

ANCHOR LINE

NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

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A LETTER FROM THE NATIONAL SAFE BOATING COUNCIL

Dear Campaign Partners, Planners and Participants,

We are making some exciting new changes for the 2006 campaign and wanted to let you know what to expect during this upcoming year's campaign. The National Safe Boating Council met with the representatives from the National Association of State Boating Law Administrators, United States Coast Guard, U.S. Army Corps of Engineers, the Coast Guard Auxiliary, and the United States Power Squadrons to discuss ways to make the campaign better for you, our campaign participants. We are very excited about the new direction the campaign is heading and we hope that you will support these changes and provide us with input throughout the year.

One of the most noticeable changes is that we will no longer produce and mail out a campaign kit. These kits are extremely expensive to produce and consume a large portion of our limited budget. Instead, you will be receiving a campaign postcard giving you information and directions on how to order all of your campaign resources from the website. **Everything you will need for your campaign will once again be placed online at www.safeboatingcampaign.com.** There, you will be able to order your resources through our online order form, or you can print out the order form and fax it in to NSBC Headquarters as you have in years past. The information that was previously sent in the kit will still be available online, including updated accident statistics, order forms, etc. We feel this change will allow us to serve you better, by freeing up a portion of the budget to dedicate in support of your local efforts and outreach which will in turn strengthen the overall campaign efforts and save lives.

We will also continue the initiative we started last year by offering a media package to those organizations or individuals that work with the media during their safe boating campaigns. This media package differs from the package that was sent last year in that it offers materials for media use all year round. We understand that

media attention to safe boating topics does not always occur during Safe Boating Week. We would like to provide you with resources that can be used when working with your local media to educate the public about safe and responsible boating. This package will consist of items such as press releases, boating statistical information, story ideas, PSAs, info-byte cards with talking points, B-roll footage, radio scripts, and contact information, so that you will be updated and prepared to deal with the media throughout the year.

In addition, we will also be producing vinyl banners to send to various organizations to display during parades, boat shows, vessel safety checks, water safety days, or any occasion you may need. These low cost banners will be a great tool for you to use and will help to promote a stronger partnership between all of our organizations with a strong, common message... "Wear It!"

Although we are making strategic changes to the campaign we feel these changes will help to make the campaign more useful and effective for you. By reviewing the campaign, and asking representatives from the organizations that use the campaign the most what they want and how they feel it should be structured, we feel we have come up with the best way to apply the financial and human resources we have available. We encourage you to continue to develop your own local level campaign reflecting the National focus of You're In Command, Boat Responsibly, Wear it!

Sincerely,
National Safe Boating Council



William Garner receives his Hall of Fame Award from NSBC Chairman Ed Carter (Left). Executive Director Virgil Chambers presents John Malatak with Hall of Fame Award (Right)

CONGRATULATIONS TO OUR HALL OF FAME INDUCTEES!

The National Safe Boating Council inducted two new members to the Boating Safety Hall of Fame in 2005, Mr. William Garner and Mr. John Malatak. Both of the inductees are distinguished and respected individuals in the field of boating safety, serving the industry in many different capacities and contributing to the growth and development of essential safe boating initiatives.

As Chief of the Program Operations Division for the United States Coast Guard (USCG) Headquarters, and member of many safety organizations such as the USCG Auxiliary and United States Power Squadrons, John Malatak has been actively involved in boating safety for over 35 years. His positions in these various boating safety organizations have allowed him to contribute significantly to safe boating on both a professional and personal level.

Mr. Garner began his career in boating safety as an enforcement officer, continuing on to become the Boating Law Administrator for the state of Alabama, a position he held for close to 30 years. In addition to his involvement and commitment to boating safety organizations, Bill Garner was instrumental in instituting an engine cut-off switch law in Alabama.

The National Safe Boating Council Boating Safety Hall of Fame honors those individuals who have shown exemplary leadership and performed outstanding lasting service on behalf of the boating safety community. Those inducted into this prestigious Hall of Fame have contributed significantly to the advancement of safe boating across the continent. All are known as true champions of boating safety.



BOATERS BONE UP!

Probably one of the furthest thoughts from your mind in winter is boating, but winter is an excellent time to bone-up on the new trends and current developments in the area of boating and boating safety. Having the knowledge and the proper information of boating safety is critically important in the prevention of boating accidents. Many situations occur on the water that requires more than just common sense. They require knowledge - knowledge gained by keeping abreast of the current trends in boating safety. It is necessary to know safe boating practices so that you comply with state and federal boating laws and enjoy the activity safely. Surf the Internet. Google "safe boating" you will be surprised with what you will learn.

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