet of unsinkable commercial-grade Boston Whaler fiberglass models and a comprehensive offering of Impact rigid inflatable boats (RIBs) designed to help you get the job done and get back home.

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Every effort has been made for accuracy in the production of this Proceedings regarding information. We regret and apologize for any omissions or errors.

PRE- AND POST-SUMMIT SESSIONS

National Safe Boating Council's (NSBC) and National Association of State Boating Law Administrators (NASBLA) Instructor Training Course

American Canoe Association (ACA) Safety Education & Instruction Council (SEIC)

ACA Board of Directors Meeting

NASBLA Education Committee
NASBLA Education Policy & Best Practices
Sub-Committee
NASBLA Marketing & Outreach Sub-Committee

NWSC Board and Partners Meeting

NSBC Board Meeting

NASBLA New State Education Coordinator Meeting

Boating Education Advisory Panel (BEAP)

ACA Board of Directors Meeting

HQ U.S. Army Corps of Engineers (USACE) National Water Safety Training Meeting

USACE Best Management Practices
U.S. Coast Guard (USCG) RBS Meeting

NWSC General Membership Meeting

NSBC General Membership Meeting

USACE National Water Safety Team

United Safe Boating Institute Meeting

SUNDAY, MARCH 6

OPENING RECEPTION

HONORING THE 15TH ANNUAL IBWSS EXHIBITORS

The Opening Reception was sponsored in part by BoatEd.



MONDAY, MARCH 7

Rear Admiral Kevin Cook, Director of Prevention Policy, United States Coast Guard

Rear Admiral Kevin Cook spoke during the general session on the status of the United States Coast Guard (USCG) and the Recreational Boating Safety Program.

National Recreational Boating Safety Program Update

Jeff Hoedt, Chief, USCG Boating Safety Division

Chief Hoedt addressed the attendees of the Summit to inform them of the current status of boating safety at the national level, including several projects that the Coast Guard is working on. Information was provided about the size of the boating community and market estimates. While the current economic situation appears to have negatively impacted new boat sales, participation in recreational boating remains strong. Also discussed was a Coast Guard model that indicates that boating participation will continue to grow through the year 2020, with the largest increases expected in paddle sports.

The next topic concerned the Strategic Plan of the National Recreational Boating Safety Program, both what was accomplished in 2009 and a discussion on the new Strategic Plan for 2012 through 2016. That new Plan was signed by the participating organizations during the Summit. Regarding the prior year, the reduction of casualties was notably better than the set goal, thanks to the reduction in injuries. A concern still exists though given that the number of casualties in 2009 was higher than the number in 2006.

Also discussed about the new 2012-2016 Strategic Plan were the new goals and objectives. Emphasis was placed on the need for the many boating partners to be familiar with the Plan and to strive toward identifying how their efforts can positively impact the various objectives and initiatives listed.

Chief Hoedt discussed multiple projects that the Program is working on. This began with the reauthorization of the Sport Fish Restoration and Boating Trust Fund. The long-term authorization for this vital Program funding source expired in September 2009. Multiple short-term extensions have kept the funding coming into the Program, but a new long-term reauthorization is needed. The Coast Guard has worked with the U.S. Fish & Wildlife Service on this issue and has developed a legislative proposal for consideration.

The Coast Guard Authorization Act of 2010 was enacted last October. One section extends the authorization of the National Boating Safety Advisory Council through 2020. Another, Section 618, provides authority to the Coast Guard to require the carriage of emergency locator beacons on recreational vessels more than 3 nautical miles off shore of the coasts, which is being reviewed at this time. Section 620 requires the Coast Guard to do a literature review and a scientific study on blended fuels (ethanol). The Act also authorizes \$3 million per year for the America's Waterway Watch Program.

Chief Hoedt then discussed potential legislation on a federal requirement for mandatory boater education and state participation in the Vessel Identification System, which has not made much progress recently; multiple regulatory projects on such items as vessel numbering and accident reporting, and propeller strike avoidance. He also discussed the new "Don't Wreck Your Summer" awareness campaign, and the challenge to the National Boating Safety Advisory Council of whether they would advise the Coast Guard to mandate life jacket wear by all boaters on board higher-risk vessels.

Review and Signing of the National Recreational Boating Safety Strategic Plan, 2012 - 2016

Captain Mark Rizzo, Chief Director of Auxiliary, USCG, Jeff Hoedt, Chief, Office of Auxiliary and Boating Safety, USCG

CAPT Mark Rizzo and Jeff Hoedt provided an update on the U.S. Coast Guard Office of Auxiliary and Boating Safety as it pertained to the recreational boating community and the Strategic Plan of the Recreational Boating Safety Program 2012 – 2016. James Muldoon, Chairman of the National Boating Safety Advisory Council, joined CAPT Rizzo and Mr. Hoedt in the signing of the Strategic Plan of the Recreational Boating Safety Program 2012 – 2016.

Implementing the Strategic Plan Initiatives: National On The Water Training Programs – What is out there now

Experts gave highlights of national initiatives which support the U. S. Coast Guard Strategic Plan of the Recreational Boating Safety Program 2007 – 2011. They provided Summit attendees with information pertaining to current on-the-water training programs. The following individuals gave short introductions to their organizations' programs:

Chris Stec, Chief Operating Officer, American Canoe Association

Virgil Chambers, Executive Director, National Safe Boating Council

Cecilia Duer, Executive Director, National Water Safety Congress and Spirit of America Foundation

Bob Sweet, National Education Officer, U.S. Power Squadrons

Richard Jepsen, Chair Education Division, U.S. Sailing

"The Stressors" Video

Dr. Robert Kauffman, Frostburg University

The objective of this video "Almost a Perfect Day" is to inform the recreational boating community about the stressors involved with boating. These stressors include alcohol, dehydration, wind, sun and waves. This video was produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the United States Coast Guard.

The "Wear It" Campaign: Shaping the Future of Safer Boating

Rachel Johnson, Communications Director, NSBC

The North American Safe Boating Campaign ("Wear It!") is designed to promote the importance of life jacket wear as one of the most effective and simple life-saving strategies for safe recreational boating. The need for consistent life jacket wear is always an important safe practice. The campaign also encourages safe and responsible boating, including being alert and aware while on the water and not boating under the influence of drugs and alcohol.

According to the most recent U.S. Coast Guard (USCG) Accident Statistics, the number of boating accidents decreased in 2009 from the previous year, but deaths, drownings, injuries, and property damage increased. Furthermore, over 75% of all fatal boating accident victims drowned in 2009 and of those

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who drowned, 84% were not wearing a life jacket.

The "Wear It!" campaign takes a proactive approach to try to prevent boating drownings and fatalities through its education and outreach efforts. Specifically, it directly addresses two objectives in the USCG Strategic Plan (2012 – 2016): Objective 2 – Deliver Effective Boating Safety Outreach and Objective 4 – Life Jacket Wear.

On a national level, the "Wear It!" campaign does saturated media outreach efforts through print, radio, television, and through non-traditional advertising such as social media. The campaign delivers "Wear It!" messages to boating safety professionals and educators through its Press Kit, postcards, and Talking Points. The campaign also communicates regularly with both professional and the recreational boating public through its e-newsletter, Press Releases, and social media sites.

The 2011 campaign has secured nine-time gold medalist Mark Spitz as its national spokesperson. Mr. Spitz has filmed radio and video Public Service Announcements for this year's campaign focusing on the myth that "I'm a good swimmer, I don't need a life jacket."

The campaign will also develop a re-launch of the "Be a Survivor: Wear It!" campaign with a new interactive "Safe Summer" approach aimed at gathering personal stories of boaters who have been impacted by wearing a life jacket.

State-targeted campaign efforts will continue with the "Wear It Michigan!" campaign in its third year, "Wear It New York!" campaign in its second year, and new for 2011 – the "Wear It Washington!" campaign. In 2009, Washington was ranked 8th in the country for fatalities and 6th in the US for drownings. Through this experiential marketing campaign in these three states, the "Wear It!" message will more easily reach recreational boaters and create a lasting impression as to why it's important to always "Wear It!"

National Safe Boating Week will kick-off May 21 – 27, 2011. Events are being held nationwide, including over 100 "Ready, Set, Inflate!" events in the US, Canada, and abroad. A few changes are being implemented for this year: it is encouraged that event organizers hold "safety days" rather than just the inflation and that all life jacket types are including in the world record. For more information on "Ready, Set, Inflate!" visit www.ReadySetInflate.com.

Free and Paid Campaign Resources are available at www.SafeBoatingCampaign.com and www.BoatingOrders.com. For more information, contact Rachel Johnson at outreach@safeboatingcouncil.org or (703) 361-4294.

The National Water Safety Congress and Spirit of America presented the following two topics:

Beyond Boot Camp:

The Three R's Rescue, Recover, Rewarm

**Cecilia Duer, Executive Director, Jerry Craddock Program and Instructor Training Coordinator, and Michael Ulrich
NWSC Board Member and Partnership Chairman**

Following the success of Cold Water Boot Camp USA, *Beyond Boot Camp USA: The 3 R's Rescue, Recover, Re-Warm* has been created. Using DVD and web delivery of the materials, it is designed to provide educators with tools to better inform themselves and their students about the risks of cold-water immersion. Information is also provided to first responders with information to be more effective in successful rescue, recovery and re-warming of any person suffering from

a cold-water immersion or hypothermic experience. This presentation introduced elements of the second in the Cold Water series, which highlights a sampling of the material provided in the second DVD *The 3 R's* has been created to educate first responders about the proper methods of identifying the level of hypothermia in a victim and how to rescue, re-warm and treat the victim.

The 3R's portion of the program addresses some education and awareness issues for SAR first responders to be educated and therefore better prepared with a workable plan on how to rescue, recover and re-warm hypothermic victims. With an estimated 20% of those severely hypothermic victims suffering from circum rescue collapse, it is evident that the knowledge is lacking in this area and *The 3R's* will fill that void.

During the General Session, the Cold Water series was introduced and every person took a video home. In the classroom presentation there was greater focus on the now existing curriculum, which allows for medical CEU's.

National Water Safety Congress Courses were introduced during the General Session as an update to NWSC programs. Attendees were given the information they need to become better informed about the courses that the NWSC offers. Information included a brief update about the Personal Watercraft and Cold Water Immersion Survival courses as well as the introduction to Spirit of America Youth Education Programs.

Spirit of America Youth, Family, and Community Boating and Water Safety Programs

**Cecilia Duer, Executive Director, and Jerry Craddock,
Program and Instructor Training Coordinator**

The Spirit of America Youth Educations Programs were presented with the help of the very bright middle school students from the local Savannah Baptist Bible School. Attendees came to their feet when they were informed that "this" is our future, and the surprise guests entered the room and took the stage wearing new life jackets.

Spirit is highly regarded as an "education program of choice" in our country. Spirit of America programs have won the attention and accolades of local, regional, national and international organizations, with awards every year since 1996. We are proud to be recognized by the United States Coast Guard as a leading nonprofit providing outstanding boating and water safety education to American families. We are in the business of providing a SAFE and educational introduction to our country's young people, their families and communities, to all types of water based recreational activities in one of the most diverse "hands-on" classrooms in America. We provide education and direction to last a lifetime.

Our children and their families learn by doing, retain through hands on training, and by taking responsibility for themselves and their shipmates. Our young people take part in a curriculum, which is directly tied to local, state, and national education standards in a nontraditional classroom setting. We are reversing the decline in outdoor recreation, which we believe to be significant, by providing encouragement and inspiration from some of the finest instructors in the country. The greatest gift we can provide for our future generations is the hope and promise of lives to be lived to their fullest potential in a sustainable environment. Spirit of America does both and believes in promoting the spirit of life long recreational activity while encouraging self-esteem, hope, curiosity and the ability to see beauty in our environment.

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Spirit of America believes in our motto... "No Child Left at the Dock!

Mandatory Life Jacket Wear Panel Discussion

Moderator: Richard Moore, Florida Fish and Wildlife Conservation Commission

Panel: Dean Clarke, John Fetterman, Jeff Hoedt, Lynda Nutt, Margaret Podlich

Requiring boaters to wear life jackets seems like the next logical step to drive down our nation's number of boat-related deaths, but the issue is quite complex. The panel members for this session provided insight into the various perspectives on the subject of mandatory life jacket wear. The discussion allowed the attendees to better understand the pros and cons, as well as the potential benefits and major challenges, of pursuing such requirements.

Dean Travis Clarke, Editor, Bonnier Corporation and World Publications

Man has been taking risks and having adventures since the time of the cave man. I agree — 736 tragic deaths that took place in 2009 deprived 736 families of a loved one. The worst tragedies are those caused by ignorance — almost all of them are. According to the U.S. Coast Guard, 727 boaters died from causes that amounted to abject ignorance.

They're listed officially as:

- Operator inattention
- Operator inexperience
- Excessive speed
- Improper lookout (not looking where you are going — or not looking at all)
- Driver impairment due to alcohol
- Failure to know and exercise the Rules of the Road
- Failure to assess weather, waters and other conditional risks.

Many sports carry risk. Consider riding a motorcycle. The fatality rate in that sport absolutely dwarfs boating's: more than 4,500 fatalities in 2009 — and the death rate per 100,000 participants is excruciatingly higher. Yet, mandatory helmet laws have been passed and repealed in many states on both libertarian and statistical bases. Even bicycling posted 716 fatalities in 2008, a number steady since 1998. You could argue that there are more bicycles than boats and so that number is proportionally low, but in truth, bikes carry one person — boats carry up to dozens. With 12 million registered boats carrying the National Marine Manufacturers Association's estimate of almost 70 million participants, you have a fatality rate of .0001 percent. The only way you could be safer is to stay home. Oh wait...According to U.S. News & World Report, 18,000 die of accidents each year in the home.

You want to make boating safer? Stamp out ignorance with more education.

Eliminate drunkenness with enforcement. Then, let skilled and sober skippers set the requirements for keeping their crew happy and safe.

Enforcement is a question. Not a single law enforcement agency exists that isn't under severe budget constraints now. Enforcing a law with fewer officers presents an understandable problem. You can't really compare the lake projects of the Army Corps of Engineers because they can control access to these lakes and kick people off if they don't comply. Saltwater has no access advantages like that.

