



WATER SAFETY JOURNAL

October 2010 • Vol. 26, No. 3

Newsletter of the National Water Safety Congress



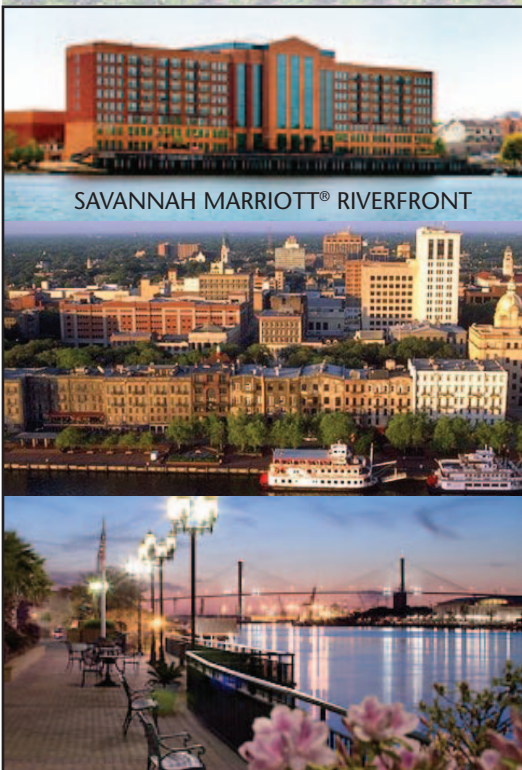
Save the Date!

Join us for the 15th Annual
**International Boating and
Water Safety Summit in**

Savannah, Georgia

MARCH 6-9, 2011

**Deadline for Early Registration and per diem Hotel:
February 7, 2011**



SAVANNAH MARRIOTT® RIVERFRONT

The International Boating and Water Safety Summit is the premier event for training, awareness, meeting and networking for anyone involved in boating and water safety. General sessions cover a broad spectrum of national as well as international concerns. The theme for this year's session will focus on the USCG National Strategic Plan and implementation opportunities. Breakout sessions allow the individual to attend classes geared toward their profession including Education, Risk Management, Law Enforcement, Hydro Public Safety, Communication and Outreach.

Scholarships to cover the cost of registration are available – see website for application and info.

Registration information will be available early November.
www.watersafetycongress.org

NWSC Receives ACA's J. Henry Rushton Award

The National Water Safety Congress is honored to have been chosen by the American Canoe Association (ACA) as this year's J. Henry Rushton award recipient. The award is presented annually to an organization or other group for outstanding achievements in advancing paddlesports and the mission of the ACA.

In a letter from **Chris Stec** of ACA to the Executive Office, it was stated that it is their pleasure to inform us "that the NWSC has been nominated for and has been recognized by the ACA Board of Directors with the J. Henry Rushton Award. This is one of the American Canoe Association's prestigious national awards." The award will be presented to the Congress at the upcoming ACA Annual Banquet in conjunction with the National Paddlesports Conference.

• "The National Water Safety Congress is a significant non-profit organization that focuses on both national and grassroots water safety issues. Although they deal with the greater boating community, they also have a focus on paddlesports safety and have worked closely with the ACA on numerous projects for many years." NWSC administers a grassroots grant program for recreational boating safety and in addition:

- Co-hosts the International Boating & Water Safety Summit every year
- Produced the award winning video,

continued on page 4

Thank you!



boat-ed.com

Get Safe. Get Certified.

is a proud sponsor of
the *Water Safety Journal*.



THE PRESIDENT'S REPORT

by Gary Owen

“The Dog Days of Summer”

We truly are in the final days of the “The Dog Days of Summer,” the hottest, most sultry days of the summer, and I believe this summer was one of the hottest on record.

We are all so very much aware of the tremendous impact environmental stressors such as sun glare, heat, wind, waves, noise, vibration and the pounding from the vessel have on the recreational users. They are comparable to the very same effects as a person who is intoxicated. A person with impaired reactions, poor decision making ability, impaired judgment and inhibitions, along with the inability to multi-task, sets that water user up for a very unsafe and dangerous situation.

I do believe “The Dog Days of Summer” have seriously impacted our water way users this season. I can say in the State of Iowa our numbers of boating incidents are up from previous years, and, from what I am hearing, possibly nationwide.

