

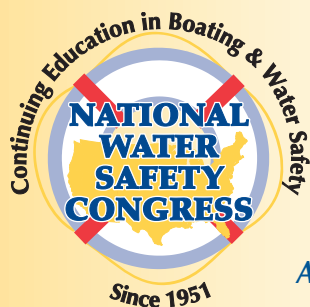


PROCEEDINGS

19TH ANNUAL

International Boating & Water Safety Summit *Sandestin, Florida*

SUNDAY, MARCH 29 – WEDNESDAY, APRIL 1, 2015



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



*A joint program sponsored by the National Water Safety Congress (NWSC)
and the National Safe Boating Council (NSBC).*



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20

YEARS

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2015

IBWSS

Goal:

To educate attendees so they may return to their home communities and share knowledge and materials gained at the IBWSS.

In support of the National Recreational Boating Safety Programs Strategic Plan to "ensure the public has a safe, secure, and enjoyable recreational boating experience by implementing programs designed to minimize the loss of life, personal injury, and property damage while cooperating with environmental and national security efforts."

Key Events:

- First Timer Meeting: March 29, 1:30 – 2:30 (Camellia 2)
- Opening Reception in Exhibit Hall
 - 26 Exhibitors
 - Non-Profit Grants Booth: 14 Non-profits
- General (Keynote)
 - Jordan Hanssen, Greg Spooner: "Almost to Shore: A Worse Case Scenario Gone Right"
 - Summit Singers
- On-Water (March 31)
 - Paddle with the Pros
 - Paddling Competition
- Breakout Sessions
 - 42 Speakers
 - Media Campaign Contest Awards (April 1, 3:30 – 5:00)
- Mark of Achievement Ceremony (April 1, 6:00)



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Evaluate the IBWSS:

- On-Site – submit yours for a chance to win!
- Follow-Up Online

Partners:



National Safe Boating Council (NSBC)



National Water Safety Congress (NWSC)



United States Coast Guard
Captain Burton, Captain Boross
(Present March 30, 9:00 – 9:45)



New Partner National Association of State Boating Law Administrators (NASBLA).

- Education and Outreach Committee
- National Education Standards Panel
- Bring additional program content and subject matter expertise in the areas of waterways management, marine law enforcement, officer training and professional credentialing to support the IBWSS's strategic objectives.
- 2016, NASBLA will launch its Certified Recreational Boating Professional (CRBP) program

Sponsors:



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Coleman (Stearns Flotation)

We'll See You Next Year:

2016 IBWSS at the Hyatt Regency Mission Bay in San Diego, California, March 6 – 9.

Brian Westfall
President
National Water Safety Congress
WaterSafetyCongress.org

Chris Edmonston
Chair
National Safe Boating Council
SafeBoatingCouncil.org



Thank you to Boat Ed® for being our Premier Sponsor for the 2015 IBWSS including the Opening Reception, Breakfasts, Refreshment Breaks and the Mark of Achievement Ceremony.

The recognized leader in boating safety, Boat Ed® is an official provider of print and Internet boating safety courses for 49 states, plus the U.S. Coast Guard Auxiliary. Launched in 1995, Boat Ed is an American company dedicated to working with the state agencies to deliver a quality learning experience.

Boat Ed's focus is on customizing educational content to fulfill agency partners' needs while meeting and exceeding standards to ensure students learn essential safe boating practices.

A new line of web-based applications means Boat Ed also can provide secure and convenient data management. Event Manager and Certification Manager offer a wide range of services that will streamline work and reduce expenses.



***Thank you to
BoatU.S. Foundation
for sponsoring the
Networking Room.***



***Thank you to
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for sponsoring the
2015 IBWSS
Name Badge Holders.***

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A Special Thank You

The International Boating and Water Safety Summit Team and its attendees take this opportunity to say **THANK YOU** to the United States Coast Guard Office of Auxiliary and Boating Safety for their continued support and assistance in the production of the 19th Annual IBWSS here in Sandestin, Florida. The National Water Safety Congress and National Safe Boating Council, co-hosts of the IBWSS, along with our newest partner, the National Association of State Boating Law Administrators, recognize and appreciate funding assistance provided through the Sport Fish Restoration and Boating Trust Fund grant administered by the U.S. Coast Guard. We are also especially grateful for the support from the Office of Auxiliary and Boating Safety and our Grant Technical Manager, Vann Burgess.

Whistles for LIFE™

*Thank you to
Whistles for Life
for donating whistles for the
attendee bags.*



*Thank you to the
**Florida Fish
and Wildlife
Conservation
Commission**
for their support of IBWSS.*

PRE-IBWSS SESSIONS

National Boating Education Standards Panel (ESP)

National Safe Boating Council (NSBC) Instructor Boat Control for Powerboating

National Association of State Boating Law Administrators (NASBLA) New State Education Coordinator Training

NASBLA Education Committee

NSBC Board Meeting

National Water Safety Congress (NWSC) Board Meeting

Boating Education Advisory Panel (BEAP)

United Safe Boating Institute (USBI) Meeting

Family Support Network Meeting

1st Time IBWSS Attendee Meeting

NWSC General Membership Meeting

NSBC General Membership Meeting

SUNDAY, MARCH 29

— OPENING RECEPTION —

Honoring the 19th Annual IBWSS Exhibitors

Exhibits Open – Networking and light hors d'oeuvres
The Opening Reception is sponsored in part by Premier Sponsor Boat Ed.



MONDAY, MARCH 30

— GENERAL SESSIONS —

U.S. Coast Guard Update

Captain Jon Burton, Director, Inspections and Compliance
Captain Tom Boross, Chief, Office of Auxiliary and Boating Safety

Captain Jon Burton and Captain Tom Boross presented on the National Recreational Boating Safety Program. The presentation included such items as the national casualty and numbered boat statistics, reauthorization of the Sport Fish Restoration and Boating Trust fund, and much more. The information provided partnering organizations to the National Program with direction and the ability to plan effectively for making boating safer and more enjoyable.



Surviving the Vortex of Celebrity News – The Real Erin Brockovich Story

Ed Lyngar, Nevada Department of Wildlife

In July 2013, The Nevada Department of Wildlife (NDOW) arrested Erin Brockovich, the real-life woman behind the year 2000 movie of the same name, for operating a boat under the influence of alcohol.

Among law enforcement leadership, opinion was mixed as to how large a story this would become. Public affairs personnel recognized the potential for a national news opportunity and crafted a statement and prepared for the media onslaught. The Saturday following the Friday arrest, Hollywood gossip news site, *TMZ*, called Edwin Lyngar, NDOW PIO and boating educator, breaking the story.

Following the initial break, NDOW personnel handled dozens of calls from Hollywood media, conventional press and even from international news sources from Australia and the United Kingdom. The calls only slowed after NDOW placed a news story with lengthy interviews and information with the Associated Press, answering the questions and getting all the information out to media.

Contrary to what many gossip sites wanted, NDOW handled this news in a professional and straightforward manner. The news was *not* about shaming a celebrity or adding to the salacious Hollywood machine, but rather NDOW's goal was to use the exposure to educate boaters about the risks of Operating Under the Influence (OUI). In addition, NDOW pushed the message that OUI carries the same penalties and prohibitions as DUI. Every statement issued and all messages were designed to put the emphasis on the safety of the boating public.

Following initial news and reaction, NDOW was faced with one other crisis: releasing Brockovich's "mug shot." The booking photo was unflattering, but it was also newsworthy. NDOW crafted another statement to accompany the booking photo, which went viral garnering 100 million hits, according to Katie Couric who featured the incident on her program.

To Brockovich's credit, she took to the airwaves to apologize for the incident. She furthermore took responsibility

for it, eliminating any future challenges to the case. She went on Couric's show sometime later to discuss the incident, and at all times took responsibility, and thus the wind from the media sails. Straightforward media relations from Brockovich, combined with professionalism from NDOW quickly eased the gossip element of the incident. NDOW was never, at any time, out to "exploit" the case; however, NDOW did take full advantage of the spotlight to get out the real story about sober and safe recreational boating.

Dealing with celebrity news can challenge an agency of any size, and with the proliferation of people who are considered "celebrities," agencies will encounter many more of these types of incidents. Following NDOW's model of maximum disclosure, minimum delay, and avoiding the salacious, any agency can bring credit to its people and put the focus back to where it should be—on boating safety.

Detailed Review of the 2015 National Boating Education Standard

Pamela Dillon, NASBLA Education Director

The concept of a single national standard for boating education which all states would agree to as a basis for teaching state courses first was discussed, debated, dissected, and ultimately delivered to the NASBLA membership from the Education Committee. Courses which successfully completed a voluntary conformity assessment process earned, and continue to earn, the distinction of being NASBLA-Approved. Most states require NASBLA-approval for their state-required courses.

Through establishment of the standard, and the conformity assessment process, a common basis could be, and ultimately was, established for data collection. In 2014, 481,703 boaters earned a certificate from a course which was based on the national standard.

This Education Standards Panel (ESP) is sponsored and staffed by NASBLA and has received support from the Sport Fish Restoration and Boating Trust Fund through a USCG administered grant over the past several years. In September of 2014, the ESP under NASBLA earned the distinction of Accredited Standards Developer from ANSI (American National Standards Institute).

The session provided an overview of the process used for decision-making for revision to the education standard and summarized those changes by comparing the 2012 National Boating Education Standard and the 2015 Standard.

