

AND NOW COMMENTS FROM OUR CHAIR



The International Boating and Water Safety Summit has a proven track record of success and this year's event raised the bar a little higher. With a great mixture of pertinent topics,

world-class speakers, and hands-on-activities, the Summit has become the premier water safety event. Congratulations to the Summit advisory committee and all who worked so diligently behind the scenes to make this conference a reality.

With one event behind us, we are now focused on the North American Safe Boating Campaign. We always strive for better and more effective ways to reach our audience and this year is no exception. One of the Summit events, led by Bill Grizwold and Ted Rankine, was an "instantaneous audience polling." Using the audience-polling event at the Summit, we wanted to determine if what we're doing, and how we're doing it was meeting your expectations. It allowed immediate electronic feedback from the audience on a variety of subjects, and the answers were at times somewhat surprising. The feedback regarding public service announcements and also the discussion related to voluntary vs mandatory wearing

of life jackets was intriguing. I'm sure you'll want to study the results in more detail.

It seems we're on the right track but we'll continue to analyze the data both demographically and in general to develop the most effective campaign. We're attempting to deliver a greater variety of materials in a more cost effective manner. By using our website, we're able to enhance that idea. Please don't forget to visit us electronically to view some recent changes and additions. I promise you won't be disappointed. Keep in mind, that no matter how great the materials are, it's that down-home, community-involved event that seems to bring the greatest focus. I'm glad the Council can help and I wish you the best on what ever form your program takes.

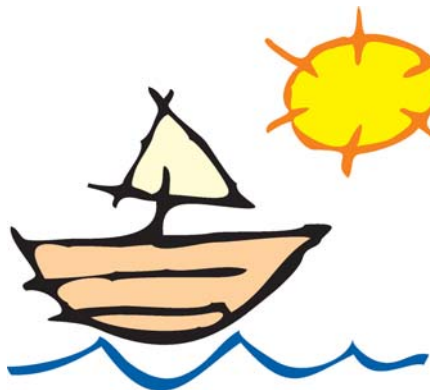
As we move into the prime boating time of year, the pace becomes even more rapid and the workload seems never ending. Keeping our boating families safer and helping them to enjoy this most outstanding form of recreation is what we're all about. As difficult as it may be, I hope you'll find some time with your family to take advantage of that opportunity yourself. Consider it "field training" and recharge those internal batteries. Oh yeah; one more thing. Wear your life jacket.

Ed Carter



NAUTICAL NONSENSE

Our new trivia section, Nautical Nonsense, will feature a question or piece of trivia about boating. The first person to correctly email their answer to office@safeboatingcouncil.org will win a prize. The answer to the trivia question and the winner will be printed in the following issue of the Anchorline. Good luck!



"WHAT IS THE NAME OF THE MOST RELIABLE AND EFFECTIVE GASOLINE FUME DETECTION SYSTEM YOU CAN HAVE ABOARD YOUR VESSEL, AND HOW IS IT ACTIVATED?"



PREMIUM MEMBERS



PATRON MEMBERS:

Ability One, Inc.
Boat Ed
Boat US
Brunswick Corporation
Coors Brewing Company
MetLife Auto & Home
National Marine Manufacturers Association
Orion Safety Products
Sentinel Press
Wal-Mart Stores
Watermark Paddlesports, Inc.
West Marine Products, Inc.
Within Reach
Yamaha Motor Corporation
Zurich Marine Specialty

SUSTAINING MEMBERS:

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American Poker Runs Association
Brunswick Boat Group
Kawasaki Motors Corporation, U.S.A.
Lower Colorado River Authority
Mercury Marine
Paddlesport Publishing Inc./Paddler Magazine
Personal Watercraft Industry Association
Polaris Industries
Ranger Boats
Stearns, Inc.
Tennessee Wildlife Resources Agency
Walsh Marine Products
Zodiac of North America, Inc.

NEW ORGANIZATIONAL MEMBERS:

Advance America Foundation
Charlotte-Mecklenburg Police
Maritime Institute, Inc.
Motive Entertainment
Recreational Research Co.
Sea Scouts, BSA
USACE Ice Harbor Lock and Dam
Water Sports Industry Association (WSIA)
WCT Maritime Service

NEW INDIVIDUAL MEMBERS:

Brad Grace
Harriet Howard
Leonard Howard