As professionals and volunteers striving to keep our water ways safe it could be easy for us to be discouraged and to lose sight of our goal. I would challenge each and every one of you to keep your head up, to continue driving forward and to focus on finishing the race strong!

The Congress believes it is very import to recognize those in our community who have stopped up to the plate to make our water ways safer. This is your opportunity, locally and nationally, to recognize them for all their hard efforts. The congress is now accepting nominations for the 2010 National Water Safety Congress Awards. Please go to our web site, www.watersafetycongress.org, complete an awards nomination form and get it to your Regional Vice President. Due to the early Summit dates we need those nominations in the hands of the VP by November 12th. Take the time and recognize those in your community for all their work.

The Congress knows that water safety begins at the grass roots level, with the local water safety councils and organizations in each community. Once again the U.S. Coast Guard echoes that belief by granting the Congress with a Grass Roots Grant Program. This is your opportunity to complete the Grass Roots Grant application on our web site to receive the needed funding up to \$2000.00 to help promote your water and boating safety programs in your community. I invite you apply for the Grass Roots Grants.

The National Water Safety Congress along with our partner the National Safe Boating Council have been working very hard planning and preparing for the 15th International Boating and Water Safety Summit in Savannah, Georgia, March 6th-9th, 2011. The Summit will be hosted at the Savannah Marriot Riverfront located on the Savannah River front in historic and beautiful downtown Savannah. The city of Savannah is waiting with open arms to make our time there memorable. This will be the time for all of us to come together, renew old friendships, recharge, and glean new ideas to take back to our communities for the next water recreational season.

This Summit will be a very special time for the Congress as we celebrate our 60th anniversary, please make your plans now to celebrate with us. I would also like to personally invite each of you become a member of the Congress, and to partner with us as we continue promoting water and boating safety.

I'm looking forward to seeing everyone at the 2011 Summit in Savannah, Georgia. Stay safe and always wear your life jacket. It does save lives!



Expand your influence through NWSC membership!

Please visit us on line for your application to become a member of the NWSC today! Applications can be downloaded, printed and sent to our office, or join directly through the NWSC web site www.watersafetycongress.org.

Mark Your Calendars!

November 12, 2010
NWSC Award Nominations Deadline

See our website for more information.

December 31, 2010
Grass Roots Grants Deadline

See page 8 for more information.

December 31, 2010
IBWSS Scholarship Deadline

See our website for more information.

January 26-30, 2011
U.S. Sailing Symposium
January 31 - February 5, 2011
U.S. Power Squadron Conference
Orlando, Florida

March 6-9, 2011
15th International Boating and Water Safety Summit (IBWSS)

Savannah Marriott Riverfront
Savannah, Georgia

See our website for more information.

Life Jacket Awareness... Get Involved!



Mary Ann Downing of National Drowning Prevention Alliance hosts a Life Jacket Fashion Show.

WATER SAFETY JOURNAL

Vol. 26, No. 3 October 2010

A publication of the National Water Safety Congress, a tax-exempt, nonprofit, public service organization dedicated to water safety.

President	Gary Owen
Executive Vice President	Paul Kennedy
Treasurer	Ernie Lentz
Executive Secretary	Brenda Warren
Immediate Past President	Arlyn Hendricks
Executive Director	Cecilia Duer
Chief Financial Officer	Fred Truesdell
Professional Program & Training Coordinator	Jerry Craddock
WSJ Editor	Donna Angus

The *Water Safety Journal* is produced three times yearly by the National Water Safety Congress, P.O. Box 1632, Mentor, OH 44061. Phone (440) 209-9805
Send address changes to journal@watersafetycongress.org

NWSC Proudly Presents

Beyond Cold Water Boot Camp USA

The Three “R’s”: Rescue, Recover, Re-Warm!

On a typically blustery day in Honolulu, Hawaii, the NWSC was PROUD to present, for the first time, the newly released *Beyond Cold Water Boot Camp USA The Three “R”’s Rescue, Recover, Re-Warm* at the annual NASBLA Conference.