Unfortunately, there will always be people who truly

believe that they know better than you what's best for you and will fight you to the death to make you agree with them. Virtually all of the boaters I know become rabid libertarians the moment the docklines leave the cleats. But here's my main concern. Man has been having adventures and taking risks since the time of the cave men. It is this risk taking that has populated new worlds, let man fly, put men on the moon and countless other significant advances. What would have happened if someone had made all these people refine these adventures until they were totally risk free? I have less than no interest in living a totally risk-free existence. It's boring. If I wanted that, I wouldn't have the career I have. I would stay firmly ensconced in my home, never venturing forth for fear of being mugged or hit by a bus or struck by lightning. And yes, there are statistics to back up all those perils, too.

John Fetterman, NASBLA

You should be ashamed of yourselves if:

1. You don't wear your life jacket and
2. You don't do everything in your power to change the behavior of recreational boaters and influence those at risk — in open boats less than 18ft in length to wear their jackets — even if it means "Mandatory Wear"

Jeff Hoedt, Chief, U.S. Coast Guard Office of Auxiliary and Boating Safety

In response to the other speakers, Mr. Hoedt discussed the challenge that the Coast Guard presented to the National Boating Safety Advisory Council about whether they would recommend to the Coast Guard that they mandate life jacket wear on select boats, the boating accident statistics indicating the large number of drownings and the need for boaters on higher-risk boats to wear life jackets, and the benefits and concerns with potentially mandating such wear.

Lynda Nutt, US Army Corps of Engineers (USACE), National Operation Center for Water Safety

The US Army Corps of Engineers will continue their life jacket policy study during the 2011 recreation season, which the test concluding in each of their three test regions at the end of October 2011. Findings to date have shown remarkable increase in wear rates, but challenges still exist. The Corps study will report on findings in recreation effects, public concerns, management impacts and other key factors that will help USACE leadership make a final determination on whether life jacket policy of any type is imposed on Corps waters in the future.

Testing is occurring on lakes managed by the Corps in Mississippi, Pennsylvania and California. Test findings show that on average, greater than 70% of boaters are observed wearing a life jacket when boating on Corps lakes where policy has been adopted. That is a significant increase from baseline findings where wear rates fell significantly below the national average of 6-8%.

While the Corps is not required to seek public comment for policy revision for posted restrictions on their management areas, they have encouraged and continue to invite input into this study. Concerns noted to date include fear of decline of recreation — boating in particular — and loss of personal choice.

Margaret Podlich, BoatU.S.

There is a wide variety of opinions on this topic. As a result, I appreciate the opportunity today for us to listen to each

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other and learn more about the different perspectives in the room.

There are several ways to look at the USCG fatality numbers. If you look at the estimated number of participants in boating, which keeps going up, and the fatality numbers, which are hovering around 700, fatalities per million participants are going down. I consider this a direct result of the good work of many people in this room. And I want to say thank you for helping keep boating safe.

Looking at the numbers can help us understand why people don't perceive boating as a risky sport. When I do the math, there is <1 death/100,000 participants each year. It is with this perceived and actual risk, that the boater views the mandatory wear concept.

Most of the 500,000 members of BoatU.S. have been in boating awhile. Many wear lifejackets. Some are ok with mandatory wear. But the majority of BoatU.S. members feel strongly that as adults, it should be the individual's choice as to when they don a lifejacket. They do not want government to tell them what to do.

And the libertarian perspective is not unusual in politics right now. For those who work in DC, the tea party sentiments of less government – not more – are very strong. Half of the 94 new people in the House of Representatives had tea party backing. This should be taken into account with this discussion.

Here are a few other points:

As we talk about mandatory lifejackets, to date we are only talking about USCG approved lifejackets. We are not talking about competition vests used in wakeboarding or EU approved jackets, like some of the assortment of products seen next door in the exhibit hall. We need to open our minds to some of these new concepts. We need the other side of USCG – the standards division – to open up too.

We need to remember that a federal mandate would apply in a range of seasons and temperatures. Last summer, in Waco Texas, Lake Waco, an Army Corps lake, more than half of the days were more than 95 degrees.

Inflatable are a great option for some. But not a solution for all. They are not inexpensive. There are so many choices for cartridges, which is confusing, and they are expensive. For the boater, that's a consideration too.

If mandates occur, who is going to enforce this? It's something to think about. Last I checked federal and state resources and budgets were going down, not up.

This is a multi-dimensional recreation, and a topic with many puzzle pieces. In the end for me the ultimate question is "Are we ready to proceed with a new government mandate that would impact a majority of boaters – tens of millions of boaters – to save an estimated 100 lives a year?"

NWSC 60TH ANNIVERSARY CELEBRATION

The National Water Safety Congress celebrated 60 years of dedication to the mission of "continuing education" throughout this country, in an effort to promote the prevention of drownings and accidents in, on, and around the water, through education and outreach, during the Summit. Two very special events were held during our week in Savannah, which ironically is where we were incorporated 60 years ago! The Congress unveiled their new logo during the Summit.

On Monday evening the Congress Board and Staff welcomed all Summit attendees during a special reception. It was during this reception that the Congress welcomed our long time and new partners in education and water and boating safety. The Congress signed new Memorandums of Understanding with over 20 partners who attended the Summit. The Congress will continue to update those MOU's on an on-going basis and any person or representative of organizations who wishes more information should contact Board member and Partnership Committee Chair Michael Ulrich through the NWSC office. Please visit our web site for additional links to our partners and their activities through their web sites.

On Tuesday afternoon the Congress welcomed all of the Summit attendees for the annual award luncheon where many of our partners and friends were acknowledged for their tireless efforts in the grass roots of our country.



TUESDAY, MARCH 8

U.S. Sailing Driver's Education For Boaters

Rich Jepsen, Chair, U.S. Sailing Education Division

Driver's Education for Boaters is just that: practical, on-the-water training on how to safely handle small powerboats. The core concept of this training is to develop, through practical coaching and reiteration, solid seamanship and boat handling skills for the average boater in the US.

US SAILING got its start in practical training on boats by training instructors how to teach sailing in the 1970s as part of an effort to professionalize sail training on small boats. It soon was including powerboat training in its instructor certification regime. US SAILING schools and instructors still offer training on almost any type of vessel afloat from sailing dinghies and small runabouts to ocean going yachts of power and sail.

US POWERBOATING, an affiliate of US SAILING, has been teaching people how to safely handle small powerboats for over a decade. It has a robust network of powerboat training centers, located around the country, where the public can attend training at affordable rates.

There are reasons that Powerboat Training is much newer in the US than sail training.

Let's start with infrastructure:

- Most powerboats are more delicate and more dangerous than most sailboats so obtaining boats, keeping your equipment in good shape and managing risk are all harder.
- Powerboats offer a special challenge in liability and insurability while training.
- It is a challenge to find instructors with a good blend of teaching and power boat handling skills.
- Many parts of the US are unsuitable for practical training in the winter. Either the boating area is covered with ice or snow, or the conditions are inhospitable for safe on the water training and practice. This places a burden on those who are trying to maintain a sustainable financial model for their program whether for profit or not for profit.
- Finally, one of the biggest challenges is finding students and pricing the training to make it palatable to would be boating students.

The good news is that US POWERBOATING'S network of schools has a demonstrated capability to provide quality instruction, manage risk and liability, care for equipment and market training.

Intensive instructor training, high quality curriculum, access to robust marine insurance, decades of experience operating and caring for small powerboats and finely honed skills at marketing practical training make US POWERBOATING a premier provider of practical boating skills in the US.

In the two day course central to Driver's Education for Boaters, US POWERBOATING attempts to give students the competence and confidence to operate a small powerboat in all common situations before they find themselves on their own. Courses are all taught by certified instructors and there is a strict lifejacket wear policy in force at all courses.

Students are taught proper docking skills, close quarters maneuvering, person-in-water recovery and collision avoidance. The courses also train students how to safely handle boats at higher speeds including high speed slaloms and emergency stops. In addition to boat handling, there is a robust academic section on boating safety and regulations.

Throughout the course student confidence is increased as they get hands-on practice, in their local waters with instructors who can emphasize the skills most relevant to their needs.

At the end of these courses the average student will have the knowledge AND the skill they need to enjoy boating safely.

Our hope at US POWERBOATING is that Driver's Education for Boaters will make US waters safer for everyone as well as increase the numbers of boaters by building confidence and competence on the water.

Social Marketing and Boating Safety: Increasing PFD Use in Lee County Florida

Justin McBride, Sr. Environmental Specialist, Lee County DNR, Marine Program; Joy Hazell, Sea Grant Extension Agent, University of Florida Institute of Food and Agricultural Sciences; Jim Lindenberg, Director of the Center for Social Marketing, University of South Florida, College of Public Health; and Mary Martinasek, Research Director, Center for Social Marketing, University of South Florida

In its continuing efforts to increase voluntary PFD usage, Lee County Department of Natural Resources, Marine Program (LCDNR) and Florida Sea Grant (FSG) recognized that traditional approaches to increasing PFD usage have been ineffective. LCDNR and FSG turned to Community Based Social Marketing (CBSM) as a new approach to increase voluntary PFD use. The CBSM approach uses consumer research to ascertain key influencers relative to PFD use among boaters. Both qualitative and quantitative research was designed to explore the Lee County population's perceived benefits and barriers of PFD use. CBSM attempts to move beyond awareness and change behavior by increasing benefits and lowering barriers. In short, this project is designed to motivate boaters to make the leap from "I know I should wear my PFD", to "I wear my PFD" through a targeted marketing campaign based upon the research.

The project included a review of existing literature, an observational study to determine current wear rate as well as interviews and an online survey to better understand the perception of boating in general and PFD use in particular.

Results showed of 2315 boats and 4744 passengers observed only 3.2% of operators and 5% of passengers wore PFDs. Interview results indicated that boating is a positive experience, representing freedom and time spent with friends. Interviewees also concluded that everyone should wear a PFD although children, non-swimmers and the elderly were of particular concern. Barriers to wearing PFDs were discomfort, warm temperatures, expense and lack of necessity in our boating conditions.

Survey results show that the most commonly worn PFD was the Type 3 flotation aid while the most comfortable/attractive was the Type 3/5 inflatable belt pack. The leading driver to purchasing a PFD was price. Men are more likely to purchase boating items and the largest group, 28%, purchased their current PFD based on a recommendation from someone. However, the survey also found that a trusted source of information is not enough to overcome the cost and comfort barriers and lead to increased wear.

Study results show a marketing plan must focus on Caucasian male boat operators over the age of 40 for whom boating is a vital part of life and who have a balanced view of life: liking the excitement of boating but valuing authority. The message needs to focus on the captain's position as role model and the person in charge of the vessel. Promotion needs to be done through multiple channels with an education program that emphasizes self respect, the freedom of boating

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and the boat operators' concern for the safety of passengers. It is imperative that the priority population recognizes there are comfortable alternatives which are safe and legal. Just as important the price of PFDs must come down for the majority to purchase these PFDs.

To implement the marketing plan we need to develop public private partnerships, use a comprehensive program including multiple influencers and develop and manage a brand focusing on the above mentioned factors. The next steps include putting the marketing plan into play, testing and revising the plan and seek funding and collaboration with companies to work on design and price.

Seated Battery of Standardized Field Sobriety Tests

Capt. Richard Moore, Florida Fish and Wildlife Commission

This session involved a discussion of the recently completed validation study which created a scientifically validated seated battery of standardized field sobriety tests (SFSTs). This project was a grant-funded project and involved a collaboration between the US Coast Guard (grantor), the National Association of State Boating Law Administrators (NASBLA)(grantee), and the Southern California Research Institute (SCRI) acting as the research firm.

There has been a longstanding need for water patrol officers to have an accurate, scientifically validated battery of field sobriety tests which could be used on the water with the suspect in a seated position. The problems associated with a person's balance while on a moving platform such as a boat are understood even by a layperson, and, to this point, the only validated SFSTs have involved a balance component. As law enforcement officers strive to be even more effective at detecting and apprehending those boat operators who put themselves, their passengers and a host of other innocent people at risk as a result of their drinking and/or drug use, having non-balance related SFSTs is critical.

NASBLA approached the US Coast Guard several years ago to initiate this research, and the Coast Guard found the three-year project worthy of national grant funding. NASBLA employed the research team at the SCRI to conduct the research according to nationally accepted protocol. SCRI has a long history of work within the field of Driving Under the Influence (DUI) and has conducted the majority of the formal research into the field sobriety tests commonly used across the US today.

SCRI used the same protocol as utilized in the previous DUI SFST studies to complete this project. In the first year, the researchers had to take a list of potential tests and try them in a laboratory setting with impaired subjects. From this, there were a few tests which showed promise for future testing. The next step was to try the short list of tests using officers and dosed subjects to determine how "reliable" the tests were in helping an officer identify a person who was at or above 0.08 Blood Alcohol Content (BAC). The final stage involved actual field testing with officers and real boat operators who had been drinking in an effort to show that the tests worked in real field situations. In the end, the research identified a four test battery of SFSTs which could be administered to subjects in a seated position on a boat and which reliably allowed officers to make accurate decisions about whether the subject was at or above 0.08 BAC.

NASBLA will begin conducting nationwide training in the Summer of 2011 to help marine officers transition to the new

seated battery of SFSTs. The new tests will become the basis for the national BUI enforcement course and a series of BUI instructor transition courses will also be offered. Officers interested in attending should periodically check the NASBLA website at www.nasbla.org for course information.

Increasing Situational Awareness

**Bob Sweet, National Educational Officer,
U.S. Power Squadron**

It is generally recognized that boating accident and fatality rates have reached a plateau – virtually no improvement in seven years. This condition continues in spite of increasing adoption of mandatory boating education by states. Clearly, a fresh approach is called for. The most prominent causes of accidents stem from what could be considered to be a lack of situational awareness (SA) on the part of the boat operator. Unfortunately, while SA training is central to other operator-based training, it is lacking in current programs to train boaters. Part of this stems from the current boating standards which drive the basic boating course curricula.

Situational awareness involves being conscious of what is happening around you to understand how information, events, and your own actions will impact your intended goals and objectives, both now and in the near future. Lacking or having inadequate Situational Awareness has been identified as one of the primary factors in accidents attributed to human error.

The typical boat operator must deal with a number of risk areas simultaneously, both above the surface of the water and below. Other boats, fixed objects, underwater obstacles, environmental conditions, and the proper functioning of the operator's boat all need attention – simultaneously. Boating accident data show that collisions with another vessel ranks 1st and collisions with a fixed object ranks 3rd as the top accident types. They have resulted in some 1700 accidents and 110 deaths per year. Over the past two years, collisions have accounted for about 30% of all property damage. A 2009 NASBLA Education and Awareness Committee task evaluated risk factors and six of the top causes of accidents are directly related to lack of situational awareness.