- The overall format and title was changed from 'national boating education standards' to 'NASBLA-103-2015: Basic Boating Knowledge – Power'.
- The scope of the 2015 standard is '*the minimum body of knowledge to identify and reduce primary risk factors and mitigate their effects on recreational boating*'; in 2012 the scope included '*safe, legal and enjoyable boating*'.
- Elements of the 2012 standard included 7 sections. In 2015, Marine Environment was eliminated and the list renumbered. Also, Sections 8, 9, 10 have been moved to NASBLA Policy for Conformity Assessment (aka NASBLA Approval).

Here is a summary of the primary risk factors and revisions to the 2012 standard:

continued on next page

MONDAY, MARCH 30

— GENERAL SESSIONS —

1 – The Boat Risk-Based Rationale:

- Capsizing is leading cause of fatal accidents.
- Overloading causes capsizing.
- Boater must be aware of how to determine a **boat's capacity**.

Result: Eliminated Boat Registration Requirements

2 – Boating Equipment Risk Based Rationale:

- 70% of boating fatalities are drownings.
- 90% of those who drowned were NOT wearing a life jacket.
- Boaters must know **WHAT** equipment is required, **WHY** it is required, and **HOW** to use the equipment.

Results: Primarily style guide and terminology updates (life jackets vs PFDs; wearable and throwable) and reference updates/corrections (*i.e. inserting USCG Commandant Instruction* for navigation lights and sound producing devices.)

3 – Trip Planning and Preparation Risk-Based Rationale:

- Poor weather in combination with operator skill level and unexpected emergencies can accelerate the danger to boaters.
- Boaters must learn WHAT hazards exist and HOW to recognize them.
- Filing a Float Plan and Pre-departure checklists are important steps.
- 4% of fatalities are due to boat maintenance related factors.

Result: Transporting and Trailering amended to focus on launching and retrieving.

Previous 4 – Marine Environment - Section Removed

New 4 – Safe Boat Operation Risk-Based Rationale:

- Alcohol/drugs account for approx. 20% of fatal accidents each year.
 - Navigation Rules are designed to avoid collisions.
 - Significant property damage and injuries occur as a result of docking/mooring especially in bad weather conditions.
 - Understand danger of CO and propeller-injury.
- Result: – References updated (e.g. engine cut-off device vs. lanyard)

5 – Emergency Preparedness Risk-Based Rationale:

- Required to provide assistance, if possible.
- Prevent falls overboard/capsize.
- Practice Man Over Board procedures.
- Understand and prepare for cold water immersion.
- Understand fire suppression.
- Know what to do in case of grounding.

Result: Section 5.3 Hypothermia totally re-written. Now titled: *Cold water immersion*

6 – Other Water Activities Risk-Based Rationale:

- Understand unique nature of water-jet propelled watercraft operation.
- Skier mishaps are among the top five types of boater accidents.
- Recognize and avoid SCUBA divers and snorkelers.
- Understand unique nature and responsibilities for operating **small boats**.

Result: Section title changed to Water-Jet Propelled Watercraft (vs. PWC) and Paddlesports and Small Boats totally re-written. Now titled: *Small boats*.

Additional sections fall outside of the “national scope”. State-Specific Content remains as a requirement for state

and NASBLA Approval.

The current standard – NASBLA 103-2015: Basic Boating Knowledge – Power – and all other standards are available free of charge on the NASBLA website at www.nasbla.org.

Changing Boating Behavior – Using Research to Effectively Target Your Messaging Barbara Byers, Life Saving Society Ted Rankine

In the summer and fall of 2014, the Canadian Safe Boating Council (CSBC) undertook a landmark research project to better understand the barriers and motivators for recreation boaters, with a goal to increase lifejacket wear and reduce the incidence of drinking and boating.

Barbara Byers and Ted Rankine from the CSBC reported on the research and its results in their presentation ‘Changing Boating Behavior – Using Research to Effectively Target your Messaging.’

The presentation first stressed the need to do research before any boating safety communication or outreach is undertaken. The CSBC research commenced with a series of stakeholder consultations to obtain input, support and to develop the research framework and output expectations. Once established, seven targeted focus group sessions were undertaken in three Canadian cities. Participants were assembled from those who participate in paddling, fishing and pleasure cruising primarily in small open boats. The participants had a mix of attitudes about drinking and boating and lifejacket wear.

After the focus groups, follow-up stakeholder sessions were conducted to review the data and provide input for the quantitative study (1200 Canadian boaters from a wide variety of boating backgrounds).

Some of the findings of the research on the wearing of lifejackets revealed communication ‘hot buttons’ that included: ***A lifejacket buys you time to be rescued if you fall out of your boat, Being a good swimmer will not save you against the effects of cold water, and You cannot control the ‘shock effect’ of falling unexpectedly into cold water.*** The supporting facts to wearing lifejackets included: ***80 % of people who drown were not wearing a lifejacket and could have survived if they were, 70 % of boating fatality victims were with other people (who were unable to rescue them) and In a controlled test of fishermen who fell out of their small power boat without a lifejacket 1000 metres from shore, 7 out of 10 did not make it to shore.***

On the drinking and boating question, the study found that the main touch points for communication included; ***Impaired boating is Impaired driving, You will have to live with the pain and guilt of knowing that you killed someone you love and The legal consequences of being caught drinking and operating your boat could also be applied to driving your car.*** The supporting facts that could accompany the messaging include: ***Impaired driving laws in Canada apply to driving a boat as well as driving your car on the road, It is illegal to operate any boat while impaired and Alcohol is involved in more than 40 % of boating fatalities.***

There is significantly more learning from the research reports and many are categorized into a variety of user groups. The complete reports are available to view or download on www.CSBC.ca under the CSBC 2014 Research Study ‘button.’

MONDAY, MARCH 30

— GENERAL SESSIONS —

KEYNOTE:

Almost to Shore: A Worst-Case Scenario Gone Right

Greg Spooner, OAR Northwest

Jordan Hanssen, OAR Northwest

Jordan and Greg shared the story of OAR Northwest. From a nonprofit started in the basement of their house in Seattle, to a rowboat on the high seas of the North Atlantic, battling house-sized waves and starvation on their way to an unlikely victory. Years later, adventure and opportunity called again and led them to transform OAR Northwest's focus from racing to education through an adventure that would take them from West Africa, across the Atlantic, through the Bermuda Triangle to Miami. With less than a thousand miles left, disaster would strike and all that was left was survival.

Jordan and Greg set the scene for a worst-case scenario that, because of their teamwork and perseverance, along with meticulous preparation, was ultimately a story of rescue and survival.

Wear It! Implementing the Life Jacket Campaign Into Your Program

Rachel Johnson, NSBC

Yalda Moslehian, NSBC

National Safe Boating Council's Executive Director, Rachel Johnson, and Communications Coordinator, Yalda Moslehian, introduced updates and new resources from the Wear It! Campaign to boating professionals who are interested in promoting safe boating and voluntary life jacket wear in their communities.

The Wear It! campaign specifically focuses on Objective 2. Boating Safety Outreach and Objective 4. Life Jacket Wear of the Strategic Plan of the Recreational Boating Safety Program 2012-2016. Its efforts support creating a safety culture throughout North America and abroad with focus on promoting the importance of life jacket wear and boating safety through traditional and new media efforts to reach recreational boaters.

From a more "traditional" standpoint, the NSBC continues to provide the Press Kit outlining resources and media information, the Campaign Mailer so partners can understand what is available for them, and media outreach efforts with focus on the Top 10 Boating Fatality states. The NSBC's "Love the Life – Wear It!" public service announcement is available in video, radio, and print formats and continues to be distributed both nationally and locally. This PSA does a great job of bringing the fun and safety elements of boating safety together, while throwing in Spanish to ensure that the Wear It! message is reaching broader audiences.

The NSBC continues new and less traditional methods of educating recreational boaters about the Wear It! campaign. This includes new techniques for delivering messaging, including infographics to give a more visually-appealing way for others to take the message and distribute it. The NSBC also continues to create new Public Service Announcements, such as its Cold Water Campaign with three new print and radio ads that anyone can use nationwide. Grassroots efforts continue to make an impact in saturating the Wear It! message. The NSBC supports Grassroots Campaigns through resource support, and offers insights on how others can start the campaign on a local level using www.SafeBoatingCampaign.com. Social media

continues to have a positive impact in delivering the Wear It! message, both through funny, light-hearted posts, and creating an emotional connection with its online community.

Rachel and Yalda encouraged attendees to join National Safe Boating Week Events: Wear Your Life Jacket to Work Day will enter its fifth year on May 15, 2015 and participants worldwide will try and break last year's record of 6,973 participants in the sixth annual "Ready, Set, Wear It!" Life Jacket World Record Day on May 16, 2015.

It's important to provide research and data to demonstrate the impact Wear It! is having on recreational boaters' behaviors. The 2013 and 2014 Wear It! research supports that the campaign message is effective and having a positive impact on boaters' behaviors in areas where there is campaign activity.

Learn how to get involved in the Wear It! campaign and see what free resources and information are available from the NSBC at www.SafeBoatingCampaign.com. For daily updates, follow @BoatingCampaign.com on Twitter and www.facebook.com/safeboatcampaign.

State Reciprocity for Boat Operator Education – Does One Size Fit All?

Stacey Brown, Virginia Department of Game and Inland Fisheries

Reciprocity is not a four letter word. In fact, the word reciprocity is longer and more complicated. In the world of boating safety education, reciprocity too is longer and more complicated. This presentation addressed how states handle boater education requirements for people visiting their state.

Most states have a boating safety education requirement, that's the good news. The bad news is that every state applies this requirement to different segments of the population. If you are a visiting boater – this can be confusing!