Cecilia Duer, Executive Director (NWSC) and Executive Producer (RRR), along with **Ted Rankine** of Play Safe Productions and Producer of *Beyond Boot Camp USA The Three “R”’s Rescue, Recover, Re-Warm* presented the new DVD in a General Session. The new DVD was very well received and said by several, “it’s about time someone made this technology and training available...we will save thousands of lives.” We are very proud of the teams who have remained so dedicated over the past four years through both projects.

Cecilia along with Program and Training Coordinator, **Jerry Craddock**, Executive Producer (NWSC) and Mentor Fire Department Dive Rescue Second in Command Rescue Diver on both projects, **Brian Davidson**, Board Member / Regional Vice President and Rescue Swimmer in both “Boot Camps,” and **Gary Owen**, President NWSC and Rescue Swimmer also for both “Boot Camps,” were on hand to present the break out session at NASBLA. The entire NWSC Team spent the day after the conference concluded teaching the newly established course curriculum which complements the RRR DVD.

We have received nothing but excellent remarks on the new material which takes the viewers Beyond Boot Camp USA and into education about “Cold Water Immersion Survival and Rescue Recover and Re-warm(ing)” techniques, new protocols and new operational methodology when attempting to recover a victim immersed in cold water and the very important after care. The DVD is meant for first responders, who include our recreational boaters who are typically the “accidental rescuer,” as well as rescuers and medics who may be involved with the recovery and care of a cool or cold victim.



We also have very exciting news!

The new curriculum Cold Water Immersion Survival and Rescue Recover and Re-warm WILL be an accredited course of study worthy of 8 hours for Continuing Medical Education credit for paramedics, emergency medical technicians, medical professionals, crews on board commercial fishing vessels, towing and barge industry professionals, maritime students and professionals, life guards, and other first responder agencies. Please contact our office for more information or to schedule a course. Our web site provides all of the additional information on this course and on our Personal Watercraft Basic Operation, Maintenance and Rescue course (also undergoing accreditation for CME’s).

A very special thank you to the **United States Coast Guard Office of Auxiliary and Boating Safety** for their support with our Grant, to **Coast Guard Station Fairport Harbor** and their Auxiliary members, the **Ohio Department of Natural Resources Division of Watercraft** for their support in the second go

around, and most especially to **Michael Ulrich** Commander and **Jerry Craddock** Second in Command and the entire Mentor Fire Department Dive Rescue Team for their unending and untiring support and dedication to both projects. These men worked many countless hours preparing for, acting as our safety forces and “stars” of the video, and reviewing the DVD for final presentation. They remain dedicated to presenting the curriculum and getting the

DVD into the hands of those who will best utilize all of the information.

These projects would not exist without Jerry and Mike’s passion and dedication to their work, and looking to the future, saving countless lives in America and beyond.

The NWSC Executive Office Staff is available for presentations about the new DVD and complimenting curriculum. Training is available in the Three R’s as well. DVD’s will arrive in the Ohio office for distribution the third week of October and there is already a long list of requests for the DVD. If you are interested, please e-mail us, visit our web site for a downloadable order form or call the Executive Office at 440.209.9805

“Creating the Most Wearable Life Jacket” Contest

\$5,000 award ~ sponsored by Underwriters Laboratories, Inc.

This contest is coordinated by BoatU.S. Foundation and Personal Floatation Device Manufacturers Association. In an extension of the life jacket innovation contest several years ago, the primary difference is this contest will be judging actual functioning production samples and not just conceptual designs. The contest entered life jackets will be demonstrated during a pool side general session at the Summit. Please visit www.boatus.com/foundation and www.watersafetycongress.org/ibwss.shtml for details.

J. Rushton Award

continued from page 1

Cold Water Boot Camp USA, which is revolutionizing the way boaters think of and treat cold water shock, immersion and hypothermia

- Completion of production of *Beyond Boot Camp USA, Rescue, Recover, Re-Warm*
- Spirit of America youth education programs
- Co-produced *A Guide to Multiple Use Waterways Management*
- Has partnered with the ACA on a range of paddlesports safety initiatives over the years

We are looking forward to accepting the award in person in November during the ACA conference in Asheville, North Carolina.

The ACA is to be commended for their strength in their initiatives. They are a tremendous partner to the NWSC and it is a privilege to work alongside of them in safety and education initiatives. Please plan to attend and show your support of paddlesport education and awareness.