The techniques presented have been used successfully in training operators of other types of vehicles. They can be used as a complement to existing boating safety training programs or as standalone training. The existing standards are very focused on the regulatory side of boating safety, but we need to build practical skills in our boat operators as well. Reorientation of the boating standards will be undertaken by the new Boating Safety Advisory Panel. They need to unburden the standards of less essential material to make room for new standards, many of which should target on outcome-based training and building situational awareness. In other words, train boaters to take the right steps that mitigate risks, and then to properly respond when risks emerge.

Example of successful SA tools include implementing "pre-flight" checklists, "prequalifying" safe navigation paths on the water, educating boaters to anticipate collision courses and what to do about them, and lastly implementing a training technique called "SIPDE."

SIPDE stands for Scan, Identify, Decide, and Execute. The technique is central to pilot training and emphasizes scanning the skies for other planes and hazards, then scanning the instruments for potential problems. Once trained, pilots automatically scan and process in search of risks which they then take steps to mitigate.

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“Partnering Outside the Boat” - Thinking “Outside the Boat” to Reach Visitors

Brandi Bradford, USACE, Louisiana Field Office

The presentation highlighted the new partnerships “Explore Louisiana Crossroads” Mobile Guide iPhone APP, and the Shreveport/Bossier Water Resource Festival. These partnerships allowed us to work with local, regional, and statewide business and agency partners to reach visitors who might not otherwise have stopped to get water safety information at our usual booth activities. These partnerships heighten USACE water safety education programs in a cost effective manner and increased public exposure thereby saving lives. The discussion highlighted the USACE’s use of partnerships and distributing water safety information to visitors by incorporating outside agency recreational and regional attraction visitor bases, appealing to the young adults who utilize the latest technology, and reaching out to more female boaters.

Essentials of Close-Quarters Boat Control Course – Panel Discussion

Emily King, Virgil Chambers, and Capt. Ed Huntsman, NSBC

The Essentials of Close Quarters Boat Control course is a methodical, step-by-step instructional and programmed two-day hands-on course. Students that successfully complete the course, even those that have been operating a boat for several years, come away with a new understanding of defensive boat handling and close quarters control. Building upon the basic skills presented, learned, mastered and demonstrated before moving on to the next, the course focuses on techniques that allow the operator to maneuver an operational boat safely and effectively. The course was designed as a training program that helps students understand what to do, how to do it and when to do it, critically taking advantage of wind and current. The program also focuses on the need to practice as a significant part of being able to learn how to handle a boat proficiently in close confined spaces. The course is structured to meet the needs of enforcement agencies and others whose officers or employees place themselves and their watercraft in compromising positions when trying to control and communicate with boaters on the water in a closely confined situation. Easily integrated into larger and more extensive boating education curriculums or training programs, this course can take either an experienced operator that knows what to do but isn’t able to articulate how to do it to another, or the completely inexperienced novice boat operator and help them develop the skills and confidence necessary to safely and effectively operate a small (18 – 26’) outboard boat in extremely confined or close quarters. The course also offers more experienced operators the tools and vocabulary necessary to more effectively instruct others on the skills required to safely operate a small boat in closely confined areas.

Advancing Youth Boating Education: Living Classrooms of the National Capital Region (LC-NCR)

Mari Lou Livingood, LC-NCR Development Director and Keith Christopher, National Director, Sea Scouts BSA and National Events, Boy Scouts of America

The Boy Scouts of America (BSA), founded in 1910, is a nationwide, Congressionally-chartered, non-profit, values-

based youth organization. The BSA uses responsible outdoor adventure programs to promote character development, citizenship training, leadership, and personal fitness. Many of the 2.7 million youth members participate in various aquatics activities during outings under the leadership of 1.1 million adult volunteers. Safe delivery of diverse and extensive boating programs requires education of the adult volunteers and camp staff who conduct them. We work closely with other youth-serving agencies in providing support in training their leaders.

Cub Scouts, first through fifth grade boys, and their parents are introduced to safe boating at various summer day, resident camp, and weekend activities.

Boy Scouts, ages 10 – 17, earn merit badges as they advance in rank to Eagle. Several badges teach life skills, including safe boating operations. These include (including approximate numbers earned annually): Canoeing (42,000), Small Boat Sailing (18,000), Rowing (16,000), Motor-boating (13,000), Whitewater (4,000), and Water Sports (waterskiing-wakeboarding) (4,000). Boy Scouts and Venturers earn special awards in Kayaking and Boardsailing. The BSA maintains up-to-date, age-appropriate pamphlets for each badge with help from subject matter experts and has cooperative agreements with several boating organizations (U. S. Coast Guard Auxiliary, United States Power Squadrons, the American Canoe Association, etc).

Coed youth, ages 14-20, are served through the Venturing program. They undertake various high-adventure treks such as wilderness canoeing, whitewater rafting, and sailing. Sea Scouts emphasizes advanced boating skills and maritime heritage.

Two BSA National High Adventure bases are available, specializing in hands on aquatics. The Florida National High Adventure Sea Base serves 12,000 youth annually in the Florida Keys. The Northern Tier National High Adventure Program stages canoe treks for 7,000 youth in Minnesota and Canada. Other high adventure camps specialize in white-water treks. Personal watercraft (PWC) operation is currently prohibited as a BSA activity. However, selected BSA camps are piloting PWC programs based on NASBLA (National Association of State Boating Law Administrators) and manufacturer guidelines.

The BSA has a nine point policy called Safety Afloat based on an eight point drowning prevention program, Safe Swim Defense. Adults supervising boating activities during BSA functions must complete Safety Afloat training every two years. This training is both online and available through an eighteen minute video. Over 42,000 adults complete the online Safety Afloat training annually. Current Safety Afloat policy and online training are available at www.scouting.org. Paddle Craft Safety was developed to teach additional skills that are difficult to teach online, including handling and safety skills for canoes and kayaks. You do not need to be a member of the BSA to access these trainings.

Additional info available at: www.scouting.org/scoutsource/HealthandSafety/GSS/gss02.aspx.

The Living Classrooms of the National Capital Region (LC-NCR) is a non-profit educational organization that provides hands-on learning, job training, community service and development programs for students from diverse backgrounds, with an emphasis on serving disadvantaged youth living in at-risk environments.

One component of LC-NCR is the shipboard program. The

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shipboard program uses historic vessels to expose students to a variety of environmental education programming and emphasizes safe fishing and boating practices. LC-NCR is the only local non-profit organization that provides grant funded shipboard programs at no cost to Title I schools. In 2010, the shipboard program served 2,500 diverse students in the DC metro region. Many of these students were underserved and had little experience with boating or being on the water prior to their shipboard program.

On behalf of LC-NCR, the shipboard program received a grant of \$5,000 called "Take 'Em Boating" from the Outboard Marine Corporation Foundation. The grant helped support efforts to run 32 trips for 508 students in grades 3-12. All of these trips were taken by Title 1 schools in the DC Public School system. This grant was used to purchase fuel, program supplies, and new life jackets for youth traveling on these trips aboard on the m/v Half Shell, a historic Chesapeake Bay buy boat. Beginning in 2011, LC-NCR added the m/v Mildred Belle to her fleet to increase the number of youth who will be able to experience boating, fishing and connections to their local recreational waters.

Additionally, each year LC-NCR hosts its Nation's River Bass Tournament with 300 youth to fish on the Potomac River. Of the 300 youth, 30 of them fish in bass boats with bass angler volunteers to learn more about boating, fishing, boating safety and life jacket use. Exhibits are provided on the pier for students and teachers to learn more about boating safety and environmental education. Beginning in 2011, LC-NCR, FLW Outdoors and Boater Exam will partner to advance boating safety education with youth and young adults through media, events, educational courses and activities.

The LC-NCR programs provide students of all backgrounds a chance to experience the Potomac and Anacostia Rivers in a new way. This experience is particularly important to underserved students who may have little access to local waterways. By teaching boating and fishing safety and environmental education LC-NCR aims to encourage youth to take note of personal safety, navigation and stewardship of recreational waters.

Contact: Mari Lou Livingood - 202-488-0627 x222 - mlivingood@livingclassroomsdc.org; www.livingclassroomsdc.org

Connecting with the Paddling Community

**Chris Stec, Chief Operating Officer,
American Canoe Association**

What makes normally sane individuals decide to live out of their car, eat ramen noodles and otherwise morph into a weekend warrior smelling of wet gear and scented pine freshener? Is it a sense of adventure? Peer pressure from fellow paddlers? Or the desire for a Zen-like experience? How do you connect with these canoeists, kayakers and rafters? Once you know how a paddler thinks, then you can reach out to them more effectively. Attendees joined Chris Stec, American Canoe Association's Chief Operating Officer, for this insightful look into the mindset of those who choose to paddle our nation's waterways.

Boating Outside the Box

**Dave Lumian, Government and Regulatory Liaison,
American Sailing Association**

Overview: Boating Outside the Box examined the issues

and opportunities associated with public access boating programs that offer on-the-water recreation and training programs especially for at-risk youth. These programs aim to provide safety training as well as positive youth leadership development. The workshop examined the special challenges and extraordinary success stories encountered. Community programs offer our kids the opportunity to develop self-esteem, communication, teamwork and critical thinking. Instructor training, outreach, inclusion and opportunity were discussed.

Some highlights included:

- There are an estimated 2,000 community sailing programs across the nation. They include different formats such as universities, sailing clubs, park and recreation programs, stand-alone charities, summer camps, Scout programs, adult continuing education programs and youth serving organizations such as Boys and Girls Clubs.
- Safety, fun and education are the three top priorities for community sailing programs.
- Community sailing programs are seeking partnerships with public and private organizations to improve outreach, inclusion and resources.
- Community sailing programs offer a wide range of water safety training programs in a variety of disciplines; dinghies, keelboats, kayaks, sailboards, powerboats, etc.
- Community sailing programs have a central gathering at the US SAILING National Sailing Programs Symposium (NSPS). The next NSPS will be in Long Beach, California January 11 – 14, 2012. More information is available at http://training.ussailing.org/ProgramMgmt/NSPS/2012_NSPS_Long_Beach.htm.
- Community sailing programs coordinate their efforts nationally through the US SAILING Community Sailing Council. More information is available at http://about.ussailing.org/Directory/Councils/Community_Sailing_Council.htm.
- There are also regional community sailing meetings in different areas of the nation. For example, the California Department of Boating and Waterways sponsors two meetings a year. More information is available at <http://www.dbw.ca.gov/BoaterInfo/AquaCntr.aspx>.
- Community sailing programs use a variety of different certification programs including American Sailing Association, US SAILING, National Safe Boating Council and American Canoe Association.
- Transportation, funding, recruiting, enrollment and staffing are ongoing issues for community sailing programs.

Strategic Plan of the National Recreational Boating Safety Program 2012 - 2016: Continuity but Change

**Fred Messmann, Chair, Strategic Planning Subcommittee
of National Boating Safety Advisory Council**

The broad plan goals are to foster the development of a robust "safety culture" among the boating public to reduce injuries and fatalities, use appropriate and focused combination of outreach initiatives, regulation, and enforcement, and convince the public that any regulations "codify prudence" and are not unduly burdensome.

A safety culture is defined by a set of learned beliefs, values and behaviors or the way of life shared by the members of a society, those shared values (what is important) and beliefs (how things work) that interact with an organization's structures and control systems to produce behavioral norms, or

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more simply “how things work” or “the way we do things”.

There are four key features of a robust safety culture; they are flexible or adapt to change as new data or information becomes available. They report, such as the accident data reported and entered into BARD for analysis, they learn, by analyzing BARD data to develop learning, and finally they are informed making them mindful to make informed choices.

The plan characteristics are evolutionary rather than revolutionary, focusing on continuous improvement, not mere replication. It also sets the stage for more robust performance initiatives including mandatory education and assessing the feasibility and benefits of mandatory life jacket wear for certain vessels and assumes active participation of all partners.

The plan goals were developed using both judgment of subject matter experts and statistical trend extrapolation. The plan incorporates objectives to develop improved basis for goal setting so that the future will be “data-driven”.

The goals are believed realistic, with the plan a “living document” to be revised as new information becomes available.

The numerical goals for the plan are:

Fiscal year	Number of injuries	Number of deaths	Total casualties
2012	3,295	677	3,972
2013	3,212	672	3,884
2014	3,132	666	3,798
2015	3,054	661	3,715
2016	2,997	656	3,653

Why are the goals so modest? Fatality rates have dropped dramatically since the 1960s, but progress has slowed in recent years as “low hanging fruit” has already been harvested. The plan architects believe that plan attempts to do the “right things right”. Success also depends upon many factors not under control of the USCG, including partner actions and the boating public response. Keep in mind, more dramatic changes in the future will require different approaches.

The plan consists of eleven objectives and 76 associated implementation strategies that are mutually supporting, integrated, and interdependent — therefore objectives have no priority ordering. The objectives and strategies were negotiated by a group with diverse expertise and viewpoints.

Objective	Strategies	Leader
1. Boating Education	5	Cecilia Duer
2. Outreach	8	Larry Meddock
3. Advanced Boating Education	3	Pam Dillon
4. Life Jacket Wear	7	Dorothy Takashina
5. Operator Compliance-Nav Rules	4	Maureen Healey
6. Boating Under the Influence	7	Richard Moore
7. Manufacturer Compliance	4	Marcia Kull
8. Operator Compliance-Safety Equip	7	Margaret Podlich
9. Accident Reporting	19	Fred Messmann
10. Research and Development	10	Dan Maxim
11. Effective Grants	2	J.J. Marie and John Fetterman

Each objective leader was supported with a great team!

Things to keep in mind are that the plan is linked, that the changes to strategies in one objective may impact other objectives. The goals are keyed to content and changes to the strategies may impact goals for fatalities and injuries.

Marinas and Boating Facilities: FERC Perspectives On Facility Design/Location, Public Safety, and Environmental Protection

Mark Carter and Jade Alvey, FERC

Federal Energy Regulatory Commission (FERC) staff shared perspective and opinions on applications for marina and boating facilities, focusing on considerations for environmental and public safety concerns at hydropower reservoirs. This presentation included: (1) a discussion of specific license requirements that require the FERC to consider public safety and environmental protection; (2) the multiple factors that should be considered when choosing a site for boating facilities; and (3) specific case studies of how licensees and/or Commission staff dealt with public safety or environmental issues during the design and approval stage of marina applications. A few take-home messages for hydropower licensees in the audience included: (1) licensees should ensure that proposals are consistent with shoreline management plans and address the concerns of natural resource agencies; (2) licensees should ensure that adjacent land owners are consulted and that their concerns are considered and fully addressed; (3) licensees should examine applications fully and only request approval for those proposals that would benefit the lake; (4) public safety and environmental protection are important and achievable goals for boating facilities.