Fortunately, we have a 6 letter acronym that helps us through the complications of reciprocity when it comes to boating safety education, NASBLA. How does NASBLA help? NASBLA collects information from member states regarding education in their state and provides that information to other states and to the public. NASBLA also creates model acts to guide states in the development of laws and regulations regarding boating safety. Most importantly, NASBLA reviews boating safety courses for course compliance with national boating safety education standards. States rely on NASBLA course approval to ensure that the boater has the minimum knowledge required to safely operate a boat. Most states will accept a boating safety course certificate from any state or course provider if it has a NASBLA logo on the certificate.



TUESDAY, MARCH 31

— SEMINAR SESSIONS —

ALL DAY SEMINAR SESSIONS:

Basic Essentials of Close-Quarters Boat Control (3/31) and

Basic Open Water Boat Control Course (4/1)

Emily King, NSBC

The National Safe Boating Council offered its Boat Control Courses as part of the on water training opportunities at the 2015 IBWSS in Sandestin FL. Classes were held for attendees to experience both the Close Quarters Boat Control, and the Open Water Boat Control programs.

The Instructor Boat Control Course combines the Close-Quarters and Open Water curriculums into a 3-day on-the-water training. The curriculum encompasses the majority of the On-Water Power Standards that are part of the Coast Guard's standards for Recreational Boat Operation and will be American National Standards Institute (ANSI) recognized. These classes at the IBWSS were just a one-day introduction, not one of the instructor level courses which have been offered around the country for the past several years.

This program focuses on how to effectively teach on-the-water boating skills and maneuvers. The curriculum is developed in a step-by-step progression focusing on steering straight, stopping, turns up to 180 degree, docking, ferrying, avoidance turns, person overboard and retrieval. All of these skills are first performed in displacement mode. When the student masters these skills, they move on to performing the appropriate skills in planing mode. A boat operator needs to understand concepts and design features and anticipate the reaction of current, weather and wind on their boat.

Each candidate is assessed on their boat operation skills. They are taught a method of step-by-step teaching, modeling skills and coaching for the beginning boater. They are tested in their knowledge of steering and sailing rules, navigation aids, risk management and technical boating knowledge. The advantage of this training is that the NSBC provides a formalized national curriculum and a teaching methodology on a set of skills relevant to beginning boaters and marine officers.

Upon successful completion of this course at the IBWSS, the students received a certificate of training for the one day class in both close quarters and open water boat control from the National Safe Boating Council.

The two instructors for this opportunity at the IBWSS were NSBC Master Instructor Trainers Doug Golding from Ohio, and Captain Jeff Gunn from California. Both Doug and Jeff are a part of the original team that designed, tested and implemented the program since its inception.

On March 31st the one day Close Quarters class was held for six people onboard two new, identical, twenty one foot Sea Hunt boats, each powered by a single 250hp outboard engine. The boats were provided by Legendary Marine in Destin. Three students were assigned to each boat with either Jeff or Doug instructing.

The class started with a pre-operation check using the NSBC vessel check off sheet for systems and equipment. This check facilitates a thorough orientation of the boat and its systems. This ensures that the boat is properly outfitted and in

compliance with all applicable federal, state and local boating safety laws and requirements. There was a need for more fenders, lines and fire extinguishers, and a type IV throwable device.

A thorough safety brief followed the check off and the boats departed the marina.

The weather for both days was sunny and warm with winds from 5 to 15 knots with 1 to 2 ft chop. It was agreed to transit to Destin Harbor which provided a nice sheltered harbor with a large variety of channels, docks and wharfs in which to train on the close quarters skills. All skills in the close quarter's course were demonstrated and practiced by the six students. The only skill not covered was ferrying and holding station in current, because of a lack of current available.

The next day, April 1st, the open water course was presented to the six participants with the same weather conditions. The instructors started with a review of some technical boat handling in very tight spaces in Destin Harbor challenging the students. The boats then moved outside the harbor to facilitate the Open Water skills and graduate from "slow is pro" to operating at speed. The skills were demonstrated in order starting at maximum displacement RPM. After completing the skills and ensuring a comfort zone the skills were completed at minimum planing RPM, about 20 knots. All the skills in the open water curriculum were completed with the exception of those skills requiring current.

As is usual for these courses many of the participants were very experienced boaters. It is always a personal pleasure for the instructor cadre to be told by the students how much they enjoyed the course and that they learned new skills. Typically their technical boat handling is taken to a new level and they feel more competent and confident. This class produced the same results and the group was very happy with the two days of training. The six students received certificates of completion from the NSBC.

USPS Comprehensive Approach to OTW Training - Program Element Details

Robert Brandenstein, US Power Squadrons

Tammy Brown, US Power Squadrons

Classroom instruction has long been the mainstay of boater educational courses. For a century, the United States Power Squadrons (USPS) have improved classroom-only course delivery by adopting new presentation technology. But learning improves when multiple senses are involved. Adding hands-on on-the-water skills to classroom knowledge improves retention and real world application. The USPS on-the-water program provides tiered options to address the needs of all boaters, novice and experienced. This skill-enhancing training is available through 400+ Squadrons across the nation.

TUESDAY, MARCH 31

— SEMINAR SESSIONS —

Lifejacket Standards Harmonization Effort and Device Label Reform Presentation

Chris James, Underwriters Laboratories

Maria Iafano, Underwriters Laboratories

Underwriters Laboratories has been in existence for over 120 years with the mission of working for a safer world. The UL Mark is applied to 22 billion products per year across 19,000 different product categories. UL's 10,000 staff members work with clients in over 120 countries around the world.

UL has been testing and certifying lifejackets for over 40 years and is an approved laboratory of the United States Coast Guard and Transport Canada. UL is also a Notified Body for the Personal Protective Equipment Directive and the Marine Equipment Directive.

This presentation provided an update on the North American harmonization effort for lifejacket standards, as well as an update on the lifejacket label reform.

7 Low Budget Ideas and 8 Bonus Ideas for an Effective Water & Boat Safety Program

John Wargo, U.S. Army Corps of Engineers

I know at least one idea you read about today will work at your location. All these ideas are in use at Alum Creek Lake which is located three miles north of Columbus, Ohio. Alum Creek Lake had 3.4 million visitors in 2014 and zero drownings! This first idea was to paint water safety message stencil on roads, sidewalks and bridge piers near water access points. Alum Creek Lake paints the thought provoking message "Git-R-On!" and each stencil painting costs \$3.00 in paint. The second idea was to do a large colorful grass painting on an embankment near a busy highway. The Alum Creek Lake staff paints a large orange life jacket with the phrase "Git-R-On!" This painting is done yearly in partnership with the Columbus Sail & Power Squadron. The paint cost is \$300 per painting. The third idea was to use an assortment of banners and signs that last for a long time and can be used in many different ways. The fourth idea was to have a water safety theme float in local parades. The parades are usually free to enter and are often televised. The fifth idea was to develop an open style fair booth that will invite people into your booth. We use the "Are You Water Smart Quiz" to have people take before they receive a water safety give away. The sixth idea was to sign up elementary schools to put up a school designed banner each May and then we provide the third graders a water safety booklet. The seventh idea was Corey the Safety Boat. Corey is a remote controlled boat that is very popular with the kids and usually they have a parent with them that also hears the safety message. The way Corey has been accessorized makes him a billboard for the USACE and its water safety program.

The first bonus idea was to decorate your Christmas tree in a public place with water safety give away and allow the kids to take one present off the tree when they visit. The second bonus idea was use our 16 oz Man's Life Saving color changing cup that has a message targeted to the 18 – 35 year old males. The third bonus idea was to print a water safety message on drink coasters and sunscreen products. The fourth bonus idea was to print a water safety message on give away that people will use more than once like sunglasses, key chains and folding frisbees. The fifth bonus idea was to include water safety pages in your Jr. Ranger booklets. The sixth bonus idea was to use drone video camera to add an elevated three

dimension look to your water safety videos. The seventh bonus idea was to install a life jacket loaner cabinet at all your public boat ramps. The eighth bonus idea was to design and purchase a 10' tall inflatable life jacket with a water safety message printed on it to use in parades, festivals and at marinas.

A list of the vendors we used for all the ideas discussed was also provided. If you have any questions please feel free to contact me, Ranger John Wargo (740) 548-6151 & john.w.wargo.jr@usace.army.mil.

Flotation Devices and Component Testing for Certification

Chris James, Underwriters Laboratories

Joe Waters, Underwriters Laboratories

The presentation delivered by Underwriters Laboratories (UL) at the 2015 International Water and Boating Safety Summit in Destin, FL detailed UL's mission to promote safe living and working environments for people. As a certification and testing organization with over 120 years of history and over 40 years of history in lifejacket testing, the presentation defined UL's corporate mission and purpose. UL is an approved laboratory of the United States Coast Guard and Transport Canada. UL is also a Notified Body for the Personal Protective Equipment Directive and the Marine Equipment Directive.

The presentation educated the audience on the types of testing needed to certify inflatable and foam filled lifejackets, throwable devices, immersion suits and their relative components. The presentation included testing specifications regarding the mechanical properties tests, in-water performance tests, and component testing such as fabric, thread, webbing, buckles, etc.

If you would like more information relating to this presentation, please contact Joe Waters at Joseph.M.Waters@ul.com or Chris P. James at Christopher.James@ul.com.

Stand Up Paddleboarding – The Leash / Lifejacket Debate

Christopher Stec, ACA/Canoe-Kayak-SUP-Raft-Rescue

Chris Stec, ACA Chief Operating Officer, presented the latest information in the world of stand up paddleboards, specifically regarding leash and lifejacket wear.