The ACA National Paddlesports Conference, November 5-7, 2010; Location: Crowne Plaza Resort in Asheville, NC.

The ACA has been established as one of the premier standards of paddlesports safety and education. As part of the ACA's leadership role in the paddlesports community, we have initiated this conference to target all facets of the paddlesports community.

For more information about the American Canoe Association, please visit their website: www.americancanoe.org.

Fall Board Meeting

The NWSC Board of Directors met in beautiful Savannah, Georgia for their annual fall Board meeting. The NWSC fall Board meeting is always held at the site of the upcoming Summit. Time was taken to look over the hotel space, meeting space and of course check in on the local fare. We are looking forward to hosting you in Savannah as we also celebrate the signing of our new USCG National Recreational Boating Safety Strategic Plan (please plan on becoming Implementing Partners) and an extra special celebration is planned for the NWSC 60th anniversary! We will unveil a new logo, which was voted upon while in Savannah, and mission and vision for the future! We hope that you will be a part of it ALL!

May 20, 2010: National Inflation Day



Mentor Fire Department

On Thursday, May 20 at 11 AM EDT people across the U.S.A. and Canada participated in a simultaneous deployment of inflatable life jackets. The goal was to heighten public awareness of boating safety issues, life jacket wear, and pre-launch National Safe Boating Week.



Spelling out "WEAR IT" at the Lake County Captains stadium



Photo submitted by Arlyn Hendricks.



Harry Allen, Spirit of America founder



National Inflation Day photos submitted by Madeline Morgan.



Shallow Water Blackout

by Julie Richardson,
Executive Director, Dive Wise

I discovered freediving while dating Walter, the man who would become my husband. Our courtship was spent on or in the water, and I quickly became a freedive enthusiast. Armed with only a mask, snorkel, fins, Hawaiian sling, and a lung full of air, Walter dived down to spearfish. He had an amazing breath-hold and could dive to 60 ft. and then hunt, wrangling his catch if necessary, before swimming back to the surface with our dinner. At the time I was only aware of the fun involved and delicious seafood dinners that followed. It never occurred to me that this seemingly innocuous activity could be dangerous.

Our three sons became expert divers at an early age and were spearfishing with their own slings by age 9. We have spent many hours off Miami diving and spearfishing over the past 25 years.

I had never heard of shallow water blackout (SWB) until my oldest son Robert decided to take a freedive course from World Record holder and freedive instructor Martin Stepanek. I paid little attention to the information Robert later shared from the course about SWB, thinking it must be something that happens to people who don't know what they are doing. But I was wrong.

Two months later my husband and I received a phone call from our sons' friends telling us they had found the boys floating together face down after a 90 ft. dive. Our sons had dived down together and on the ascent Robert noticed his younger brother was unconscious and sinking 30 ft. below him. With no time to surface, he returned to rescue David. He did not have enough oxygen to complete the rescue and also blacked out. The friends pulled the brothers out of the water, blue and not breathing, and worked to resuscitate them. The Coast Guard arranged for a medivac and we met them at the hospital. Our sons eventually made a full recovery from this near-fatal event.

I felt I had just been given an amazing gift, as statistics revealed my sons should not have survived this incident. I wanted to do something proactive to ensure other mothers would not have to endure the tragedy of losing their sons to SWB. I contacted with the top freedive professionals in the country, who educated me about blackout and told me how the risks in the sport could be managed. Blackout was a worldwide problem that

had not yet been effectively addressed. My story, I was told, could save lives.



Five experts in the field joined forces with me by becoming advisors to DiveWise – founded to further freedive safety education. National and international response to our efforts astounded me. Propelled by the concerns and needs of divers, DiveWise was able to make great strides in a short period of time promoting risk management and education for freedivers on how to avoid or survive SWB.

So, what is SWB? As freedivers – or breath-hold divers – descend, their lungs are compressed, pushing oxygen into the blood stream. However, on the ascent, the expanding lungs literally suck depleted oxygen stores from the blood stream back into the lungs. The lungs experience their greatest expansion at about -30 ft. and shallower as the diver ascends, hence the term “shallow water blackout.” A diver continues to remain at risk of blackout up to 30 seconds after surfacing, after which point the heart has had sufficient time to circulate the inhaled oxygen to the brain.