Marinas and Boating Facilities: The FERC Perspective in Field Observations at Three Projects

Patricia A. Grant, FERC

Three examples of boating facilities faced different problems.

Kansas River Project

The Commission issued an original license for the Kansas River Project on August 19, 2010. The order issuing this original license terminated the existing exemption. The Kansas River Project is located in Douglas County, Kansas, in the city of Lawrence. The Massachusetts Street Bridge is above the dam.

Recreation requirements included:

- conduct a project facility assessment, after construction a new pedestrian footpath and new canoe portage trail along the north bank of the Millpond; a new fishing deck, with trash receptacle and trash removal, at the tailrace of the north powerhouse.
- the north powerhouse is completed when flows in the tailrace have been established, to determine the location for the canoe put-in at the tailrace of the north powerhouse (whether approximately 75 feet from the tailrace of the north powerhouse or some other location is appropriate), and file for Commission approval, a report of the assessment results.

The canoe put-in location will be determined after evaluation.

Dead River Project

The original West End Boat Landing was located off a private road in a sandy, somewhat braided section of the Dead River channel at the west side of the reservoir.

The final West End Boat landing on Clark Creek is deep and near the channel, and a well-maintained public road gives good access.

After reviewing several proposed locations, the final West End Boat Landing was the best choice.

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Yellow River Project

Wild rice, cattails, and grasses are present in the slow-moving Yellow River.

Some residents wished to have more recreational activities on this slow-moving, meandering prairie river. However, low-key activities along the quiet Yellow River are most appropriate. WiDNR staff perform wild rice surveys on the Yellow River, and tribes gather wild rice. Big and Little Yellow Lakes upstream offer other types of water recreation.

Yellow River activities emphasize the natural beauty, the wildlife habitat, and the peace and quiet, while Big Yellow Lake and Little Yellow Lake offer other types of water recreation.

Recommendations:

- Kansas River – Be sure to assess flows and consult with potential users prior to installation of canoe put-ins below new powerhouses.
- Dead River – Be sure that the water-access site conditions are the best they can be, and choose the best location.
- Yellow River – Be sure to use public education and meetings to teach homeowners that living on a river can be a unique and fulfilling experience without jet skis and large powerboats.

Behind the Scenes Tour of the Stressors Video

Robert Kauffman, Ph.D., Frostburg University

The purpose of the session was two-fold. First, it provided a behind the scenes tour of the recent safety video: “Almost a Perfect Day.” The session builds upon a session last year which emphasized several techniques used to convey a boating safety message on the environmental stressors (e.g. sun, glare, noise, wind, motion, dehydration) and alcohol to a “semi-reluctant” audience. Second, the session focused on how the video can be used by boating law administrators and boating educators in their boating safety programs. The effectiveness and longevity of the video’s use will, in part, be determined by the following quote: “A good safety video answers some questions and in doing so raises additional questions for discussion.”

Structurally, the video is divided into three sections. These are the opening scene, the message, and the ending. The opening crash scene is designed to catch your attention and present the problem. It is typical and not really much different from those used in most other safety videos. The dramatic scene raises the following question in viewers: “What caused the accident?”

The message section of video uses a drama to convey its safety message. This is in the tradition of other safety videos like “Cold, Wet, and Alive,” or “Decide to Return.” This is a significant departure in approach from the traditional safety video that tends to lecture its message to the viewer. “Almost a Perfect Day” uses a courtroom scene with flashbacks of the day’s events to convey its message to the viewer. With a brief pause after the initial incident, the video follows with the pounding sound of the judge’s gavel as she calls the court to session. The courtroom scene and its flashbacks are an unconventional twist designed to keep the audience’s attention and interest.

Since the message dramatically makes its point, the ending phase of the video was purposely short. From the technical sense, it is the closing picture of Michael as he sits on the witness stand where his facial expression reveals that he finally gets it, he did something wrong.

The second portion of the presentation focused on how the video can be used by boating law administrators and educators across the country to educate people regarding the impact of the environmental stressors. It was noted that the video answers some questions, but in doing so raises additional questions that can be answered by the presenter of the video.

First, the presenter can easily expand upon the physiological effects to the environmental stressors and alcohol. The video sets up this discussion. Second, the video emphasizes the differences between boating and driving a car. Generally, the impact of the stressors is not an issue in automobile safety. Third, the presenter can use the video to expand upon the concept of impairment. Michael wasn’t intoxicated, yet he was impaired. Fourth, the presenter can discuss the concept of and need for a designated driver.

Sometimes it is not the questions that a good safety video actually answers, but its ability to enable its presenter to easily expand upon the basic themes presented in the video that makes it effective. “Almost a Perfect Day” enables the presenter to expand upon the basic theme of the video in areas that are of interest to the presenter. If the video is still in use in ten years or 2021, examination of why it is still used will most likely reveal that many of the elements discussed in this presentation have led to its continued use.

Audience Polling

conducted by National Safe Boating Council

This year’s polling questions are important to the future direction of the Summit and the type of sessions that will be offered. All those participating will receive a thank you gift plus have their name entered for a valuable prize at the end of each polling session. ***We need your critical input to better advance the Summit program so be certain to attend one of these sessions.*** This presentation will use the interactive audience response system to gather data from the conference participants. Each audience will be presented with the same standardized set of questions regarding boating safety topics, including mandatory education (success, areas of improvement, age, type of boat operated), USCG Strategic Plan goals and objectives, attitudes impacting use of life jackets for all age groups, and Summit planning. The quick results to each question will show participants where the trends are and the areas needed for improvement. (See page 28 for polling results.)

NSBC Boating Safety Youth Award –

Sponsored by BoatU.S.

Making Water Safety Education FUN!!

Christine Crawford, Huron Water Safety Day

Huron Water Safety Day in Huron, Ohio spends a day emphasizing the importance of safety and awareness around and on the water. Our program provides an educational outing for an average of 250 Huron School’s 3rd and 4th grade students each year. Founded in 2007 and held during National Safe Boating week each year, we have provided over 1000 life jackets to our attendees. 2011 marks our 5th anniversary of this fun, informative day.

Our kids arrive in the morning to outdoor color-coded amphitheater. The students and teachers are advised of their “color” in advance. They proceed to a coordinating flag where they find a tee shirt and life jacket for each student. The

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color groups break the students into groups of 50 students. Each group travels through five 30 minute stations. An average day for the "Red Group" could look like this:

Station 1 – 9:00 to 9:30 – Board a US Coast Guard 47 foot cutter. "Coasties" are on hand to provide the tour and answer questions about what they do and the boat. In addition, wearing life jackets is heavily stressed. Once finished on the boat, they proceed to a USCG Helicopter and inspect equipment and chat with the rescue swimmer and pilot.

Station 2 – 9:35 – 10:05 – Participate in a Life Jacket Relay race with the Division of Watercraft from ODNR- the tangled mess of life jackets, anchor lines and debris stress the importance of storing your life jackets properly. While waiting in line for the relay, a safety display provided by the US Coast Guard Auxiliary allow the kids to see, handle and discuss a variety of safety equipment.

Station 3 – 10:10 – 10:40 – Huron Ohio Fire Department Dive Team has a rescue swimmer in the water simulating a struggling swimmer. A Dive Team Member accompanies the student down the dock and they "rescue" the swimmer using life rings and boat hooks. While waiting in line for this exercise, students hear about the great lakes sport-fishing that is abundant in Lake Erie. They have a chance to cast a line, learn the different species of fish and identify types of lures, bait and tackle.

Lunch Break with Captain Willie- a Great Lake Education Pirate. Captain Willie entertains the kids while they eat their brown bagged lunches in the amphitheater, mesmerizing them with tales of treasure, ship wrecks, and weather patterns on Lake Erie.

Station 4 – 11:45 – 12:15 The American Canoe Association demonstrates basic paddling and kayaking skills with an emphasis on safety and equipment in the pool.

Station 5 – Ohio State Sea Grant Program provides samples of invasive species, natural fish and wildlife in our area. Dangers of the invasive species are discussed, as well as the importance of this valuable fresh water resource.

Since our 3rd grade students return the following year as 4th graders, we change our program each year, adding new mini sessions and providing a variety of topics.

Funding for our program comes from local businesses and individuals. All facilitators donate their time to provide the educational sessions.

For more information contact Co-founder and Water Safety Day Chair Christine Crawford at Christine@chapmaninsure.com.

***letsgo boating.com* –
a Boater's Boating Safety On-Line Resource Center**
Jeremy Oyen, American Canoe Association

With the increased use of the internet and on-line resources, there is a need to offer a comprehensive educational portal allowing the general public to find boating safety messages targeting all aspects of boating, such as: hunting, fishing, paddlesport, sailing, personal watercraft, power boating and more. Additionally, the access and ease of finding such a resource that is not discipline or organizational specific is necessary to reach individuals or groups that do not see themselves as "boaters" but simply as outdoor enthusiasts that use watercraft to further their pursuits. The American Canoe Association, in cooperation with the US Coast Guard, the National Safe Boating Council, the National Water Safety Congress, US Sailing and Subaru of America, is in the process

of developing a user focused, web-based / on-line boating safety educational resource to offer comprehensive boating safety information to all facets of the boating community, including resources for individuals and organizations.

Sea Angel's Brazil Boating Safety Program: Updates and Progress

Marcelo A. Ulyssea, Sea Angel's Brazil Institute/Boating Safety and Education

Significant progress has been made in the past year for the boating and water safety situation in Brazil. With the progress that was made, new goals have been set for the coming years. The Sea Angel's Brazil Boating Safety Program made many updates to help improve boating safety within the last year. The recent contact with the 2010 IBWSS has helped the development of boating and water safety in Brazil. With their help we have been able to proceed further in boating and water safety without government support. We assembled the 2011 South American Boating and Water Safety Meeting which was a new forum for information between agencies and individuals, it integrated boating and water safety for enthusiasts and professionals.

Public Education/Outreach Programs and Initiatives at FERC Licensed Hydropower Projects

Kelly Larimer, Grant Co PUD

Management of project lands and waters to enhance public recreation opportunities while also addressing the expectations of private shoreline communities is a tough balancing act. This presentation demonstrated how Grant PUD has managed to successfully engage the public, and work with adjacent landowners to implement recreation and shoreline management measures within the first three years of its 44 year FERC license.

Go Tell It on the Mountain – or at least send them a newsletter...

Kimberly Bogart, Entergy Arkansas, Inc.

Entergy Arkansas manages two lakes in the Diamond Lakes Region of Central Arkansas. They are highly developed reservoirs in a popular vacation destination leading to many out of town owners and users of the resources. This presentation demonstrated how Entergy uses a variety of communication methods to reach the residents and users of the Lakes – from phone calls and emails to newsletters and public meetings – to get the information across to the masses. Let us share our experiences with you.

National Association of State Boating Law Administrators (NASBLA) Basic Crew Member Course: Are You Ready?

**John Fetterman, NASBLA Director of Law Enforcement,
and Mark DuPont, NASBLA Boat Operations and Training
Program National Director**

A nationally standardized course curriculum that teaches basic boat crew and vessel operations to a wide variety of marine law enforcement officers (MLEOs), first responders and others who support recreational boating safety and related maritime public safety missions.

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As part of NASBLA's Boat Operations and Training Program, this course is one element of a wide ranging exportable training curriculum that will increase the number of trained, skilled and qualified first responders on the water, and will directly increase the number of personnel and assets the Coast Guard and the entire maritime community can rely upon to respond to multi-mission calls for assistance. It will directly increase the number of lives assisted and saved by putting more resources on the water when disaster strikes whether in a safety or security scenario.

The breakout session demonstrated how any maritime agency and or departments can begin with the Basic Crew Member Course, and continue to add and enhance the capabilities of their organization with other NASBLA BOAT Program offerings including the Boat Operator Search and Rescue Course, the Tactical Operators Course, Accident Investigations, and more.

For more information on the Basic Crew Member Course visit www.nasbla.org/boat.

OMC Award Winner Boating on the Bay

Ray Sanborn, Kama'aina Kids

The workshop was attended by 20 people whose focus was the importance of children and boating. One of the most important components of the workshop was the networking of attendees. It was through that network that we were put in touch with Cecilia Duer who is the Executive Director of the Spirit of America. Through this introduction we become a grantee.

A meeting was held in Hawaii and attended by the Coast Guard, the State boating officer, several boating instructors and members of Kama'aina Kids. Now, through the National Safe Boating Council new relationships have been formed, additional children will be able to learn from this relationship and we plan to attend future summits to continue networking, report on our successes and look for additional ways to enhance what we offer the children of Hawaii.

The Influence of Ethnicity on Aquatic Participation and Drowning in Canada

Barbara Byers, Public Education Director, Lifesaving Society

The Lifesaving Society has been researching and reporting on drowning and preventable water-related deaths in Canada since 1989. This drowning data does not include information about ethnicity and length of time in Canada for new immigrants and does not provide a comparison of the drowning rate for new Canadians versus those born in Canada. The Lifesaving Society initiated a research project to identify the drowning risk of new Canadians.

The Lifesaving Society commissioned IPSOS Public Affairs (3) to undertake a study to identify the attitudes and behaviours of new Canadians towards swimming and their knowledge of water safety practices. Several issues around water safety were investigated, including:

- Likelihood of participation in swimming and other water activities
- Correlation between the length of time a person is settled in Canada and their knowledge, attitudes and experiences around water safety.
- Effectiveness of certain water safety education programming and programs including in-language materials as a way of

reaching out to groups of new Canadians

An online methodology was used and the sample included 1032 adults, between 18 and 60 years old. Approximately half of the sample was born in Canada and the other half were new Canadians (Chinese, South Asian, Southeast Asian and Muslim). All data collection occurred between April 20 and May 6, 2010.

The research confirmed that new Canadians have a higher drowning risk and the need for water safety education targeted for each new immigrant especially those who have been living in Canada for less than five years. In particular, new Canadians need information about the importance of being able to swim and the benefits of formal swimming lessons.

The study confirmed the importance of offering Swim to Survive, a survival swimming program, to be taught during school time to ensure that all Canadian children receive training. The research indicated that translated materials are desired by new Canadians to encourage more people to learn to swim.