Attendees learned about recommendations from the National Boating Safety Advisory Council (NBSAC) as well as the ACA. In addition, with support from the National Safe Boating Council (NSBC), the ACA will debut a video PSA simplifying the complexities involved with what leash to wear in what venue.

During the open discussion portion of the presentation, there was an opportunity for everyone to provide feedback and comments on a range of topics specific to SUPs, such as lifejackets, leashes, and vessel clarifications.

The Sea Tow Foundation's Life Jacket Drive Program and Designated Skipper Campaign

Vanessa Kraus, Sea Tow Foundation

In 2014, the Sea Tow Foundation received grant funding from the U.S. Coast Guard to launch two brand-new

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programs. The first one was a nationwide Life Jacket Drive program aimed at collecting new and gently used life jackets from boaters that no longer need them or have outgrown them. Life jackets were also donated by retail stores looking to get a tax-deductible donation on older models of life jackets that did not sell. The Sea Tow Foundation Life Jacket Drive program extended the life of the existing Life Jacket Loaner Programs, helped with life jackets used in boating safety camps, provided donated life jackets to local law enforcement for their patrols or life jackets used in any other efforts that helped save lives on the water. Anyone was eligible to apply to host a Life Jacket Drive in their local area and a website was developed for this program.

The Sea Tow Foundation's Designated Skipper Campaign is aimed at making sure that boaters know that they should always Designate a Sober Skipper before each boating trip. To ensure that this message reached boaters, the Sea Tow Foundation put the "Designated Skipper" message in places where boaters would see it and pay attention to it much in the same way that MADD distributes their messaging. The Sea Tow Foundation developed a number of marketing materials as well as a website that encouraged boaters to "Take the Pledge" and Designate a Sober Skipper. The Sea Tow Foundation worked with a number of other organizations and companies in the boating industry to distribute this message to their members and customers, but we are always looking for new groups to partner with.

Avoid Water Recreation Tragedy – Learn from Lucas' Story

Molly Hall, Energy Education Council

Perhaps you've heard of stray voltage – electric current ending up in places where it shouldn't be and people wouldn't expect it to be. People have been killed by touching energized objects in parks, city streets and other public places.

This situation can occur in rivers and lakes around docks with electrical service and boats that are plugged into shore power. Consider the experience of the Ritz family of Scappoose, OR.

Safety-conscious Kevin and Sheryl Ritz always made sure their kids wore life jackets and were supervised in and out of the water. But that hot August day years ago, there was a hidden danger lurking within the marina water where their sons and other kids were swimming. As eight year- old Lucas left the group to swim back to the dock, he entered energized water from a boat plugged into shore power. Lucas collapsed and died; Sheryl was temporarily paralyzed when she jumped into help.

The family's story is at the heart of a new national campaign to raise awareness of what's known as electric shock drowning (ESD). Each year, there are confirmed ESD deaths and many more go unrecognized and unreported due to lack of awareness or investigation. Because of the cool water environment, ESD leaves no visible burns on the victim and death in the water is usually reported simply as drowning, as happened initially with Lucas' death.

The Energy Education Council's Safe Electricity program produced TV PSAs and a video with support from the US Coast Guard, and created numerous other communication materials to help raise awareness to prevent these tragedies.

From news stories and broadcast PSA placements to print and online promotion, outreach endeavors were aided by partnerships with boating and water safety organizations, related businesses and hundreds of electric utilities.

Attendees learned simple steps boat and dock owners can take, as well as personal safety precautions that water recreation enthusiasts need to know:

- Do not swim around docks with electrical equipment or boats plugged into shore power.
- If you are in the water and feel electric current, swim away from anything that could be energized.
- If you are on the shore or dock when a swimmer feels an electrical current, do not jump in. Throw them a float, and try to find the electrical breaker to shut off power as quickly as you can.
- Have proper ground fault and safety equipment installed on power sources for docks and boats with alternating current (AC) electrical systems.

Learn more and see the video of Lucas' story at SafeElectricity.org

Speaker information: Molly Hall is Executive Director of the Energy Education Council (EEC), a national nonprofit dedicated to creating a safer, smarter world. The Council's largest public outreach program is Safe Electricity®, a multimedia effort that promotes awareness of electrical hazards and steps to stay safe. Teaching vital information through personal stories and experience is a large part of the Council's work.

Boating Standards in Japan

Yoshihiro Sasakawa, Marine Sports Foundation

The Marine Sports Foundation (Maris) focuses on raising water safety awareness, licensing boat operators, and supporting motored water activities in Japan. This presentation introduced attendees to the boating license system, the process of obtaining a license, the water safety standards used, and the current situation in Japan. The presentation highlighted three different classes of the boating license (1st, 2nd class, and Special), showed a couple of example problems from the Japanese boating exams, and discussed the different standards between the United States and Japan. The presentation was an educational presentation for attendees interested in the water standards held in Japan.

Connor's Story – The Power of One

Dana Gage, The LV Project

One terrible day in August 2012, Connor Gage's parents allowed him go to the lake for a fun birthday weekend with friends. Connor died that day. Most would say Connor's cause of death is drowning. But the true cause? Ignorance. Despite the deluge of drowning statistics and data, the Gages have come to the excruciating realization that most people lack a fundamental understanding about the dangers of open water. In this presentation, attendees learned how one mom is using the power of one story -- Connor's story -- to painfully, diligently, and purposefully reshape thinking about life-saving behavior on the lake. Because when it comes to the life of a child, the only statistic that matters is ONE.

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NSBC Boating Safety Youth Program Award Winner The Reach Program

Abigail Hils, Sea Scout Base Galveston

In 2012, US Sailing launched “Reach”, a national STEM (Science, Technology, Engineering, Math) education initiative to inspire schools and sailing programs to utilize sailing as an educational platform. Throughout the past two and a half years, the initiative has grown to impacting over 10,000 youth annually. Reach has quickly become the preeminent program in STEM sailing education.

Sea Scout Base Galveston (SSBG) is a non-profit located in Galveston, Texas. SSBG is an American Camping Association camp, an events center, an educational classroom, and a US Sailing certified facility. Its mission is to develop and facilitate programs that foster a love for learning and exploration in STEM-focused careers. With over 50 percent of the youth in Galveston disconnected from nature, BaySmart pursues to reconnect the youth to the maritime world. BaySmart, SSBG’s education department, creates opportunities to engage kids while teaching them about safety, leadership, teamwork and self-confidence. Using Reach, BaySmart addresses one of our country’s most pressing issues – improving education, while introducing them to a fun and safe outdoor activity.

For the Gulf coast communities, Reach begins to address the nation’s perceived lack of qualified candidates for high-tech jobs. STEM workers drive our nation’s innovation and competitiveness by generating new ideas, new companies and new industries. Although still relatively small in number, the STEM workforce has an outsized impact on a nation’s competitiveness, economic growth, and overall standard of living. Because of the influx of maritime field and the widening of the Panama Canal, H-1B visas have risen. The biggest problem with the H-1B visa program is that it is a high-profile scapegoat issue that deflects national attention away from a much thornier structural challenge confronting America: the state of K-16 public education in the United States. BaySmart seeks to make our youth more competitive through innovative STEM-knowledge, understanding of maritime career pathways, and build their confidence to fill those specific maritime roles instead of H1B Visas.

Reach is an inquiry-style program, where the youth teach their peers. The instructors become sources of information but are not leading the class. The program is for both middle and high school students. Reach provides 10 different modules that can be replicated and adapted to fit multiple curriculums. This program has also become professional development courses to learn how to implement the modules, how to talk with their local school leadership, and how to build community partnerships around education. Furthermore, Reach has proven support structure for scholarship students.

For more information on how to implement your own version of Reach contact: Ms. Abigail Hils: ahils@ssbgalveston.org, 409-572-2560 ext. 1005

Education Connection: Drowning Prevention in Schools Diane Hennessy, Drowning Prevention Coalition of Palm Beach County

Land based drowning prevention education is an effective tool of disseminating water safety information into the community. Older siblings are babysitting younger brothers and sisters; children are attending unsupervised pool parties

without lifeguards and proper parental supervision. A continual challenge for water safety experts is *making initial connections with schools to book the programs and connecting the schools with the students with the water safety message.*

How do we make connections? Be aggressive; start talking to professional educators who could benefit from this life saving information. Physical education teachers, health teachers, school nurses, driver’s education teachers and so on. Public safety professionals also have school connections (i.e. police officers, fire rescue, Red Cross, parks and recreation, local health department, etc). It’s important to reiterate that water safety/learning to swim is a life saving skill. Is learning to dance, play basketball, softball, or football going to save one’s life?

Once programs are booked modify them based on age groups. For pre-school and elementary school children, the main points are: to never swim alone, always swim with a buddy, swim in front of a lifeguard and have a responsible adult constantly watching. Distinguishing the use of floaties vs. life jackets is also important to discuss. Student involvement is essential to keeping their attention throughout a presentation. Students can hold beach flags, try on life jackets, and repeat basic rhymes. Older students learn basic rescue, water dangers in/ around the home (i.e. buckets, bathtubs, toilets, lakes, ponds, pools, canals). At high school level, learning how to escape a sinking vehicle is a popular added topic. All age groups should know that never swimming alone and learning to swim are most important.

Props and posters can be used for all ages. Photos, pool drains, life jackets, beach flags, life rings, vehicle escape tools and water watcher tags help via mental imaging. Personal stories and news articles can assist w/ attention and retention. Comparisons between boating and driving safety can be effective too.

Games like Water Safety Jeopardy, BINGO, Are You Smarter than Your Teacher, etc. are fun ways to review presented material.

Everyone is susceptible to drowning regardless of age, race, gender or socioeconomic status. Water safety education doesn’t need to be sad and boring. It’s up to the speaker to bring the information to life in an entertaining and easy manner.