The risk of blackout can be managed by diving with an evenly matched partner. One diver should remain at the surface, directly and constantly supervising the partner's entire dive, continuing this close observation for an additional 30 seconds after the diver has surfaced. This allows the supervisor to perform a rescue, should one be required. Divers should weight so that they are positively buoyant at the surface after exhaling. Resting at the surface between dives for at least twice the dive time will allow for tissues to be adequately reoxygenated. Individuals should dive within their limits, and should be prepared and adequately trained for a marine-based emergency. Employing these simple freedive safety recommendations will significantly decrease a diver's risk of a fatal or near-fatal event.

DiveWise advisor Terry Maas, a respected leader in spearfishing and freediving, has recently developed the Freediver's Recovery Vest (FRV). This streamlined vest is similar to an inflatable life vest and is designed to return a SWB victim to the surface face up. It is expected to be available in 2011.

Nearly losing two of my sons to SWB has enabled me to become a spokesperson for freedive safety; I am frequently asked

continued on page 6

New Coast Guard Auxiliary Commodore Targets Boating Deaths During NACON

by Jonathan Wendland
Office of Vessel Activities, Fishing
Vessel Safety Div.
Commandant CG-5433

SCOTTSDALE, Ariz. - The new Coast Guard Auxiliary national commodore has charged the group “to reduce deaths on our waterways,” according to a release from the Coast Guard Auxiliary.

“We need to recommit ourselves to improving recreational boating safety and making a serious dent in reducing the recreational boating death growth rates.” Commodore Jim Vass of Port O'Connor, Texas, said in the release.

2009 saw an increase of 3.8 percent in recreational boating deaths because people fail to wear life jackets, are inattentive, and consume alcohol while operating boats, the release notes. Nearly 75 percent of the 736 people who died in boating accidents in 2009 drowned, and 84 percent of those victims reportedly were not wearing a life jacket.

Commodore Vass began his association with the Coast Guard Auxiliary in 1991 and has served in positions at the local, regional and national levels. Most recently he was the national vice commodore. He holds qualifications as an instructor, vessel examiner, and boat coxswain. His awards include the Coast Guard Auxiliary Medal of Operational Merit, Commendation Medal, Service Award, the Coast Guard Unit Commendation, and Coast Guard Meritorious Team Commendation.

In addition to what Jonathan Wendland reports from NACON, we are proud to say that the National Water Safety Congress, partnering with our Production Company Play Safe Productions and Ted Rankine, presented the Beyond Cold Water Boot Camp USA *Rescue Recover Rewarm “Three R’s”* to the Coast Guard Auxiliary and their guests at their annual conference in Scottsdale, Arizona. Thank you for the invitation and your gracious hospitality. It was a tremendous opportunity to network with partners from across the country and introduce our new DVD to them. Many new friends and contacts were established and we hope to be working together in the very near future.

Fall Brings Colder Weather, Colder Water

With the arrival of colder weather in most of our areas, the United States Coast Guard Auxiliary submits the following reminder. In addition to the information offered below, the National Water Safety Congress also would like to add a reminder to WEAR THE LIFE JACKET! On those beautiful sunny 75° Indian summer days, please keep in mind that the water could be 10-20° cooler than the air temperature. This time of year PLEASE DRESS FOR THE WATER NOT FOR THE AIR temperature.

Please see page 3 for more information on the Beyond Cold Water Boot Camp USA Rescue Recover Rewarm project just completed which takes our water recreational enthusiast from prevention of drowning and hypothermia by wearing a life jacket, to what to do if you do end up in cold water, or you are the first responder to a cool or cold immersed victim.

Hunters and Fishermen at High Risk of Drowning

WASHINGTON - Hunters and fishermen in small boats pose the highest risk for drowning. In cool weather, lakes and rivers play host to hunters and fisherman. Many times, these outdoorsmen don't see themselves as "boaters." They are hunters and fishermen. The boat is simply a tool of the trade.

Hunters and fishermen often view wearing a life jacket as uncomfortable.

Small craft are often unstable. Their center of gravity is altered by small movements. Falling overboard is easy, even in calm water.

People sometimes stand in a boat changing the boat's center of gravity and reducing the boat's stability. As the boat shifts and rocks, passengers may lose their balance and fall into the water.