The interest in this study was extremely high as it confirmed the hypothesis of new Canadians having a higher risk of drowning in Canada. The hypothesis was based on feedback from new Canadians regarding the lack of knowledge and skills from their home country, combined with the abundance of water in Canada and the fact that the acquisition of swimming skills appears to be deceptively easy. The study confirmed the need for boating safety information targeted to new immigrants given their high interest in boating combined with their self reported lack of knowledge of safe boating practices. For more information contact Barbara Byers, Lifesaving Society at barbarab@lifeguarding.com.

Beyond Boot Camp:

The Three R's Rescue, Recover, Rewarm

Brian Davidson, NWSC Region 1 VP and Executive Board Member, Michael Ulrich, NWSC Board Member and Partnership Chairman, and Jerry Craddock, Program And Instructor Training Coordinator

Following the success of Cold Water Boot Camp USA, Beyond Boot Camp USA: The 3 R's Rescue, Recover, Rewarm has been created. Using DVD and web delivery of the materials, it is designed to provide educators with tools to better inform themselves and their students about the risks of cold-water immersion. Information is also provided to first responders with information to be more effective in successful rescue, recovery and re-warming of any person suffering from a cold-water immersion or hypothermic experience. This presentation introduced elements of the second in the Cold Water series, which highlights a sampling of the material provided in the second DVD. The 3 R's has been created to educate first responders about the proper methods of identifying the level of hypothermia in a victim and how to rescue, re-warm and treat the victim.

The 3R's portion of the program addresses some education and awareness issues for SAR first responders to be educated and therefore better prepared with a workable plan on how to rescue, recover and re-warm hypothermic victims. With an estimated 20% of those severely hypothermic victims suffering from circum rescue collapse, it is evident that the knowledge is lacking in this area and The 3R's will fill that void.

During the General Session, the Cold Water series was introduced and every person took a video home. In the class-

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room presentation there was greater focus on the now existing curriculum, which allows for medical CEU's.

National Water Safety Congress Courses were introduced during the General Session as an update to NWSC programs. Attendees were given the information they need to become better informed about the courses that the NWSC offers. Information included a brief update about the Personal Watercraft and Cold Water Immersion Survival courses as well as the introduction to Spirit of America Youth Education Programs.

Shoreline Monitoring and Enforcement Methods at FERC Licensed Hydropower Projects

Mark Jordan, Ameren UE

In 2009, Ameren Missouri (Licensee) at the Lake of the Ozarks, FERC Project No. 459, implemented a Permitting Solution System that was integrated with its existing Geographical Information System (GIS) and other existing databases. The software was developed by Adept Technologies and implemented with the coordination of Ameren Missouri's GIS Consultant, Trailhead GIS. Ameren Missouri's main goals for the project was to find a solution that could manage the receipt of 3800 permit applications annually (15 per day), successfully combine Ameren Missouri's multiple existing databases into one solution and ensure License compliance. Those challenges were met by developing and implementing a paperless workflow system that successfully integrated all existing databases into one manageable location. In addition, the controls and functionality of the system were designed and developed to ensure compliance with Ameren Missouri's FERC License. The system has allowed Ameren Missouri to improve accuracy, prioritize work and cut expenses by tracking and monitoring all applications, permits and violations along with their associated information, by customer name, permit number and geographic location. Since the system is internet based, it is very accessible to staff which has already proved to be invaluable by enabling work to be accomplished at multiple locations. The system has also proved to be a great managing and reporting tool by providing a multitude of statistics and reports with a few clicks of the mouse. Late in 2010, an internet based customer interface was added to the system, which allows customers to apply, pay and track their permit applications and annual dock fee accounts on-line. Ameren Missouri is hopeful that this will be utilized extensively, which will provide yet another tool that will increase application accuracy, save staff time and reduce overall expenses.

Alabama Power's Permitting Program

**Tina Freeman, Lee Townsend and Sheila Smith,
Alabama Power Company**

Shoreline Compliance

Shoreline Compliance is the Responsibility of the Alabama Power Company Shoreline Management Compliance Team. The Compliance Team develops and maintains up to date guidelines, compliance project teams, and education materials to ensure Reservoirs are managed consistent with license requirements. The Compliance Team utilizes a combination of technology available to monitor and track compliance issues. Field work is conducted using GIS maps containing aerial imagery, Lidar data, and property ownership data. Data is collected utilizing Trimble GPS units, lasers, and digital cameras. Recent projects include removal of white beaded foam, a sur-

vey of abandoned structures on one Reservoir, and an ongoing comprehensive structure study on all Reservoirs. The white beaded foam project has resulted in over 76% of foam being removed from our Reservoirs to date. The abandoned structure study identified over 400 structures to be removed. Maps and photos were created of each structure to produce a bid package for prospective bidders. The structure study was conducted on all 12 Reservoirs, collecting data for every structure with each Project Boundary. The result yielded data on over 65,500 structures. This data will be included in the development of Shoreline Compliance Plan being developed for the purpose of identifying, monitoring, and reconciling existing and potential compliance issues.

Shoreline Litigation

In the past the use of litigation was strictly reactionary. Now Alabama Power Company Shoreline Management treats every permit issued as a potential litigation issue. We attempt to be consistent with our process and in our decisions. When an encroachment or complaint is received our management and legal team is notified. When all verbal attempts to remedy the issue have failed, an initial demand letter is sent. If a resolution is not reached, a demand letter with a deadline is sent. A lack of response to the deadline will result in a lawsuit being filed.

At this point we compile supporting documentation and information regarding the issue including:

- Property ownership – deeds & project boundary info
- Correspondence – emails, notices of violation, & notes from phone conversations
- Specifics of the violation – details, photos, measurements & LIDAR images
- Witnesses – surveillance contractors, builders & any third party persons involved
- Permit and related documents – Drawings, amendments & old permits
- File notes – notes on the history of current dispute & info on prior disputes
- Regulatory agencies – Corps & FERC regulations
- Survey

The Shoreline Management Team also attempts to build and maintain relationships with our external counsel. External counsel is included periodically in training sessions and staff meetings. Through proper training and procedures, the Shoreline Management Team is better prepared for any legal situation.

Shoreline Operations

Alabama Power Company manages 14 Hydro Dams on 12 Reservoirs. These facilities are on 3 river systems, the Warrior, Coosa and Tallapoosa. We operate 155,747 acres of project waters, 119,520 acres of project lands and 3,132 miles of shoreline.

The Shoreline Management Team has 12 full time employees and 23 contractors located in 5 field offices and our Corp. Headquarters. The Shoreline Management Team strives to protect and enhance the scenic, recreational and environmental values of the reservoirs. Our permitting program objective is to manage and administer the program in a safe, cost effective and consistent manner.

Prior to 1992, the program was reactionary. Since the formal program was developed we have issued 26,963 new shoreline permits. Permits are issued based on the type of construction desired and entered and scanned into our database. We issue 3 types of permits: residential, commercial and multi-family use.

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Alabama Power Company continues to build relationships with external customers, local, state and federal agencies to continue to make our program a success.

NASBLA's Operation Dry Water

Tom Hayward and Ron Sarver, NASBLA

Marine Law Enforcement across the country scored another success with Operation Dry Water 2010, the second nationwide crackdown on persons Boating Under the Influence (BUI) of alcohol or drugs. Agencies and organizations from all 50 states, the District of Columbia, and the U.S. territories of Guam, Puerto Rico, American Samoa, the Northern Mariana Islands and the U.S. Virgin Islands participated in this year's effort, held June 25-27. The numbers of boaters and recreational vessels contacted took a big jump over last year's inaugural run.

Operation Dry Water was launched in 2009 by the National Association of State Boating Law Administrators (NASBLA), under a grant from the United States Coast Guard. With nearly 1 of every 5 recreational boating fatalities directly related to BUI, this nationwide effort aims to save lives and foster a stronger and more visible deterrent to alcohol and drug use on the nation's waterways.

Navigation Rules Awareness and Youth Activity Book

Fred Messman, NSBC, PPG Marine & Boating Safety Sidekicks

This presentation is a result of two U.S. Coast Guard grants addressing the USCG National Strategic Plan, Objective 5, Strategy 5.3- Focus Curriculum on Navigation Rules, "Focus time and attention to navigation rules in boating safety classes and "increase navigation rule awareness".

The grant team wanted to avoid just putting a different look on the same content since there were already many fine teaching tools available. We also wanted to focus on the recreational boat operator, basic rules, not talk about navigational aids, we would not include other navigation rules nor use sound and light signals, but we need to write the program so future updates can be added. We consider our market to be both the current boaters (adult) and future boaters (youth).

The team decided to focus on top 6 navrules violations that the statistics identified that resulted in boating accidents (Rules 2(a), 5, 6, 8(e), 13, 14, 15, 16, 17(a)(b), and 18):

- Safe Speed
- Crossing situations
- Overtaking situations
- Head on situations
- Proper lookout
- Careless or unsafe operation

We want to ensure we target the behavior, not the activity, are careful to not villainize any particular type of boat, and that it is important that the technical detail has to be correct.

The name of the new program -- BOAT ON COURSE.COM

For the youth education we developed the "Boating Safety Sidekicks" as prominent characters, along with SIDEKICKS ON COURSE.COM. For the youth education we developed a 16 page "Sidekicks Activity Book" with a centerpiece board game, crossword puzzle, Sudoku, scrambles, match up and 8 scenario "what if's", all with crossovers to the awareness portion. Draft copies were distributed with requests for comments and edits.

Two awareness PSA's and six basic navigation rule video segments will be developed.

BoatUS has contacted professional BASS fishermen to target the angling audience.

Video-Based Testing Technology (VBT2), where the viewer is tested and scored on the information presented in the training video, will provide verifiable results on the effectiveness of www.BoatOnCourse.com.

A user friendly and intuitive web interface designed for education and entertainment- 'Edutainment' will be the awareness centerpiece. Videos will guide and instruct viewers on Navigation Rules using an entertaining team approach similar to the 'Mythbusters'.

High-energy action videos will keep viewers engaged, and overhead helicopter shots will give an actual 'bird's eye view' of proper Navigation techniques.

Selling the Message "Wear It"

Ernie Lentz, USACE Park Ranger

This program attempted to showcase all of the different methods water safety professionals can use in order to get the "Wear It" message out to the public. For some, many of the ideas were familiar, but for others this program hopefully encouraged the attendees to pick up the water safety banner and go forward. The program was well attended with over 75 in attendance. When we all speak with one voice and we speak the same language concerning PFD wear, then the message of "Wear It" will have a stronger impact.

Nobody Left Behind – Reach The Masses with Water Safety Basics!

Joseph L. Ponder, USACE representing the Tenn-Tom, Waterway Management Center, Columbus MS

The presentation, "Reaching the Masses" by Joseph L. Ponder, was based on actual drowning events that occurred near our management area. Presentation material and methods were designed on the concept of leaving nobody behind in our attempt to reach every segment of the public with the basic messages of water safety.

Recommendations of simplifying and clarifying the water safety presentation message into concise messages of Life Jacket use, learning to swim well, emergency response methods and tools, and using the buddy system to be on alert for possible drowning victims were covered.

Just as important as the message was the encouragement to presenters to design presentation to reach as many in one setting as possible. Story boarding and message interaction to make as much interpretive impact as possible with larger crowds was discussed, such as student and spectator involvement in the form of interviews and play acting. Modeling of life jacket use and sizing and interviews of those who have actually been impacted by drowning incidents were examples.

Methods of putting together programs and recruiting large crowd presentations with an emphasis on target groups of demographics that continues to show susceptibility to drowning events were discussed. As well as an effort to instill ambassadorship from low risk individuals that would have influence on high risk individuals to practice water safety basics were encouraged. An example of this would include children and wives encouraging use of life jackets by men that have a high percentage of drowning in their demographic group.

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Events that have been successful were listed and presented such as high school assemblies, car races, ball games, rodeos and other special events. Formatting presentations based on content and restricted time limits to get messages out quickly to make use of small allotted time limits was encouraged. This allows quick response to large crowds with quality concise presentations to reach the masses.

PPE for Water Rescue First Responders

Robert E. Ogoreuc, Slippery Rock University

The student will be able to:

1. Identify the personal protective equipment (PPE) to be worn by first responders responding to water related incidents.
2. Identify the appropriate lifejackets to be worn by first responders during water rescues.
3. Recognize the standard of care for PPE in water rescue by national agencies that set standards in water rescue.

This presentation provided an overview of the Personal Protection Equipment (PPE) that first responders should be wearing in water rescue incidents. The presentation looked at proper PPE's for the following environments: surf, open water, swift water, and cold water. Rescuers responding to water related incidents are growing more aware of the personal dangers exposed to them in their vocation. Individuals are aware of danger due to exposure to contaminated water, water temperature, sun exposure, and bio hazardous materials. In addition, rescuers are taking precautions to eliminate or minimize injuries to head, neck, and body. Examples will be provided of appropriate PPE's for each of these environments. The presentation included standards from NFPA, USLA, and local agencies as example of meeting these standards.

Preventive Action for Open Water Lifeguards

Robert E. Ogoreuc, Slippery Rock University, Duke Brown, Horry County Police Department Beach Safety Director

The students will be able to:

1. Identify the difference between reactive lifesaving and preventive lifeguarding.
2. Identify key elements that contribute to preventive actions.
3. Identify potential dangers and the ways to eliminate and minimize those hazards.

This presentation provided an overview of the using the Preventive Action concept for open water lifeguards. Each and everyday lifeguards save lives through prevention and good risk management. Often times their hard work is over looked. Long gone are the days of reactive lifesaving, waiting for an incident to occur and then react to it. Aquatic managers knowing the potential dangers need to be proactive and prevent accidents from occurring. It is critical that potential actions be identified and eliminated before those actions can turn into an accident. A sound preventive lifeguarding program will ultimately result in minimizing the number of accidents from occurring. It is important to not only document the number of rescues, drowning, and medicals but to also document the number of preventive actions taken. To illustrate that prevention is a critical element of good risk management the presenters will give examples of typical prevention steps that all lifeguards should be following and the need for documenting the number of "prevents" to show the public and

officials how effective lifeguards are and supervising our water ways. Speakers shared stats from national organizations and how to integrate the preventive action concept.

Safety Issues/Considerations for Public Recreation Use at FERC Lincensed Hydropower Projects –

Open Discussion

Moderators: Jon Cofrancesco, FERC and Bobby Pharr, Entergy Arkansas, Inc.

During this session, Jon Cofrancesco of the Federal Energy Regulatory Commission and Bobby Pharr of Entergy Arkansas, Inc. moderated an open discussion on safety considerations related to recreation facilities and opportunities at licensed projects. Following the open discussion, Cheryl Parker of Georgia Power Company provided an overview of safety issues related to whitewater boating activities at the North Georgia Project. Jon Cofrancesco began the session by providing an overview of key Commission recreation and public safety requirements.