These presentations are budget friendly. Often times props can be borrowed and made. Teachers can be helpful with lamination of posters. Please contact me if I can be of any assistance. As water safety advocates we are all trying to prevent drowning related incidents.

National Water Safety Congress Award Winning Presentations Anna Stewart, NWSC

As Awards Chairperson of the National Water Safety Congress (NWSC), on March 31, 2015, at the International Boating Water Safety Summit I presented the 2015 NWSC Awards during a breakout session. A total of 29 awards were announced along with showcasing the award recipient’s accomplishments through a PowerPoint presentation. Those award recipients in attendance spoke about their drowning prevention and water safety efforts in their area. Pictures were taken and a good time was had by all. The PowerPoint presentation of the winners can be found on the NWSC website at www.watersafetycongress.org.

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— ON-THE-WATER —

From Baytown Marina:

The afternoon started with the United States Power Squadron providing a visual and verbal overview of their on-the water training. They followed up with taking people out on the boat to give them a more personal accounting of their training. Heading out and getting a small tour of Choctawhatchee Bay made the event even more appealing!

Brunswick Commercial and Government Products, Inc. had one of their new law enforcement boats available and provided information on the boat's instruments, technology, boat design and engines. They made multiple trips into the Choctawhatchee Bay with people getting an experience of speed, turns and tracking of their new vessel.

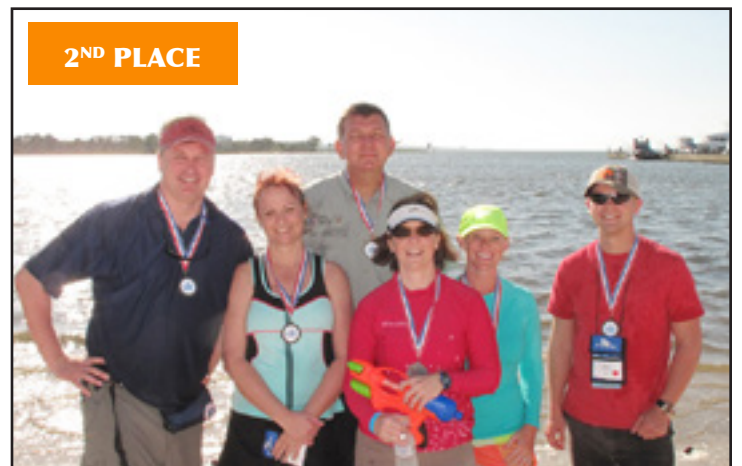
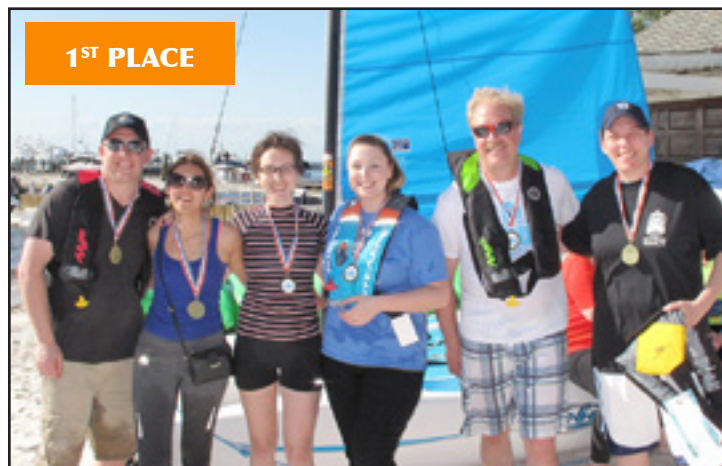


From Baytown Beach:

"Paddle with the Pros" was a highlight to many participants. It provided the opportunity for attendees to receive tips on their paddling skills or just to learn how to effectively and safely, paddle a kayak or stand-up-paddleboard (SUP). The afternoon was packed with both participants and observers. Many of the participants were asking the "Pros" how to go fast in preparation for the paddling competition!

The day ended with the paddling competition. Participants were tested on how well they learned their skills in the afternoon. There were 4 teams of 6 for the relay competition. The teams were required to throw a throw bag to hit a target about 50 feet from a line. Then they needed to inflate and properly deflate a belt pack PFD. Next they headed to the buoy course with kayaks and SUPs. The final legs were first a kayak straight out and back around a buoy and then the SUP team member doing the same going around the buoy then straight back in and running through the sand across the finish line! (See more photos on page 34.)

It was a close competition. At the end, teams were leaping over kayaks to race for the finish line. Fun was had by all teams. "Moo Caw" came in 4th place. "Samurai", the international team, took 3rd place. "Let's Get Together" took 2nd place. The winner was the "Wear It!" Team. The teams challenged each other for next year's competition! So stay tuned and get a team together for the 2016 competition!



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Emergency Communications: Distress Technology in Boating

Nichole Kalil, ACR Electronics

It was a pleasure to present a subject of which I have spent the last couple of years learning more about, emergency communications. The audience's awareness of the topic seemed to range from broad to in-depth and in one case greater than my own. My priority was to communicate that **406 MHz beacons take the search out of search and rescue**. By being prepared with a beacon your chances of being rescued are far greater and faster than not having one.

My presentation began with sharing my company's history, intended to build positional authority in emergency communications. We then watched the "Saved by the Beacon" SAR event video. This was a beneficial way to position the overall presentation, in that the video gave the perspective of pertinent parties involved in a rescue from the experiences when responding to a 406 MHz rescue.

I then reviewed the various but specific options available to mariners for emergency communications such as: satellite phones, SEND Devices and VHF radios. I explained the benefits and features of each device I reviewed. We went over the functionality of each device, their price points and the real life scenarios in which one should use them.

As of the last half of the presentation I zoomed in on the benefits of 406 MHz technology, bringing its benefits to life by introducing the audience to ACR's testimony based program, SurvivorClub. SurvivorClub seemed to have made the presentation real. It seemed people easily related to the stories I shared. These stories made my second most important presentation point; **406 MHz beacons maximize resources in a rescue**. We compared the government's cost savings when a rescue is performed in response to a 406 MHz versus blindly looking for a sunken boat or roaming hiker. This discussion proved to be so impactful that a couple brought up that they themselves as responder's should probably also be outfitted with 406 MHz technology when conducting rescues or out in the field for work.

I concluded talking about 406Day; I explained what the day meant. We discussed how we were trying to use and market April 6th by creatively and strategically sharing social media messages. Stressing messages to be shared were not only about the importance of having beacons but that they should also include proper beacon use, beacon registration reminders with NOAA and then beacon maintenance. We ended by employing the assistance of the audience to share what they learned during the presentation by promoting and participating in 406day. Thankfully everyone seemed receptive to the challenge!

Ohio Women's Outdoor Adventures

Valerie Cox, Ohio DNR, Division of Watercraft

On August 22-24, 2014, the Ohio Department of Natural Resources (ODNR) kicked off its first-ever Ohio Women's Outdoor Adventures (OWOA) weekend at Burr Oak State Park Lodge and Conference Center in the southeastern town of Glouster, Ohio. This three day event, hosted by the ODNR Division of Watercraft, offered a special opportunity for women to explore boating and paddle sports along with numerous other outdoor education and athletic events. A registration fee of \$195 per person covered all workshops,

plus two nights of lodging (choose from resort lodge suites or cottages), five meals, snacks and water.

The program itself consisted of four sessions; one session on Friday afternoon, two sessions on Saturday (AM and PM), and one session on Sunday morning. Participants were able to select from a variety of boating workshops for each session, including: canoeing, kayaking, stand-up paddle boarding, Jon Boat handling, Power Boating Basics, trailering, launching & loading, and kayak fishing.

Though the emphasis of the OWOA weekend was on hands-on boating and paddling education, there were plenty of other options available for the land-dwellers, including: tree identification, bird watching, stream quality monitoring, geocaching, orienteering, archery, outdoor photography, and numerous fishing and fish identification workshops. All but two of the participants chose to have a boating workshop incorporated into their weekend agendas.

Unlike similar programs, the Ohio Women's Outdoor Adventures incorporated an array of early morning and evening workshops. Participants were given the option of beginning their day with a run or walk in the woods, or they could alternatively choose a morning session of yoga. Evening events included bonfires, astronomy, an owl hike, an inflatable BB gun range, evening canoeing/kayaking, or a ride on the Division's new Personal Watercraft Simulator.

Program evaluations were overwhelmingly positive with 71% of the participants trying an activity they had never done before. Of those who tried a new activity, 85% of those activities were boating related.

The ODNR was able to secure overwhelming support from both local and national retailers in the form of sponsorships. Sponsorships included Cabela's, Johnson Outdoors, REI, IGA and Kroger.

Planning is currently underway for OWOA 2015, which will be held at Shawnee State Park Lodge & Conference Center on the weekend of August 28-30, 2015. In addition to most of last year's offerings, there will be new workshops in Personal Watercraft (PWC) Operations, Evening Catfishing, Wild Edibles, Disc Golf, Animal Tracking, and Golfing. For more information on the Ohio Women's Outdoor Adventures weekend, please visit watercraft.ohiodnr.gov/owoa.

Let It Go Campaign

Brian Westfall, U.S. Army Corps of Engineers

Beach balls and unoccupied vessels are often carried out into deep water by winds or currents. The responsible party of the possession is faced with a decision; swim out to retrieve the object or let it go? The most valuable possessions are not worth the risk of drowning. Moreover, swimmers have repeatedly drowned when suddenly placed in the role of life guard. Statistics have shown that the inexperienced life guard is drowned by the victim. Many times multiple drownings occur from this scenario. Let it go may be the answer for reducing water related fatalities from present levels.