Remember, when planning to fish or hunt in ANY water environment:

- Wear a USCG-approved life jacket
- Fish or hunt with a buddy
- File a float plan.
- Don't consume alcoholic beverages
- Take a safe boating class
- Get a vessel safety check
- Dress for the water temperature

OWL Volunteer Firefighters Recognized with National Award for Swiftwater Rescue

Woodbridge, VA May 19, 2010 — Occoquan-Woodbridge-Lorton (OWL) Volunteer Firefighters received national recognition for their part in a 2009 Occoquan Reservoir Dam water rescue. The Higgins & Langley Memorial and Education Fund presented the 2010 Higgins & Langley Memorial Awards in Swiftwater Rescue on May 14, 2010. The awards recognize excellence in the dangerous technical rescue discipline of swiftwater and flood rescue.

The Team Incident Award was presented to OWL Volunteer Fire Department, U.S. Park Police (Eagle 1), Fairfax County Fire Department Swift Water Rescue Team, and the Fairfax County Police Department Aviation Division (Fairfax 1).

The award recognized the excellence of the May 31, 2009 Occoquan Reservoir Dam rescue. Two fishermen were perilously stranded, clinging to an old safety support, at the top of a 72-foot dam after their boat had been swept over it. The OWL VFD rescue boat set up on the reservoir approximately 100 yards above the dam as the Fairfax swiftwater team set up in the fast moving water below the dam in the event one of the victims continued over the dam.

Fairfax 1 helicopter landed and picked up lifejackets to lower to the victims while Eagle 1 was enroute to the scene. As Fairfax 1 lowered the lifejackets, one victim donned the vest. The second victim grabbed the line that had been lowered by the helicopter and immediately let go of the other victim he had been clinging to — placing himself in danger

of going over the dam. Fairfax 1 pulled the victim to the OWL VFD rescue boat waiting above the dam. The victim could not be hoisted to the helicopter since he was not secured to the line.

Eagle 1 waited as the first victim was removed and then moved in for the second person. Eagle 1 lowered a rescue basket to the victim and immediately hoisted him to safety. At the completion of the operation, Eagle 1 and Fairfax 1 both landed at the base of the dam. Eagle 1 is the primary helicopter used in river rescue incidents in the Washington Metro Area receiving notoriety for numerous rescues in the Great Falls area of the Potomac River. Fairfax 1 also carries specialized equipment to perform these types of rescues.

"OWL VFD is committed to community safety. The individuals involved in this rescue, OWL Rescue Chief Ed Craig, Chief James McAllister and Captain Richard Slusher, and all our volunteers, exemplify the spirit of OWL VFD," said Assistant Chief Michael Clark.

OWL VFD is one the largest and busiest volunteer fire departments in the United States with over 300 members.

The Higgins & Langley Memorial Awards were established in 1993 by the National Association for Search and Rescue Swiftwater Rescue Committee. The awards have increased awareness about the need for specialized swiftwater and flood rescue training and preparedness.

For more information visit www.owl-vfd.org or become a fan on Facebook at Occoquan-Woodbridge-Lorton Volunteer Fire Department.

Blackout

continued from page 5

to present at conferences, dive expos, spearfishing tournaments, and other related events. Our website, www.divewise.org, receives about 15,000 requests every month and DiveWise is involved in several pending projects to help further freediver safety and education awareness in the sport. The DiveWise training video *Freediver Blackout*, has received nearly 100,000 hits on YouTube, is used by the U.S. Army Special Forces, and has been widely distributed in Australia, with a presence in many industry magazines from New Zealand to Greece.

Freediver fatality due to SWB continues to claim many lives worldwide

every year. Divers Alert Network (DAN) has maintained a breath-hold incident database since 2005. The last two years have shown a slight decrease in reported fatal and near-fatal events. These findings may or may not reflect a positive shift in safety culture among freedivers and spearfishers and I remain committed to working towards freediver fatalities becoming a rarity. I would like to thank the NWSC for encouraging me to continue towards this goal when I was named the 2010 National Award Recipient earlier this year. This award brought greater recognition to freediver safety concerns. Together, we can save lives.



Become a Fan on Facebook!
Follow us on Twitter!