Under Sections 10 (a) and 4(e) of the Federal Power Act, the Commission licenses hydropower projects to provide for developmental improvements and benefits of the waterway, such as power generation, and non-developmental benefits, such as public recreation. Of the 1,600 hydropower projects under the Commission's jurisdiction, the majority of them have significant lands and waters available for public recreation use. In many cases, these projects also have recreation facilities, such as boat launches, day use areas, and tailwater fishing areas, or provide flow releases for whitewater boating.

Section 2.7 of the Commission's regulations (18 CFR) contains specific provisions to ensure that licensees provide suitable recreational facilities and opportunities at their projects. Part 12 of the regulations includes specific provisions to ensure the safe construction and operation of the licensed project, including measures to ensure public safety. Finally, standard license article 18 requires that project lands and waters be open for reasonable access and use for public recreational purposes. Licensees are permitted to exclude from access and use project lands and waters, as necessary for the protection of life, health, and property. In addition to these general requirements, licensed projects are also subject to specific license conditions that address site-specific recreation needs. These conditions may require the preparation of recreation plans, the construction of new recreation facilities, or recreational flow releases for whitewater boating.

Consistent with these requirements, licensees must strike a reasonable balance between its obligations to provide recreational opportunities and public safety at their licensed projects.

Cheryl Parker, Georgia Power Company

Areas requiring special safety considerations were identified as Whitewater Events, Tailrace Fishing Areas, and Congested Boating Areas.

Whitewater Boating Events are a requirement of the FERC license for the North Georgia project. These events are held annual on the first two weekends in April and the first three weekends in November. With the event taking place in Tallulah Gorge, approximately 1000 feet deep, safety is a major concern and could not happen without the assistance of the Georgia DNR.

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The dam normally releases 35 cfs and the bottom of the gorge remains relatively calm. On release weekends, the flows are 500 and 700 cfs and the calm water becomes a challenging whitewater river.

The keys to a successful whitewater event begin with organization. Georgia Power and DNR coordinate parking information, sanitary waste stations, communications means and all release forms necessary for the event. The Georgia Canoe Association solicits volunteers to man the various stations and briefs them on assignments, emergency procedures, rules, etc. Local emergency agencies are also notified and on alert.

Volunteers are also a vital part. Georgia Canoe Association, Paddlers for Christ, American Whitewater, Atlanta Whitewater and Friends of the Georgia State Parks assist with the collection of fees, waivers, safety equipment checks, etc.

Communications between Georgia Power and the DNR Park Staff is imperative. For safety, Georgia Power has installed gauges to monitor flows. It is crucial that Park Staff and Georgia Power coordinate efforts to know when boaters can safely being their runs. DNR staff also walks the gorge floor looking for danger trees or limbs to make sure they are removed before the event. Warning lights and sirens are also used to make visitors aware of the release. Safety equipment is required of all boaters to participate and first aid kits are placed at strategic location.

Emergency plans and routes are in place before the event. Volunteers are briefed on the plan and if there is an accident, the water is stopped immediately and no other boaters are allowed to enter.

Tailrace Fishing Areas can be a safety concern because of the proximity to the dams. Signs are placed at various locations to warn visitors of the dangers. Railings, cables and other barrier are also installed to protect recreational user.

Congested Boating Areas also warrants special safety considerations. Areas which are narrow and created issue for boaters and resident have been identified with buoys warning that it is a congested area. Shallow areas are also marked with buoys and lighting devices. Other regulator buoys for safety are also in place.

Georgia Power's motto is "Target Zero for Safety." We not only want to protect ourselves but also our visitors and see that everyone goes home safely.

Iowa's Seasonal Patrol Officer Program – A Unique Opportunity and a Valuable Resource **Joli Vollers, Conservation Officer Supervisor of Licensing and Training**

Iowa's recreating public, its resources, and the state's conservation agency have all been served well for decades by a unique enforcement program. Each summer, college students aspiring to enter careers in natural resources law enforcement "test the waters" as Seasonal Patrol Officers (SPOs) for the Iowa Department of Natural Resources Law Enforcement Bureau. These temporary peace officers provide thousands of hours of service on the water & along the shores of Iowa's busiest waterways and most recently, on the trails of the state's ATV parks.

While programs that utilize temporary, volunteer, deputy, or reserve officer assistance have been part of recreation safety in many states, Iowa's program is unique in the amount of participant responsibility, department expectations, and invaluable future career experience gained over the course of a season.

The training program has also provided a base for future officers, as many of the Conservation Officers hired in the past 20 years have worked as SPOs. While not all SPOs join Iowa's ranks of conservation officers, many have been hired as officers in other states, become troopers, deputies, park rangers, or biologists.

Decades ago, the seasonal patrol officer program began as "Waters Aides" that were hired to assist with navigation enforcement. That program has since evolved to the Water Patrol (WPO) and ATV Patrol Officer programs. Iowa's WPOs provide over 20,000 hours of enforcement, education, and emergency response annually. With less than one conservation officer assigned per county in the state, this added law enforcement presence may enable a local officer to concentrate on problem areas (such as BWI) and fully develop complex resource violation cases.

Water Patrol Officers are sworn in accordance with Iowa Code as temporary law enforcement officers. Although enforcement powers are limited primarily to fish & game and navigation Codes, as state law enforcement officers, these are positions of high responsibility. The duties are diverse and include patrolling by vessel or foot, ensuring a safe recreational environment for the public, and providing assistance and safety education through personal contacts and participation in the Department's boating safety education programs.

When not patrolling, WPOs must maintain their issued patrol vessels and equipment. A final component of the job is the completion of required administrative duties (such as activity reports, writing case information, filling out timesheets, filing citations, and usage records).

WPOs have two days off per week. The exact schedules vary by location, but all WPOs work when the activity is likely to be the busiest -- weekends, holidays, evenings, late nights, and in all types of weather. When possible, WPOs patrol with other seasonals or with conservation officers. However, like the full time conservation officer, the WPOs often work alone.

Some have lodging quarters available on-site which is included with those particular positions. Other duty stations do not have quarters available and it is up to the WPO to find housing in relative close proximity to their assigned areas.

In addition to boats, WPOs are issued the necessary safety equipment to perform their duties including binoculars, citation books, Code Books, and a radio and cell phone for communicating with other DNR officers, other law enforcement agencies, and the public. Officer equipment issued includes uniforms and safety gear including a personal flotation device, protective gloves, handcuffs, and pepper spray.

In order to prepare the WPO to work effectively with the public and to protect them, they take part in over 50 hours of formal training. This training includes an intense and demanding introduction to defensive tactics and tools, communications, administrative responsibilities, and understanding, interpreting, and enforcing the Code of Iowa relating to natural resources and recreation and is led by officers of the Bureau.

While the Bureau attempts to make the most of the time and resources allowed by budget and availabilities, it also wrestles with concerns that these officers are placed in positions of responsibility, liability, and potential danger in excess of their abilities and the preparation & training provided. The Bureau continues to look for ways to improve these aspects while still providing quality service to the resources, and the recreating public of Iowa.

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Life Jacket Challenge: New Product Review See page 23 for more on the Life Jacket Challenge.



The Great Race

Sponsored by the Coleman Company, Mustang Survival and Revere Supply Company

Summit attendees put the products of the Coleman Company, Mustang Survival and Revere Supply Company to the test in a grueling race that only the strongest survived on Wednesday at the Chatham County Aquatic Center. Six teams competed for the coveted trophy. The winning team included: Joe McCullough, Alaska Office of Boating Safety; Ed Huntsman, Arizona Game and Fish Department; John Punkiewicz, USACE Rock Island; Angela Bradley, USACE Sacramento District; Joe Haller, USACE Vicksburg District. It was a "Great Race!"



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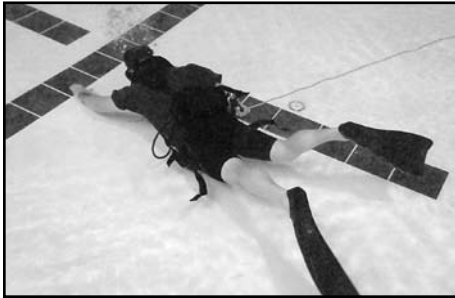
This Off-Site Event was sponsored in part by Boat Ed.

Luncheon at the Pool with Demonstration: Rapid Entry System –

**Robert Ogoreuc, Slippery Rock University and
Stephen Grasso, Brownies Marine Group**

Rapid Entry System (RES) is a dive unit developed by Brownies, it's a fully integrated, quick response dive rescue device. Developed for the water rescue professional, the rapid entry system is designed for quick entry and egress when the mission is time critical in shallow water.

The Brownie's RES allows divers to respond to an in-water emergency in the quickest, most efficient way possible. The RES can be put into service in under a minute whether you are responding from a fire rescue vehicle, patrol car, boat or personal watercraft. Because of its small size, the RES can be stored in areas you would never be able to secure a complete set of conventional scuba equipment.



The system is based on the proven Brownie's Egressor Cumberbelt with the addition of a 13 cu ft cylinder and low profile diver's personal floatation device. The Cumberbelt design combines the fit of a traditional

cummerbund with features normally associated with a full harness. Because the RES is modular, replacement of worn or damaged parts does not mean having to replace the entire system. Because the system is compact and low profile while being worn, the rescuer can keep it on while providing care to the victim. The Cumberbelt's two quick release weight pockets hold up to 20 lb. (optional 30) of releasable weight. A 13 cu ft tank fitted with a full sized Brownie's Egressor regulator fits snugly in the horizontal position across the rescuer's back. Stainless steel D-rings are sewn along both sides, and an optional roll-up pocket can be added to store a spring loaded center punch or seat belt cutter.

The Diver Personal Flotation Device (DPFD) portion of the RES is enclosed in a low profile cover located across the front of the rescuer. The DPFD provides 37 pounds of positive flotation while at the surface and is mounted on an adjustable set of suspenders with an optional (included) chest strap. The PFD's specially designed break-away zipper bursts open to provide instant inflation of the bladder yet can be repacked and fastened quickly in the field. Inflation is provided by means of a SI Tech low pressure swivel valve. When you need to be able to return quickly to the water, the PFD can also be deflated with its over pressure relief valve. Back-up inflation is provided by a manual tube inflator and CO2 detonator. Borrowing from Brownie's knowledge gained from designing gear for underwater cave explorers, all of the RES's controls are placed on the left side of the PFD. By keeping the controls centered along one side of the diver, the RES permits the user to manage a search line in the right hand without compromising control of their buoyancy. The demonstration showed how to don the RES unit and perform various underwater search patterns. The RES unit has become particularly useful for water rescue teams that respond to shallow water incidents.

Drivers' Education for Boaters – On-the-Water Demonstration

**Mac Storm, Dick Allsopp, and Rich Jepson,
U.S. Sailing/U.S. Powerboating**

U.S. Sailing/U.S. Powerboating has been providing professional, practical training on boats for close to 30 years. Its programs and operations are in support of the USCG's Strategic Plan of the National Recreational Boating Safety Program, 2007-2011. The practical training programs specifically support Strategy 3.3- Coordinate Guidelines for On-the-Water Training, Strategy 4.1- Observed Life Jacket Wear-Rates, Strategy 8.4- Increase Boaters' Knowledge of Safety Equipment.

Being a safe boater requires a combination of practiced maneuvers, good academic understanding of regulations and best practices and the good judgment that comes with experience. U.S. Sailing/U.S. Powerboating stresses a good mix of academic/theoretical education with practical, hands on training in boats. Demonstrations of small powerboat maneuvers helped the attendees have a more clear understanding of U.S. Sailing/U.S. Powerboating practices and how they contribute to the safety of boaters nationwide.

The demonstrations were separated into those training drills that are used for basic boat handling skill development and more advanced training drills that help develop emergency response skills in boaters. They employed the precepts of the above objectives of the Strategic Plan in lifejacket wear, demonstrations of advanced boating training and proper use and display of safety equipment required and recommended.

The demonstrations included:

- Boat Handling Development Drills – Minimum Control Speed Maneuvers; Operating through Slalom Course Moving Forward and Backward; Leaving and Departing a Dock/ 'Rubber Docking'; and Holding Position
- Emergency Drills – Person-In-Water Rescue; and Setting up a Tow of a Small Boat That Is Disabled



WEDNESDAY, MARCH 9

NWSC Award Winning Mentor Boating and Water Safety Trailer

Jerry D. Craddock, Mentor Fire Department and Second in Command, Mentor Fire Dive Rescue Team, Programs and Instructor Coordinator of NWSC and Spirit of America Foundation; Michael Ulrich, Mentor Firefighter and Mentor Dive Rescue Team Commander and NWSC Board Member and Partnership Liaison Chairman; Cecilia Duer, Executive Director, Spirit of America Foundation and Executive Director National Water Safety Congress; and Brian Davidson, Lake Metroparks Recreation Supervisor and NWSC Executive Board Member and Region 1 VP

Under the direction of talented Lt. Don Zimmerman, the Mentor, Ohio Fire Department and Mentor Safety Village team has created a Boating and Water Safety Trailer. 28' in length, the trailer has a movie theatre that allows participants to "go boating". Guests don life jackets and are carried away on a 12 minute "cruise" through a marina and out on to Lake Erie. The scenes include good and bad behavior of individuals on the water and near the water, and on all types of boats. The trailer, in addition to the "movie" trip also includes hydraulics that create movement in conjunction with the boat on the water in the movie. The trailer is air conditioned and heated and the program is completely self sustainable with or without electricity. The trailer is being used in safety villages, county and state fairs and boating and water safety festivals and community days. The trailer is easily transported and with a few minutes of tutoring the volunteers are able to manage the "classroom" with ease.



Congratulations to the Mentor Safety Village and Fire Department for a job well done! We are sure the boating and water safety trailer will be showing up in a lot of areas. For more information contact Cecilia Duer, National Water Safety Congress (440) 209-9805.

AWARDS BANQUET

The 2011 Awards Banquet was sponsored in part by Boat Ed.



Life Jacket Challenge

Sponsored by BoatU.S. Foundation and Underwriters Laboratories

If you think that life jackets have to be bulky, uncomfortable or hot to wear, the winners of the "Innovation in Life Jacket Design Competition" will prove you wrong.

The Competition, which began last year and was open to anyone, asked a simple question: Can you build a better life jacket? The BoatUS Foundation and Underwriter's Laboratory recently announced the winners of their 2011 competition at the recent International Boating and Water Safety Summit held in Savannah, GA.