The Let it Go Campaign is a nationally evolving outreach program sponsored by the National Water Safety Congress and nationally by the Corps of Engineers. Let it go aligns with many of the objectives of the Strategic Plan of the RBS program. Let it go is a multi-layered educational outreach program designed not only to reach boating and water recreationalists, but also designed as a training tool for

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professional boating and water safety interpreters, instructors and advocates.

The breakout session explored the importance of changing mindsets. The current mindset has been based on the thought *that it will never happen to me*. The changing mindset is the conscious decision that *this activity is very dangerous and it can happen to me or my family*. The answer is a multi-layered risk reduction approach based on wearing life jackets, learning to swim well and letting it go. The program's merit was explained with facts, statistics, reports and dramas in true life.

The session was well attended and received. The Summit Singers performed a boating and water safety rendition of *Frozen's* Let it Go to resounding applause!

Weather on the Water: A National Weather Service Marine Forecasting and Safety Perspective

Alex J. Lamers, National Weather Service

Wayne Weeks, National Weather Service

The National Weather Service has been producing marine forecasts for over a century, and now produces forecasts for about 33 percent of the global ocean surface. Weather forecasts and warnings for marine areas are very important, and accurate forecasts have a lot of value. According to the CDC, 61 percent of fatal disasters aboard fishing vessels in the US were weather related in the decade from 2000 to 2010. Additionally, with over 77 million Americans involved in recreational boating, a significant number of people have a need for accurate weather information on the water.

We recommend considering three key things about marine weather safety. First, check the forecast and current conditions before you leave shore. Second, maximize the number of sources you have to obtain weather information. A good rule of thumb is to have at least three – anything from a hand-held NOAA Weather Radio to a cell phone with reception where you will be boating. Finally, know how long it takes to get from your location back to shore. Depending on how long it will take, you may want to head for safety on shore before a warning is even issued.

One of the biggest weather hazards on the water is lightning. Fishing, being on the beach, and boating were 3 of the top 4 activities that contributed to lightning deaths from 2006 to 2014 (22 percent of the total). Although golfing is commonly thought of as a dangerous activity in a thunderstorm, fishermen accounted for over 3 times as many lightning-related fatalities as golfers. Water-activity related lightning fatalities occur all over the United States, and have been reported from coast to coast. The best strategy is to be in a safe place before lightning begins.



Be cautious of reducing weather observations and forecasts down to one specific number. For example, wave heights tend to be distributed like a bell curve. When 5 foot waves are reported at a buoy – that is the significant wave height, or the average of the highest one-third of waves. When the significant wave height is 5 feet, the average wave is around 3 feet and the isolated highest waves could be closer to 8 or 9 feet. The bottom line is when you are monitoring wave observations or forecasts, you should always be prepared for slightly worse conditions.

The National Weather Service is undertaking a Weather Ready Nation initiative, and people, organizations, and businesses can be Weather Ready Nation ambassadors. To find out more about this program, visit www.noaa.gov/wrn. Weather Ready Nation ambassadors are encouraged to promote weather safety and preparedness messages, engage with NOAA agencies on collaborations, share success stories, and serve as a weather-ready example.

Lighthouse Program

Kris Wahlers, Colorado Parks and Wildlife

At the Lighthouse presentation, I introduced NASBLA's Engineering, Reporting and Analysis Committee (ERAC) project to the audience. This was originally released in October 2014 at the annual NASBLA conference, but we felt that the audience that traditionally attends the IBWSS would find it useful as well.

The Lighthouse is an online resource that has many possible benefits; a "national topic" ticker found in the On the Horizon page to keep users up to date with federal rulemaking and other deadlines, a holding of other large scale ERAC projects (Terms and Definitions, BARD online training, etc) on the Get Equipped page, and a way to submit possible projects to ERAC through the Give Us Your Input page.

In addition to those pages stored on the NASBLA website (www.nasbla.org/lighthouse), there is also a Lighthouse community within NASBLA Connect. This resource requires a free log-in, where the other page doesn't, but it holds more information. This is where we manage the Discussion Forum so people around the world can ask and answer questions and digitally work with their peers. We also keep the library within Connect, so that other states, vendors, manufacturers, academics and boating professionals in general can contribute and gather materials from many different sources.

Throughout the presentation, I encouraged a lot of questions for two main reasons. First was to obviously answer points of confusion. The second was to identify areas where we could improve the project. Having that many people looking at the Lighthouse without any preconceived notions/opinions was very helpful to make this resource more complete.

Overcoming the Impact of a Small Craft Boating Accident

Craig Keese

On March 27, 2010, I lost my son and grandson to drowning and hypothermia due to a small craft boating accident.

Following the accident, my family and I reviewed the accident site for danger signs, looked for weather warnings

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and met with the USACE at Lake Stockton. However, in a catastrophic fast moving storm on an unprotected lake with 38 degree water temperature even with life jackets on board a tragedy was not prevented.

This presentation discussed how we, along with the USACE, decided that our primary objective was to provide on-site immediate access to life jackets for those people without them. The program has grown from three life jacket loaner stations on Lake Stockton to fifty stations at several locations in Missouri, South Carolina, North Carolina, Georgia and Tennessee. During the boating season, there is an opportunity for 112,000 users to take advantage of these life jackets. The presentation discussed how to engage sponsors, provided design options and location advice, a consistent message all for a very low price.

Tubing Safety

Larry Meddock, Water Sports Industry Association

One of the pillars of the Water Sports Industry Association (WSIA) is to promote safety by educating participants on how to avoid accidents while enjoying their day on the water. One of the most fun, yet can turn dangerous activities behind the boat, is tubing.

At the International Boating & Water Safety Summit (IBWSS), Larry Meddock had the opportunity to show the WSIA's Inflatables Safety Video not once, but three times. The group suggested a couple of key edits and recommendations to improve this animated piece.

For this video to be the best it can be, we felt we needed the input of those at IBWSS. All of those edits have been relayed to our producers and a cost analysis to implement those edits is currently underway.

Why so many accidents? And when they occur, why so catastrophic? These were the questions asked by the industry and other stakeholders. The answer is to improve education. The captain of the boat must understand that the tuber has no control of his or her ride. All control is in the hands of the captain and that captain must be aware of the cause and effects of his boat path.

We also learned about a tragic case in Connecticut of a young girl who lost her life in a tubing accident and how that family wants to participate in the distribution and promotion of this and other tubing safety data that can be used to prevent future accidents.

The state of Florida also showed its tubing PSA that was produced last year to help further the efforts of tubing safety.

The WSIA Inflatable Safety Video is currently on the WSIA web site and is free for distribution to anyone that is interested. Watch it now here: <http://www.wsia.net/inflatable-safety-video/>

Emergency Equipment Education and Pyrotechnic Flare Disposal for Recreational Boaters

Joe Gatfield, Canadian Power and Sail Squadrons

The purpose of this pilot project was to provide education on required safety equipment, the care and maintenance of that equipment and how to safely and effectively use flares when needed. This pilot program was funded by the Transport Canada Boating Safety Contribution Program and C-I-L Orion Canada. The program was delivered in both English and French in Canada.

Project Objectives

- Provide education on required safety equipment, the care and maintenance of that equipment and how to safely and effectively use flares when needed.
- At the same time to raise the recreational boating public awareness of the need to dispose of outdated flares in a timely and safe manner and to offer them an annual opportunity to do so.
- Upon return of outdated flares to selected host Squadrons and their partner retailers, the outdated flares will be shipped to CIL Orion for neutralization (disposal).

Locations

- Ten pilot locations were selected from coast to coast including Halifax in Nova Scotia and Nanaimo on Vancouver Island

Volunteer Training

- Little training was required but volunteers had to be able to identify expired marine flares
- Collect and pack up flares in the provided shipping packaging and complete provided Report Form

Activity Targets

- Organized ten groups of volunteers from selected Squadrons or Districts who in turn worked closely with ten marine retailers who offer CIL Orion Pyrotechnic products.*CIL Orion products may not be exclusive. With the necessary staff and volunteer support these partners provided opportunities for the recreational boating public to dispose of outdated flares and learn about other required safety equipment and how to select and use flares within the ten identified locations during the 2014 boating season.
- Distributed available support materials including legally required shipping containers and labels to be provided by CIL/Orion.
- Created a visual catalogue that identifies marine flares that may be turned in.

Volunteer Activity Checklist:

- A complete four week check list for the volunteers from the Power Squadron was provided including Public Relations opportunities and arrangements with the selected dealers
- Assign a point person to work with the dealership
- Brochures, materials and all required Safety Equipment information was prepared for discussion and distribution with the public

Dealer Activity Checklist:

- Working with the Squadron volunteers in preparation for the event and assign a point person to work with the volunteers
- Utilize any Public Relations opportunities within the dealership and in the media
- Ensuring proper documentation and handling of returned flares and the subsequent shipping

C-I-L Orion Activity Checklist:

- Provide approved packaging for shipping
- Receives flares shipped from retailers
- Pays for the shipping to be covered by program funds
- Neutralizes outdated flares

Summation:

The pilot program was considered a great success with contact being made to hundreds of members of the public and just

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over 9,300 flares returned for neutralization. As a pilot program, it was deemed successful enough to be continued for three more years, 2015-2017, through new funding from the Transport Canada Boating Safety Contribution Program and C-I-L Orion Canada. Information on this program has been forwarded to the United States Coast Guard and the United States Power Squadrons.