Impact + Retention = Behavioral Change

by John Malatak
Chief, Program Operations
U.S. Coast Guard Boating Safety
Division

This past summer we launched a new outreach effort under our “Boat Responsibly” umbrella called “Don’t Wreck Your Summer,” which we hope to build on over the next several years. The focal point for this new approach is a series of video Public Service Announcements (PSAs) that are more hard-hitting than those we’ve done in the past.

We’re calling them “impact” videos, and for a reason; we want boat owners and operators to experience vicariously the consequences of irresponsible boat operation and high-risk behavior through realistic depictions of boating accidents and their potential aftermath. Social marketing surveys by the Pew Research Institute strongly indicate that those who have direct or close experience with threats to their personal safety are more likely to modify those behaviors that put them at risk. We’d like to convince recreational boaters to take such preventative steps before they experience a close call on the water or, worse, a tragedy. (See our first video PSA – on the hazards of alcohol use and operator inattention – at <http://www.youtube.com/user/USCGBoatingSafety>) “Don’t Wreck Your Summer” uses our annual Recreational Boating Statistics report as a guide to high risk behaviors that boaters need to be made aware of. When fully implemented, promotional materials will consist of up to six video PSAs along with hard copy imaging for use in print media and creative advertising.



Our intent is to use advertising and social marketing techniques to make a measurable difference in the fatality and injury rates from recreational boating accidents, as well as to bring down costs related to property damage and associated medical care. The message we want to convey to recreational boaters is that the boats and equipment at their disposal today are the best in history, and they (the operator/owner) have a responsibility to use them properly.

We’ve made a good start. During the 2010 boating season we provided advertising in three areas of the country that have reported high rates of recreational boating fatalities: the Houston/Galveston area in Texas; the area around Detroit on Lake Michigan; and the Lake Havasu/Parker area on the lower Colorado River in Arizona.



In the Coast Guard’s new “impact” Public Service Announcement, drinking leads to a thoughtless moment – and tragedy.



In this first round of the campaign we supplied “frozen billboards” (ads on bagged ice dispensers at convenience stores in popular boating areas) and indoor advertising at area marinas, bars and restaurants. Law enforcement and boating safety organizations in many state and local jurisdictions multiplied our efforts by customizing these materials with their own tagline or logo and buying additional advertising. We also ran the video PSA for one week in movie theaters in Michigan and secured several free national television broadcasts during popular fishing programs on the Fox Sports Network.

We’re always looking for input, so if you have topics you feel the Coast Guard should consider for upcoming video and print materials, let us know. Also, if you are interested in using any of these materials as part of your own outreach efforts, we are happy to make them available.

An example of a “frozen billboard” near Houston, Texas, in this case showing a deceased boater with the toe-tagged message “Don’t Wreck Your Summer.”

U.S. Coast Guard Grant Managers and New Staff

The U.S. Coast Guard Office of Auxiliary and Boating Safety welcomes new staff and NWSC acknowledges the ongoing support of Grant Managers.

The NWSC welcomes on board Pavlo Oborski, Chief Grant Management Branch (CG-54224) and Carlin Hertz Non Profit Grant Coordinator for the CG Office of Auxiliary and Boating Safety. The Executive Director of NWSC was pleased to meet with Pavlo in Hawaii during NASBLA. We are grateful for the new

relationship which promises to be a very supportive one.

We are grateful for the continued support of the Coast Guard office by assisting our work through the funding of four of our 2010 initiatives. We are all very excited about continuing our programs to which we are so dedicated and passionate about. Cecilia also had the rare opportunity to meet with nearly all of the Grant Managers for 2010 and 2011 while attending NASBLA. Thank you for the

generous amount of time spent with her.

The grants, for which we are very grateful, received for Fiscal Year 2010 are: Spirit of America Education programs for \$260,000.00, A Partnering Grant \$19,900.00, the continuation of the Life Jacket Wear Rate Validation Study \$70,000.00, and Grass Roots Grants Programs \$137,000.00.

Watch the web site and future *Journals* for more information on grant products and projects.