First Place winner, Jeff Betz, received \$5,000 donated by Underwriters Laboratories.

The first place winner is the "Sea-Tee", a design from Jeff Betz of the Troy, NY based Float-Tech Inc. <<http://www.floattech.com>> This isn't Betz's first life jacket innovation – his company started as the result of a graduate school project that designed the firm's first non-traditional inflatable life jacket based on a foul weather coat.

WEDNESDAY, MARCH 9

The Sea-Tee is a standard rash-guard shirt that many water sports enthusiasts are used to wearing – but with a twist. It has a built-in inflatable bladder similar to most inflatable life jackets. Betz is careful not to call this a life jacket however, and simply refers to it as a buoyancy aid.

Said Betz: “The Sea-Tee is a thousand times better than traditional life jackets for many of the activities people engage in on the water. Most life jackets are designed to standards that are meant for offshore conditions, but most boaters are on calm inland waters. Jackets built to 100 percent of the current standards – but not worn, are zero percent effective. So with the Sea-Tee you can wear essentially the same shirt you’re used to wearing on the water, and have the back-up of a buoyancy aid in case of an emergency.”

Second place went to the Directors Bureau, a Los Angeles based creative consulting company that works in the film industry. Their “Float Coat” is a windbreaker with added floatation. The Bureau, represented by Sebastian Pardo, said his firm had never delved into this type of project before. Pardo stated that their guiding strategy was to design something that, “should always work, shouldn’t require action by the person wearing the jacket, and should be fashionable.”

While not a unique design, judges felt that the distinctive placement of the floatation, which included never-before-seen hollow “microspheres,” or small spherical particles, along with fashionable styling, made it stand out.

Third place went to the design team of high school seniors Josh Jankowski and Nathan Karabon of St. Thomas More High School in Milwaukee, WI. Their design, which marries traditional foam floatation in a modern inflatable configuration, is a result of their school’s

Pathway to Engineering curriculum that is part of the national “Project Lead the Way” program. Jankowski and Karabon’s interest in designing a life jacket came from learning about the competition while doing research as part of their senior research project.

The finalists can be seen at <http://www.BoatUS.com/foundation/LifeJacketDesign/2011winners.asp>.

Media Contest Winners

See page 27 for a complete list of contest winners.



Second Place winner, Sebastian Pardo from the Directors Bureau, received \$1,000 donated by the National Safe Boating Council.



NSBC AWARD WINNERS



Veronica Floyd (right), NSBC Chair, and Ruth Wood (left), NSBC Past Chair and BoatU.S. representative, present Christine Crawford, from the Huron Water Safety Day, with the Boating Safety Youth Program Award.



Veronica Floyd, NSBC Chair, presents Bill Gossard with the NSBC Boating Safety Hall of Fame Award and Gold Pin.



Ray Sanborn accepts the OMC "Take'em Boating" Grant Award on behalf of Kama'aina Kids from Veronica Floyd, NSBC Chair.

CAPT. Mark Rizzo, Chief Director of Auxiliary USCG, recognizes Ruth Wood for her 28 years of exceptional service to the recreational boating community.



CAPT. Mark Rizzo (right), Chief Director of Auxiliary USCG, presents Bruce Rowe, Forever Resorts, with the Pillar of Support for their promotion and outreach efforts for the "Wear It!" Campaign.



Veronica Floyd (left), NSBC Chair, and Virgil Chambers (right), NSBC Executive Director, present Ruth Wood with an antique brass hour glass upon her retirement from BoatU.S. Foundation.

Veronica Floyd (left), NSBC Chair, presents Gary Owen, NWSC President, with the Horizon Award in recognition of the 60th Anniversary of the National Water Safety Congress.



NWSC AWARD WINNERS

Region One:

Brian Davidson, Vice President

Awards of Merit:

Ohio Department of Natural Resources,
West Branch State Park
Slippery Rock University Aquatics

Letters of Commendation:

Dr. Tom Giffiths, Aquatics Safety
Research Group, LLC
Robert E. Ogoreuc, Slippery Rock
University Aquatics
Dr. John Bonando, Slippery Rock
University Emergency Management
Adam Katchmarci, Slippery Rock
University Aquatics
Lt. Don Zimmerman, Mentor Safety
Village

Region Two:

John Punkiewicz, Vice President

Awards of Merit:

Jason Thomson, Maquoketa IA Police
Department
Stephanie Ison, Brookville Lake, USACE
Steve Amstutz, Peoria, IL, Advanced
Medical Transport
Vicki Cech, Grand Haven, MI, Beach
Survival Challenge

Letters of Commendation:

USCG MSD Quad Cities – Flotilla 2010
Safety/Security Team
USCG Auxiliary Des Moines, IA –
Flotilla 2010 Safety/Security Team
USCG Auxiliary Arsenal Island, IL –
Flotilla 2010 Safety/Security Team
USCG Auxiliary Rock Island, IL –
Flotilla 2010 Safety/Security Team
USCG Auxiliary East Moline, IL –
Flotilla 2010 Safety/Security Team
Mississippi River Rangers, USACE
– Flotilla 2010 Safety/Security Team

Region Three:

Ernie Lentz, Vice President

Awards of Merit:

Forsyth County Sheriff's Office, Special
Operations Division
Palm Beach County Drowning
Prevention Coalition
Green River Lake Administrative and
Ranger Staff, USACE
Julian K. "Duke" Brown
Robert B. Davis, TWRA
Wendy Pohl, Park Ranger, Rough River
Lake, USACE

Letters of Commendation:

William Breeding – TWRA Volunteers
William Swaggerty – TWRA Volunteers
Mary Larsen – USCG Aux.
Chuck Kelemen – USCG Aux.
James Bradfield – Georgia DNR

James Railey – Georgia DNR
Randall Setters – Water Rescuer
Richard Smith – Water Rescue
Harold Stamper – Water Rescue

Region Four:

Alan Bland, Vice President

Awards of Merit:

Sarah Slocum, Miss Arkansas 2009
Wappapello Lake Staff, USACE
Robert C. Cushing, Arkansas Game and
Fish Commission
Fort Worth District Water Safety Team,
USACE

Letters of Commendation:

Murray McCarley, Fort Worth District,
USACE
Fall River Project Office Staff, USACE
David Backlin – Table Rock Ice Bags
Lake Ouachita Staff, USACE
Burger King, Poplar Bluff, MO

Region Five:

Bruce Rowe, Vice President

Awards of Merit:

Radio Disney, California Department of
Boating and Waterways
AquaSMART Live! California
Department of Boating and Waterways
Greg Glass, California Department of
Boating Safety Multi Media Campaign

Letters of Commendation:

John P. Doogan, USCG Auxiliary District
11SR Division 06 Flotilla 01

Region Six:

Joe McCollough, Vice President

Letters of Commendation:

Willamette Valley Recreation Team,
USACE
Deputy Charles Douglass, Lane County
Sheriff's Office Marine Patrol



Region One Award:
Pennsylvania Operation and
Maintenance Team, USACE



Region Two Award:
Scott Pettis, USCG MSD
Quad Cities & USACE



Region Three Award:
Green River Area Lakes
Project, USACE



Region Four Award:
Arlyn Hendricks, Kaw Lake
Project Office, USACE



Region Five Award:
Bruce Rowe, Forever Resorts



**NWSC Lifetime
Achievement Award:**
Ruth Wood



NWSC President's Award:
Bobby Pharr



The National Award:
Cullen Jones

2011 MEDIA CONTEST WINNERS

Categories:

Givaways/Handouts; Posters/Signs; Booklets/Brochures; Audio PSAs; Video PSAs; Electronic Education; Special Category Education

Judging Criteria:

- Clarity of Message
- Uniqueness/Innovation
- Boating/Water Safety Message
- Easily Modified So Adaptable Nationwide

Judges:

Facilitator: Eugene Goff, U.S. Army Corps of Engineers, Tulsa District

Panel:

Kelly Thomas, U.S. Army Corps of Engineers, Portland District
Jeff Pobieglo, U.S. Army Corps of Engineers, Mobile District

94 Entries were reviewed and selected from.

Winners:

Giveaways/Handouts:

1st Place: U.S. Army Corps of Engineers, Kansas Area Projects, Tulsa District

Wooden Airplane Glider with "Survival Tips and Water Safety Saves Lives" messages on the glider wings.

2nd Place: U.S. Army Corps of Engineers, St. Louis District
Tape Measure/Level with key chain showing a life jacket photo and "Size Matters" message on the key chain.

3rd Place: Department of Public Safety, Oklahoma Highway Patrol
Trash Bag with "Why Do You Think They Are Called Life Jackets" Wear It Oklahoma message on the trash bag; OKBoated.com

Posters/Signs:

1st Place: State of Alaska, Department of Natural Resources, Division of Parks and Outdoor Recreation, Office of Boating Safety
"Booze & Boating, You Can Live Without It" message on a poster.

2nd Place: California Department of Boating & Waterways
"Two Thirds of Drowning Victims Are Good Swimmers"
"Pilot Error Causes 73% of Boating Accidents"
"A Child Without A Life Vest Can Drown in Less in 30 Seconds"
Messages displayed on mobile billboards; mounted on flatbed of truck to be driven around to share the message.

3rd Place: U.S. Army Corps of Engineers, Hartwell Lake, Savannah District
"Wear It Hartwell, Over 200 Lives Lost – Don't Be Next" message on a billboard.

Honorable Mention: California Department of Boating & Waterways

"Clean Vessel"

"Let's Be Clear"

"Dump At The Pump"

"If It's Your Boat, It's Your Responsibility"

Campaign promoted on floating billboards

Booklet/Brochure:

1st Place: State of Alaska, Department of Natural Resources, Division of Parks and Outdoor Recreation, Office of Boating Safety
"Cold Water Kills!"

"Wear Your Life Jacket"

Message on brochures with photos.

2nd Place: California Department of Boating & Waterways

"Safe and Wise Waterways" Art Calendar

Key messages with art/drawings and words from K-8 students to promote water safety throughout the year.

3rd Place (Tie): American Canoe Association

"Canoeing Safety Essentials"

"Recreation Kayaking Essentials"

"Kayaking Touring Safety"

Messages on cards with photos

3rd Place (Tie): U.S. Army Corps of Engineers, Nashville District

"Get Inflated" brochure providing information on inflatable life jacket with photos

Audio PSA:

1st Place: Minnesota Department of Natural Resources, Water Safety Unit

Title: "Bobby" and "Life Jacket" safety messages

2nd Place: Minnesota Department of Natural Resources, Water Safety Unit

Title: "Best of Worst Decisions and Nominations are....." safety messages

3rd Place: Branch Chief, Public Affairs Office, U.S. Coast

Guard Auxiliary, St. Louis, Missouri

Title: "Flood Waters" safety message

Video PSA:

1st Place: Alabama Marine Police

Title: "Wear It, Alabama" life jacket message.

2nd Place: Boating Education Coordinator/Boating Crash Reconstruction Team, Water Patrol Division, Missouri State Highway Patrol

Title: "PFD Water Safety" message

3rd Place: Life Saving Society, Smart Boater-Part of Canadian

Safe Boating Council Title: "Poker Hand – Life Jacket" message

Honorable Mention: Minnesota Department of Natural Resources, Water Safety Unit

Title: "Kids' PFD" safety messages being promoted with Dairy Queen

Electronic Education:

1st Place: Arkansas Game and Fish Commission, State Boat Education Coordinator

Title: "One Summer Day" including a storyline, safety education and messages addressing wearing life jackets on DVD.

2nd Place: National Water Safety Project Delivery Team, U.S. Army Corps of Engineers

Title: "Locking Through" safety education promotion and processes to Safely Lock a Vessel Through a Navigation Lock on DVD .

3rd Place: Recreation Supervisor, Winnetka Park District, Illinois
Title: "Lloyd Boat Launch" safety education using the Internet as the message conduit.

Method uses websites to promote safety information on the website for visitors/residents visiting the town's public facilities for water sports.

Special Category Education:

1st Place: U.S. Army Corps of Engineers, Wilmington District
Water Safety Team

"Swim With A Buddy"

"Keep Your Eyes on the Sky"

"Stop at the Line" designated swim area marked by a buoy line to swim within

"Wear It" picture of a life jacket

Messages used on a stamp which is stamped on the back of the hand of each visitor going to the swimming beach (designated swim area) as a water safety message to constantly see during the stay; stamp ink is water proof.