Effective Leadership: A System in Developing Leaders **Virgil Chambers, NSBC (Retired)**

Effective Leadership: A System in Developing Leaders was an interactive presentation on how successful leadership is not fundamentally based on the sole talent of one person. The cornerstone principles of leadership were discussed. Values such as integrity, responsibility, commitment and vision were defined. Additional leadership characteristics such as communication, conflict resolution, optimism, change management, along with important traits like empowerment, courage, being a positive role model were all listed as qualities that help define an effective leader. A leader needs to be the catalyst to set the leadership system into motion. Preliminary discussion centered on naming movie screen leaders and how they were examples of leaders that stimulated leadership within the group. Many well-known films were cited as examples; *Braveheart*, *Apollo 13*, *Invictus*, *Remember the Titans*, *12 Angry Men* - to name a few.

The concept of leadership was presented as a system of developing leaders through the building of trust, confidence and reliability. The presentation focused on a classic example of leadership - the story of Earnest Shackleton, one of the most profound leaders who led by example. Although Shackleton failed in his initial goal to transit the Antarctic, he is known for extraordinary and legendary leadership in saving the lives of his twenty-seven man crew during impossible conditions in the rudeness land and sea of the Antarctic. This ordeal lasted for two years. Shackleton's actions makes him a great example of true leadership as well as a master of crisis management. The areas discussed during the presentation included critical characteristics of good leadership: 1) How to get the best from each individual in your team, 2) Creating a spirit of camaraderie, and 3) Leading effectively in a crisis. A leader must select a team that balanced the skills needed for the assignments ahead. Shackleton is admired today for his energy, optimism, courage, sense of camaraderie and unstoppable drive to push forward. Shackleton's thoughts on leadership include:

"If you're a leader you've got to keep going."

"The loyalty of your men is a scared trust you carry. It is something which must never be betrayed, something you must look up to."

"Leadership is a fine thing, but it has its penalties. And the greatest penalty is loneliness."

"You often have to hide from them not only the truth, but your feelings about the truth. You may know that the facts are dead against you, but you must not say so."

Lastly, the participants broke into small groups to discuss what they believed to be the most important trait for a leader to possess. Guiding values such as: optimism, communication, flexibility, strong example, and encouragement, along with other positive traits of an effective leader, were mentioned. Overall, *empowerment* was a trait many believed was essential for the leader to practice if the group was to grow

and develop leaders. Empowerment encompasses the values of trust, responsibility, belief, and many other qualities. It was recognized that no single trait results in effective leadership. Many must be possessed in order to truly foster the development of leadership within the team.

Bilingual Team Saving Lives

Javier Perez-Ortiz, U.S. Army Corps of Engineers **Robert Moreno, U.S. Army Corps of Engineers**

On August 11, 2000, United States President Bill Clinton signed Executive Order 13166: "Improving Access to Services for Persons with Limited English proficiency." The Executive Order requires federal agencies to examine the services they provide, identify any need for services to those with limited English proficiency (LEP), and develop and implement a system to provide those services so LEP persons can have meaningful access to them.

Since then, U.S. Army Corps of Engineers (USACE) staff members expressed concerns over new challenges associated with the increase in numbers of non-English speaking visitors and communication barriers with park staff.

In 2001, in an effort to respond to the communication barriers between park rangers and Hispanic visitors, members from the USACE National Water Safety Team developed the National Spanish Bilingual Sub-Committee in order to comply with the Executive Order 13166.

Over the course of the past fourteen years, a handful of Spanish speaking employees have pooled their knowledge of various Spanish dialects to provide common translations to USACE through use of various publications developed by the National Water Safety Program. The translation included key public information, such as brochures, coloring books, customer comment cards, signage, and much more in products that could be used nationally.

The USACE is the Nation's leading provider of water-based outdoor recreation with more than 420 lakes and river projects in 43 states and more than 370 million visitors per year.

Hybrid PWC Product Safety and Education **Personal Watercraft Adaptive Hybrids**

Shawn Alladio, Kanalu-K38

Hybrid offshoot production concepts that are primarily created from the Personal Watercraft product are becoming an increasing reality in terms of visual identification through movie industry, rental agencies and outdoor special events. The focus of the presentation was on enforcement and safety and risk of injury. I took a look at a few of the current products on the retail market and the limited scope of education outreach and address operational issues relative to enforcement and safety concerns.

For the purpose of a generic description categorizing a majority of these trademark devices I used the term: **Water Jet Device (WJD)**.

The Water Jet Device (WJD) is a generic term that incorporates either gas and electric power sources and jet pump efficiency that either propels, lifts above the surface of the water, submerges below the surface of the water, drives or drags a person(s) either holding onto, foot strapped onto, strapped into or using a remote or tether for controlling or driving the device.

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The homologation of these devices is derived from the number of production units in one calendar year, places of repair, the parts library and access to trained mechanics, which either enhances or limits mass produced sales along with the retail price of the production units. Some units are ordered on a custom basis per client subscription.

Around the world nations are facing the safety, use and operator(s) behaviors with increased concerns. Accidents are not reported outside of 'boating accidents,' so statistics are difficult to obtain. Many towns, cities and counties are beginning to seek outside references of their jurisdictions for any regulations or legislation being applied to these devices to restrict use. Law Enforcement agencies are trying to determine how to apply boating laws and regulations to the activities.

Some of these products have not processed any safety or certification process. Rental facilities where a 'captain' takes out clients may not have a USCG Captains license.

Currently, there are no formal approved processes of education, training or standardization for the best practices in effect for these products. The increased and steady sale of these units and public demand will create a focus on how to education, train, create safety and operational standards and enforce the product use. Emergency responders will also need to be made aware of some of the hazards involved.

Trademark Names: JetLev, Jetovator, Flyboard, Seabreecher, HydroLift, Water Jetpak, Jetsurf, Powerski, Seabob and a host of other adaptive hybrid electric and engine powered craft (above and below surface).

A National Certification and Credentialing Program for Paid and Volunteer Recreational Boating Professionals

John Malatak, NASBLA

In an effort to elevate professional development opportunities for individuals whose chosen careers lie within the various nation-wide recreational boating programs, NASBLA has embarked on developing a national certification program for recreational boating professionals. The Program will be modeled in a similar fashion to the very successful Certification Program (Certified Association Executive, CAE) offered by the American Society of Association Executives, ASAE; as well as other prominent certification agencies. NASBLA's efforts will focus on all aspects of the recreational boating program such as: education; marine law enforcement; boating safety training and program development; vessel numbering, titling and Vessel Identification System (VIS); navigation aids; waterway management and access; grant administration; program management; federal programs; partnerships; boating safety outreach and marketing; Boating Law Administration, and other valuable components of the recreational boating environment. This certification program will look at recreational boating programming in its entirety to develop the **Certified Recreational Boating Professional (CRBP)** Program. This program, voluntary in nature, is designed to elevate professional standards, enhance individual performance, and designate recreational boating professionals who demonstrate the knowledge essential to recreational boating program management. It is anticipated that earning the *Certified Recreational Boating Professional (CRBP)* credential will become **THE** hallmark of a committed program professional.

The Certified Recreational Boating Professional Program

addresses and supports as many as 9 of the 11 strategic objectives reflected in the National Recreational Boating Safety Strategic Plan; specifically Objectives and Strategies: 1.3, 1.4, 1.5, 2.1, 2.2, 2.3, 2.6, 2.7, 2.8, 3.1, 4.3, 5.2, 5.3, 5.4, 6.3, 6.4, 6.5, 6.6, 8.2, 8.3, 8.4, 8.5, 9.3, 9.5, 9.11, 9.15, 9.17, 9.18, 10.4, 10.7, 10.8, and 10.9. Given the broad scope of the curriculum envisioned and the integral role this target audience plays in the implementation of the national objectives and strategies, participation in this program is certain to strengthen and solidify the management and professional delivery of safe and enjoyable recreational boating throughout the nation, leading towards creating a highly skilled and talented pool of professional candidates to fill the various positions within the recreational boating program.

BoatOnCourse.com: Navigation Rules Awareness Sequel

Fred Messmann, NSBC

The previous NSBC Navigation Rules Awareness program, BoatOnCourse.com, was developed to address six basic navigation rules; crossing, overtaking, meeting head on, safe speed and operator responsibility (avoiding collisions). Total viewing time is 26 minutes.

A new grant expanded it beyond the basics and build on that increasingly popular program, BoatOnCourse.com. The popular team of Tim and Tina came back for the Sequel. The new content added navigation lights, sound signals, sailboats, narrow channels and recreational boating with commercial vessel traffic safety including exclusion zones. Total viewing time of these complex rule additions was 47 minutes.

These strategies are designed to promote awareness through both conventional and novel outreach initiatives. The program allows the viewer to see Navigation Rule segments or select a specific segment for viewing or downloading into any program designed to teach the Navigation Rules. Members of the previous Navigation Rules team helped to develop the Navigation Rules Awareness Sequel. A new addition to the original team was Ted Sensenbrenner, BoatU.S. Foundation, who assisted with the sailing rules portion of the program. Thanks to the USCG Yorktown Navigation Training Simulator for the use of their facility and expertise in producing this.

Increased Awareness of Safe Boating Practices

Jim Emmons, Water Sports Foundation

On April 1, 2015 in front of a group of nearly 50 boating safety advocates who had all gathered for the International Boating and Water Safety Summit in Sandestin, Florida the Water Sports Foundation's Jim Emmons delivered a one hour presentation on the efforts of the organization's US Coast Guard nonprofit boating safety public outreach grant entitled, Increasing the Awareness of Safe Boating Practices.