2011 Grass Roots Grants AVAILABLE NOW!!!

Please visit our web site for your Grass Roots Grant Application for 2011. Applications, which may be submitted for more than one project with a **\$2,000.00** maximum request EACH, are available on line and are **due by DECEMBER 31st, 2010**. Please contact our office if you have questions or need any assistance at all with the grant application process (440.209.9805). Visit the web site, www.watersafetycongress.org, for a look at past recipients of Grass Roots Grants, their projects, and how they best met the goals of the Coast Guard National Recreational Boating Safety Strategic Plan objectives.

NWSC Staff Changes

The National Water Safety bid a heartfelt farewell to our CFO **Louise Smith** as she sails into new adventures in her professional career. We are all so very grateful to Louise for her efforts and her dedication to bring the NWSC into a new and swift current on our way to even greater success and wish her great success as well. **Fred Truesdell** is taking her place as CFO. Welcome aboard Fred and all of the beautiful women in your life: wife Elaine, daughters Sarah (USCG Michigan) and Angela, and a beautiful granddaughter, Bonnie! Good thing you have added a son-in-law to help even things out!

Jerry Craddock is also an official new Staff member. Jerry has been a team member and active participant of Congress projects for over three years when he came to us for the Cold Water Boot Camp USA the first project. Jerry is the Second in Command of the Mentor Fire Department Dive Rescue Team and a 25-year Fire Fighter / Paramedic, rescue specialist and State of Ohio Instructor. Jerry is making tremendous headway in advancing the curriculum of the NWSC, for Spirit of America, and our course curriculums in Personal Watercraft and Cold Water Immersion Survival Rescue Recover Rewarm. Jerry is our Professional Program and Instructor Training Coordinator. Jerry fills our lives with exceptional young women by allowing us the privilege of knowing and sharing in the lives of his beautiful and talented daughters Allyson and Crosby. Welcome aboard Jerry, Allyson and Crosby!

Please see our web site for additional information on our curriculums.

Who's Who in Water Safety: Awards and Recognition



NASBLA...Congratulations on 50 years!

We were privileged to have eight members of the NWSC Board and Staff not only attend the annual NASBLA Conference, this year held in September in Honolulu, Hawaii, but to participate as well. Thank you to NASBLA for a very good conference in a beautiful location. (It was a rewarding decision!) We were very grateful to you for allowing us the time on your agenda to present our new program *Beyond Boot Camp USA The Three "R's" Rescue, Recover, Re-warm* and to exhibit in your hall. Special acknowledgement and thanks to outgoing **President Terry West** for your outstanding leadership and a very warm welcome and congratulations to **Jim Graybeal** as the new President of NASBLA. We appreciate your dedication and continued support Terry and wish you all the best and we welcome the new opportunity for a continued successful partnership under Jim's leadership.

NWSC Personal Watercraft Instructor Team Heads to the East Coast

On July 27 -28 the NWSC instructor team comprised of **Jerry Craddock, Mike Ulrich, Zach Petric, and Cecilia Duer** headed to **Avalon Beach New Jersey** to instruct the NWSC Personal Watercraft Basic Operation Maintenance and Rescue Course to the Avalon Volunteer Fire Department (AVFD).

The AVFD is responsible for the areas Emergency Medical Service, Fire Fighting and Water Rescue.

Fifteen of the Volunteer Fire Department members participated in the 16 hour course over the two day period. The Team provided their two personal watercraft which are a part of their inventory of rescue equipment. The Avalon Team also provided gracious hospitality for which we are very grateful.



Avalon Beach Volunteer Fire team members were only too happy to then, later this past summer, share their newly updated knowledge with the neighboring Fire Department in Stone Harbor, New Jersey. Chief Dean said that they were "honored to be welcomed to Stone Harbor to share our equipment and knowledge with our friends in the Stone Harbor Fire Department."

The Team was very pleased with the training and gave excellent evaluations after the class. NWSC Professional Program and Instructor Training Coordinator Jerry Craddock delivered the good news that the NWSC has received a request from Avalon to return next summer to train new Fire Department team members, refresh trained members, and spend another day instructing the Cold Water Immersion Survival Rescue Recover, Re-warm. "Having the equipment is important but not as important as acquiring the proper training to make the safe and effective water rescue," said Chief Ed Dean.

Thanks for a GREAT experience Avalon Volunteer Fire Department. We are looking forward to 2011 and our return to your beautiful beach!