SUMMIT POLLING 2011

1. Have you participated in this interactive polling before?		
Yes	23	46%
No	27	54%
Totals	50	100%

2. What is your favorite season?		
Spring	13	27.08%
Summer	12	25%
Fall	20	41.67%
Winter	3	6.25%
Totals	48	100%

3. My favorite snack is: (Choose all that apply)		
Chips	23	18.11%
Cake	15	11.81%
Cookies	23	18.11%
Pie	19	14.96%
Fruit	23	18.11%
Other	24	18.90%
Totals	127	100%

4. What is your gender?		
Male	32	60.38%
Female	21	39.62%
Totals	53	100%

5. I am between the ages of:		
16 – 19	1	1.82%
20 – 29	5	9.09%
30 – 39	11	20%
40 – 49	13	23.64%
50 – 59	16	29.09%
60 and above	9	16.36%
Totals	55	100%

6. Please indicate the racial type that best describes you:		
American Indian or Alaska Native	3	5.56%
Asian	0	0%
Black or African American	1	1.85%
Native Hawaiian or Other Pacific	0	0%
White or Caucasian	46	85.19%
Other	3	5.56%
Decline to Answer	1	1.85%
Totals	54	100%

7. Are you of Hispanic or Latino origin or descent?		
Yes	3	5.45%
No	51	92.73%
Decline to Answer	1	1.82%
Totals	55	100%

8. Indicate the highest level of education you have completed or the highest degree you have received.		
Some high school	0	0%
High school or GED	1	1.85%
Some college	5	9.26%
Associate degree	0	0%
Technical or vocational school	0	0%
Bachelor degree	39	72.22%
Masters degree	9	16.67%
Doctorate degree	0	0%
Decline to answer	0	0%
Totals	54	100%

9. Indicate the category that best describes your total annual household income before taxes.		
Less than \$25,000	0	0%
\$25,000 - \$49,999	3	5.56%
\$50,000 - \$74,999	17	31.48%
\$75,000 - \$99,999	9	16.67%
\$100,000 - \$149,999	18	33.33%
\$150,000 - \$199,999	3	5.56%
\$200,000 - \$249,999	0	0%
\$250,000 or more	0	0%
Decline to answer	4	7.41%
Totals	54	100%

10. Which part of the country (U.S.) would you consider to be your permanent residence?		
North East – New England	0	0%
North East – Mid Atlantic	3	5.56%
Mid West – West South Central	10	18.52%
Mid West – East North Central	8	14.81%
South – West South Central	7	12.96%
South – East South Central	19	35.19%
West – Pacific	6	11.11%
West - Mountain	1	1.85%
Totals	54	100%

11. Is your permanent residence located on or adjacent to the water?		
Yes	13	23.64%
No	42	76.36%
Totals	55	100%

12. How many years have you been boating?		
Less than one year	3	5.45%
1 – 2 years	3	5.45%
3 – 5 years	5	9.09%
6 – 8 years	1	1.82%
9 – 10 years	2	3.64%
More than 10 years	41	74.55%
I have never been boating	0	0%
Totals	55	100%



SUMMIT POLLING 2011

13. Which category best describes your skill level when operating a boat?

Beginner	6	11.11%
Intermediate	18	33.33%
Advanced	23	42.59%
Expert	7	12.96%
Totals	54	100%

14. Do you own a boat? (if you own more than one boat, please answer the following questions for the vessel that is used more frequently)

Yes	20	36.36%
No	28	50.91%
Yes, multiple boats	7	12.73%
Totals	55	100%

15. What type of vessel is your primary boat?

Open Motorboat	19	34.55%
Cabin Motorboat	3	5.45%
Pontoon	3	5.45%
Houseboat	0	0%
Personal Watercraft	0	0%
Sailboat	2	3.64%
Rowboat	2	3.64%
Canoe	3	5.45%
Kayak	3	5.45%
I Don't Own a Boat/Not Applicable	20	36.36%
Totals	55	100%

16. How is your primary boat powered?

Outboard	23	42.59%
Inboard	2	3.70%
Inboard/Outboard	1	1.85%
Manually	7	12.96%
Sail	2	3.70%
No response/not applicable	19	35.19%
Totals	54	100%

17. What is the length of your vessel?

Less than 16 feet	15	27.78%
16 to 26 feet	16	29.63%
26 to 40 feet	2	3.70%
Greater than 40 feet	2	3.70%
No response/not applicable	19	35.19%
Totals	54	100%

18. How many times have you taken your boat out on the water in the past 12 months?

Have not taken it out in the past 12 months	3	5.45%
Once	6	10.91%
2 – 5 times	11	20%
6 – 10 times	2	3.64%
11 – 20 times	5	9.09%
More than 20 times	7	12.73%
No response/not applicable	21	38.18%
Totals	55	100%

19. Have you ever completed a boating safety course?

Yes	52	96.30%
No	2	3.70%
Totals	54	100%

20. How many boating safety courses have you completed?

1	15	27.78%
2	12	22.22%
3	7	12.96%
4	7	12.96%
5	5	9.26%
6	2	3.70%
7	1	1.85%
8 or more	4	7.41%
No response/not applicable	1	1.85%
Totals	54	100%

21. Were any of these boating safety courses approved by the National Association of State Boating Law Administrators (NASBLA) and recognized by the U.S. Coast Guard?

Yes	36	65.45%
No	13	23.64%
I don't know	5	9.09%
No response/not applicable	1	1.82%
Totals	55	100%

22. How did you take the last boating safety course you completed?

In a classroom	16	29.63%
On the Internet	8	14.81%
Through a home study or correspondence course that was not on the Internet	1	1.85%
On the water	28	51.85%
Another type of course	0	0%
No response/not applicable	1	1.85%
Totals	54	100%

23. Why did you take the last boating safety course that you completed?

Required by my state	2	3.64%
To get a discounted insurance program	2	3.64%
To refresh my skills	20	36.36%
Other	30	54.55%
No response/not applicable	1	1.82%
Totals	55	100%

24. Strong swimmers do not need to wear life jackets while on board boats.

Strongly Agree	0	0%
Agree	1	1.85%
Neither Agree nor Disagree	2	3.70%
Disagree	18	33.33%
Strongly Disagree	33	61.11%
Don't Know	0	0%
Totals	54	100%

SUMMIT POLLING 2011

25. It is not necessary to wear life jackets while on board larger boats (more than 21 feet).

Strongly Agree	1	1.85%
Agree	5	9.26%
Neither Agree nor Disagree	5	9.26%
Disagree	32	59.26%
Strongly Disagree	10	18.52%
Don't Know	1	1.85%
Totals	54	100%

26. Life jackets should always be worn in rough conditions or bad weather while aboard boats less than 21 feet.

Strongly Agree	44	80%
Agree	7	12.73%
Neither Agree nor Disagree	0	0%
Disagree	2	3.64%
Strongly Disagree	2	3.64%
Don't Know	0	0%
Totals	55	100%

27. All boaters should be required to wear a life jacket while boating.

Strongly Agree	13	23.64%
Agree	18	32.73%
Neither Agree nor Disagree	9	16.36%
Disagree	13	23.64%
Strongly Disagree	2	3.64%
Don't Know	0	0%
Totals	55	100%

28. I always wear a life jacket while boating.

Strongly Agree	23	41.82%
Agree	18	32.73%
Neither Agree nor Disagree	7	12.73%
Disagree	6	10.91%
Strongly Disagree	1	1.82%
Don't Know	0	0%
Totals	55	100%

29. Alcoholic beverages should never be consumed while operating a boat.

Strongly Agree	32	58.18%
Agree	14	25.45%
Neither Agree nor Disagree	1	1.82%
Disagree	5	9.09%
Strongly Disagree	3	5.45%
Don't Know	0	0%
Totals	55	100%

30. Alcoholic beverages should not be consumed by passengers on board boats.

Strongly Agree	5	9.09%
Agree	15	27.27%
Neither Agree nor Disagree	12	21.82%
Disagree	19	34.55%
Strongly Disagree	4	7.27%
Don't Know	0	0%
Totals	55	100%

31. Boating under the influence is a serious problem.

Strongly Agree	25	47.17%
Agree	24	45.28%
Neither Agree nor Disagree	3	5.66%
Disagree	1	1.89%
Strongly Disagree	0	0%
Don't Know	0	0%
Totals	53	100%

32. Penalties for operating boats under the influence should be more severe.

Strongly Agree	29	52.73%
Agree	17	30.91%
Neither Agree nor Disagree	4	7.27%
Disagree	3	5.45%
Strongly Disagree	0	0%
Don't Know	2	3.64%
Totals	55	100%

33. There are too many boating rules and regulations and this makes boating less fun.

Strongly Agree	0	0%
Agree	1	1.85%
Neither Agree nor Disagree	7	12.96%
Disagree	30	55.56%
Strongly Disagree	16	29.63%
Don't Know	0	0%
Totals	54	100%

34. People should obtain an operator's license in order to operate boats.

Strongly Agree	28	50.91%
Agree	22	40%
Neither Agree nor Disagree	3	5.45%
Disagree	2	3.64%
Strongly Disagree	0	0%
Don't Know	0	0%
Totals	55	100%

35. Boaters under a certain age should be required to take a boating safety course.

Strongly Agree	43	78.18%
Agree	10	18.18%
Neither Agree nor Disagree	2	3.64%
Disagree	0	0%
Strongly Disagree	0	0%
Don't Know	0	0%
Totals	55	100%

36. All boaters should be required to take a boating safety course.

Strongly Agree	34	61.82%
Agree	20	36.36%
Neither Agree nor Disagree	1	1.82%
Disagree	0	0%
Strongly Disagree	0	0%
Don't Know	0	0%
Totals	55	100%

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37. Taking a boating safety course increases the likelihood that a boater will wear a life jacket while boating.

Strongly Agree	6	10.91%
Agree	30	54.55%
Neither Agree nor Disagree	14	25.45%
Disagree	5	9.09%
Strongly Disagree	0	0%
Don't Know	0	0%
Totals	55	100%

38. The amount of reckless boating has been increasing.

Strongly Agree	1	1.82%
Agree	17	30.91%
Neither Agree nor Disagree	19	34.55%
Disagree	10	18.18%
Strongly Disagree	1	1.82%
Don't Know	7	12.73%
Totals	55	100%

39. I practice safer boating habits when I'm with my family rather than when I'm with my friends.

Strongly Agree	1	1.82%
Agree	8	14.55%
Neither Agree nor Disagree	7	12.73%
Disagree	20	36.36%
Strongly Disagree	15	27.27%
Don't Know	4	7.27%
Totals	55	100%

40.) I would wear a life jacket if they were more comfortable.

Strongly Agree	4	7.41%
Agree	8	14.81%
Neither Agree nor Disagree	6	11.11%
Disagree	7	12.96%
Strongly Disagree	0	0%
Don't Know	0	0%
I Always Wear my Life Jacket	29	53.70%
Totals	54	100%

41. I would wear a life jacket if others on the boat were also wearing one.

Strongly Agree	3	5.77%
Agree	6	11.54%
Neither Agree nor Disagree	4	7.69%
Disagree	6	11.54%
Strongly Disagree	1	1.92%
Don't Know	1	1.92%
I Always Wear my Life Jacket	31	59.62%
Totals	52	100%

42. I am aware of the new styles of inflatable life jackets (including the belt pack).

No	0	0%
Yes	28	50.91%
Heard that there are new styles but know nothing about them	0	0%
Worn the new inflatable style life jacket and really liked it	26	47.27%
Worn the new inflatable style lifejacket and didn't like it	1	1.82%
Totals	55	100%

43. Which would be the best channel for distributing awareness information about accident reporting? (check all that apply)

Insurance companies, vessel registration packages	42	13.17%
Boating classes, vessel safety checks, boat shows	46	14.42%
Accompanying boating safety products	33	10.34%
Marinas, Boat access ramps, wharfs, boatels, etc.	39	12.23%
Medical treatment facilities	22	6.90%
Law enforcement officers/boardings	38	11.91%
Boat dealers, Marine supply stores, repair shops	38	11.91%
Convenience stores near access points	25	7.84%
Media	36	11.29%
Totals	319	100%

44. What do you feel is the most important safety issue confronting recreational boaters?

Lack of knowledge regarding rules of the road	14	25.45%
Propeller strikes and/or carbon monoxide poisoning	0	0%
Drowning due to the lack of life jacket wear	19	34.55%
Falls overboard/capsizings	4	7.27%
Cold water immersion	2	3.64%
Boating under the influence	3	5.45%
Overloading of small vessels	1	1.82%
Reckless operation	11	20%
Crowding of waterways	1	1.82%
Totals	55	100%

45. What do you feel is the most important topic that should be addressed for better recreational boating in the future?

Facilities and Access	0	0%
Education and Public Relations	25	45.45%
Safety and Law Enforcement	24	43.64%
Laws and Regulations	5	9.09%
Water Quality	0	0%
Registration and Titling	0	0%
Other Issues not listed here	1	1.82%
Totals	55	100%



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46. How has the economy affected your boating behavior/experiences?

No effect	24	43.64%
Decreased number of boating trips	18	32.73%
Decreased distance traveled to or on boating outings	9	16.36%
Changed to more fuel efficient type of boating (lower horsepower, canoe/kayak, sailboat, etc.)	1	1.82%
I took some other action based on changes in the economy	3	5.45%
Totals	55	100%

47. Do you anticipate the IBWSS (Summit) will be helpful to you when promoting boating and water safety in your organization/community?

Yes	53	96.36%
No	2	3.64%
Totals	55	100%

48. Do you anticipate you will implement programs from the Summit within your organization/community?

Yes	50	90.91%
No	5	9.09%
Totals	55	100%

49. Which track offers the best information for your program? (Please choose the one that applies most)

Education	18	32.73%
Outreach/Communication	25	45.45%
Law Enforcement	7	12.73%
Risk Management	4	7.27%
Hydro	0	0%
On-The-Water	1	1.82%
Totals	55	100%

50. How many tracks do you think should be offered at the Summit?

Four	12	22.22%
Five	20	37.04%
Six	14	25.93%
Seven	3	5.56%
Eight	5	9.26%
Totals	54	100%

51. Do you like the current format of the Summit (Opening, General Sessions, Breakout Sessions, On-the-Water events)?

Yes	53	96.36%
No	2	3.64%
Totals	55	100%

52. The purpose of the U.S. Coast Guard Strategic Plan is to reduce boating fatalities, injuries, and property damage while promoting the environment and national security. In your opinion, does the Summit support this purpose?

Yes	52	96.30%
No	2	3.70%
Totals	54	100%

53. Do you support a 4-year rotation of destinations for the IBWSS, including set locations of San Diego, CA and Panama City Beach, FL?

Yes	28	50.91%
No	27	49.09%
Totals	55	100%

54. The National Recreational Boating Safety (RBS) Strategic Plan is a plan:

I have never heard about	5	9.26%
I have heard about, but don't know much about what it does	13	24.07%
I am basically familiar with	17	31.48%
I know very well and have utilized it in my program	2	3.70%
I/my organization is an implementing partner	17	31.48%
Totals	54	100%

55. The National Recreational Boating Safety Strategic Plan was developed by:

The U.S. Coast Guard	15	28.30%
NASBLA and NSBC	6	11.32%
NSBC and NWSC	2	3.77%
Members of the public, industry, boating organizations and associations, boating law administrators, and federal agency partners	30	56.60%
Totals	53	100%

56. The National Recreational Boating Safety Strategic Plan is:

A useful way to determine what strategies help reduce fatalities, injuries, and property boat accidents	35	64.81%
A worthwhile exercise in reviewing the data but time and money should be used on the water instead	3	5.56%
There has been little or no benefit from the Strategic Plan	1	1.85%
I don't know enough to provide a comment	15	27.78%
Totals	54	100%

57. The overall National Recreational Boating Safety Strategic Plan could be improved via:

My agency or organization becoming an implementing partner	6	11.11%
A plan that needs better dissemination if it is to be of any use	17	31.48%
Having other federal agencies that are responsible for boating safety develop their own boating or water safety strategic plans	4	7.41%
I don't know enough to provide a comment	16	29.63%
Both (1) and (3)	11	20.37%
Totals	54	100%



Photos for the Proceedings courtesy of Cecilia Duer.



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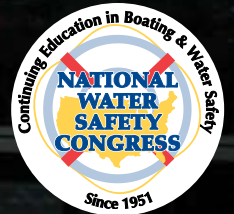


16th Annual
International Boating & Water Safety Summit

San Diego California



March 4 – March 7, 2012
Hyatt Regency Mission Bay



*Join us at **IBWSS 2012!***