The presentation defined the grant's intentions, explained its elements of delivery and scope of work, shared multimedia examples of its content and showed results of in-market research proving the grant's actions are having a positive effect on the attitudes and behaviors of American boaters regarding boating safety.

Purpose and Intent

Increasing the Awareness of Safe Boating Practices was

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created to deliver Objective 2: Boating Safety Outreach of the National Recreational Boating Safety Program's strategic plan. The plan states, "Deliver effective boating safety messages through various educational resources and media to reduce deaths and injuries of recreational boaters." In 2011, the Water Sports Foundation suggested using nationally recognized boating media as the message delivery vehicle to accomplish the Objective. At the time, nothing like this had ever been suggested or attempted. The 2011-2012 plan was approved and the grant request was funded at \$632,000. Subsequent year funding was:

2012-2013 \$562,000

2013-2014 \$777,000

2014-2015 \$700,000

To date, the Increasing the Awareness of Safe Boating Practices grant has received US Coast Guard funding of more than \$2.7 million.

Methods and Strategies

The Water Sports Foundation presently uses four boating media outlets reaching 16 boating sub-segment markets. They include using print, electronic newsletters and website promotion in the following major boating publications; Boating, Boating World, Canoe & Kayak, Cruising World, Field & Stream, Kayak Fish, Marlin, Sailing World, Salt Water Sportsman, SEA, Sport Fishing, SUP the Mag, Wake Boarding, Water Ski, Alliance Wakeboard and Yachting.

Increasing the Awareness of Safe Boating Practices 2011-2014

Boating safety messages are delivered in the form of digital banner advertising, print advertising, original editorial content, social media posts, instructional videos, alternative-ending webisodes, and the development of boating safety websites. Highly skilled editors and content producers engage boaters through their pursuit of boating information and knowledge. Boating safety messages fall into four areas of interest and they are; increasing life jacket wear, reduction of BUI incidents, better knowledge of navigational rules, and increased awareness of boater's education courses.

In addition to developing its own messages, the Water Sports Foundation shares the opportunity to reach boaters to other nonprofit boating safety organizations in a program called Cross Pollination. Cross Pollination invites boating safety advocate organizations such as ABYC, NSBC, NASBLA, ACA, US Power Squadrons, US Powerboating, USCG Auxiliary, Sea Scouts and the Energy Education Council to deliver their own specific safety messages through the Water Sports Foundation's media outlets. In the case of NSBC's National Safe Boating Week and NASBLA's Operation Dry Water this effort includes the use of high-value print

advertising along with digital banner ads in newsletters and on boating websites. Other partners' messages are included in digital deliveries.

The grant also includes the development of 24 short videos and four extended alternative ending webisodes. The highly engaging webisodes set up a potential boating disaster and then ask the viewer, "Which of the following three scenarios would you choose?"

Research and Results

In 2011, before any safety messages were delivered to the audience the Water Sports Foundation conducted extensive baseline research on boaters to understand their attitudes and behaviors towards boating safety. Subsequent follow up research has been conducted in December of 2012, 2013 and 2014. The contrasts showed a marked improvement in American boater's attitudes and behaviors towards wearing life jackets more often and a reduction in the use of alcohol while boating. An additional testimony to the grant's effectiveness was delivered in the US Coast Guard's 2013

Recreational Boating Statistics Report which showed that boating deaths had dropped to an all-time low of 560, nearly 100 less than the previous year.

The campaign has delivered more than 350,000,000 safe boating media impressions to the targeted audience of boaters and potential boaters.

More information on the Water Sports Foundation's Increasing the Awareness of Safe Boating Practices can be found here: www.boatingmag.com/boatingsafety, boatingsafety.boatingworld.com or by contacting Jim Emmons, WSF Grant Administrator at 407-719-8062 or jim.emmons@yahoo.com.

Media Campaign Contest Winners

Brian Westfall, U.S. Army Corps of Engineers

Nationwide, boating and water safety advocates are coming up with exciting ways to promote key messages. These messages have made a difference in making water and boating safety safer for participants. Together, the National Water Safety Congress and National Safe Boating Council recognized these efforts at the 2015 International Boating and Water Safety Summit (IBWSS) in Sandestin, Florida.

Entries were judged on Clarity of Message, Uniqueness and Innovation, Boating and Water Safety Message, and Adaptability. Each honoree received a certificate recognizing their great work and each category first place winner received a discount certificate towards their 2016 IBWSS registration, to be held March 6 – 9, 2016 in San Diego, California.

See page 22 for a listing of 1st, 2nd, 3rd place and honorable mention awards.



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— MARK OF ACHIEVEMENT CEREMONY —



The Mark of Achievement Ceremony was sponsored in part by Premier Sponsor Boat Ed.



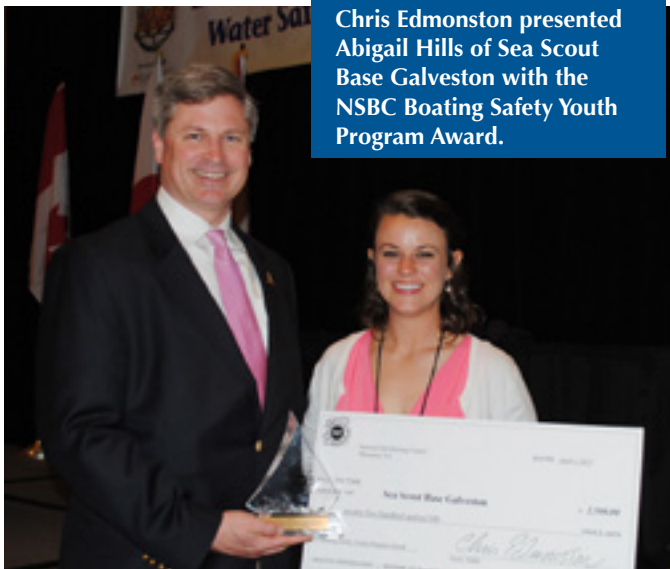
AWARDS



NSBC recognized Boat Ed on their 20th anniversary. Mitch Strobl represented Boat Ed during the award ceremony.



Brian Westfall, NWSC President, presented Anna Stewart with the NWSC President's Award.



Chris Edmonston presented Abigail Hills of Sea Scout Base Galveston with the NSBC Boating Safety Youth Program Award.



Joe McCullough, Alaska Boating Safety Program, won the grand prize from BoatSmart: An Animated Video PSA.



2015 MEDIA CONTEST

Giveaways/Handouts

- 1st** Erika Brooks, Kansas Dept of Wildlife, Parks and Tourism
Wear It Boogie Bots
- 2nd** USACE Alum Creek Lake
Color Changing Cup With Cold Liquid
- 3rd** Erika Brooks, Kansas Dept of Wildlife, Parks and Tourism
Paddle KS Bling Bottle

Honorable Mention:

Simon DeSoto, U.S. Army Corps of Engineers, Galveston District — Strike Out Drowning Baseballs

Booklets/Brochures

- 1st** Alaska Office of Boating Safety
Vessel Safety Check Reference Cards

Posters/Signs

- 1st** The Canadian Safe Boating Council
Help Us Catch Impaired Boaters Poster
- 2nd** USACE Alum Creek Lake
Your Vest Friend Sandwich Board Poster
- 3rd** California State Parks Division of Boating and Waterways
Life Jacket Wall

Audio PSA

- 1st** Zachary Campbell and Shane Carrier, Kentucky Department of Fish & Wildlife Resources
Arguing With Yourself About Life Jackets
- 2nd** Simon DeSoto, U.S. Army Corps of Engineers, Galveston District
Dear Mom and Dad
- 3rd** Canadian Safe Boating Council
Hooked On Life Jacket (15sec)

Video PSA

- 1st** Alaska Office of Boating Safety
Pledge To Live
- 2nd** Texas Parks and Wildlife
Beautiful But Gone
- 3rd** Alaska Office of Boating Safety
Life Jackets - Because Life Isn't Stupid

Special Category Education

- 1st** United States Power Squadrons
Boat Handling Skills Without Water - Only In Simulation!
- 2nd** Simon DeSoto, U.S. Army Corps of Engineers, Galveston District
Wear It Logo - Lock Wall Project
- 3rd** Safety and Education Outreach, California State Parks Division of Boating and Waterways
Aqua Smart Boating - Stand Up Paddleboarding

Honorable Mention:

California State Parks Division of Boating and Waterways — iSnap Photo Booth "Selfie Station"

Electronic Education

- 1st** ACA | Canoe - Kayak - SUP - Raft - Rescue
Top 10 Tips for Canoe, Kayak
- 2nd** Jim Emmons, Watersports Foundation
Increased Awareness of Safe Boating Practices
- 3rd** Alaska Office of Boating Safety
Cold Water Survivors

Honorable Mention:

Yoshi Sasakawa, Marine Sports Foundation — Maris

2015 IBWSS SCRAPBOOK PHOTOS



FWC Honor Guard presented the colors for the Opening Ceremony. The National Anthem was sung by Geoff McBride, a local resident and recently a contestant on *The Voice*.



A perennial entertainment favorite: The Summit Singers showed the audience they can really "Let It Go."



Baytown Beach Relay Competition



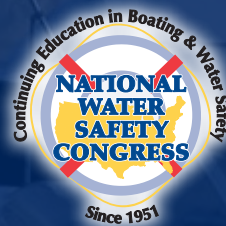
20th Annual International Boating & Water Safety Summit

The premier conference for training, education, awareness, meeting, and networking for those involved in boating and water safety.



Save the Date... March 6 - 9, 2016

Hyatt Regency Mission Bay San Diego, California



WWW.IBWSS.ORG



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Celebrating 20 Years of Safety

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