

Nonprofit Organization Grants:  
Coast Guard Office of Auxiliary and Boating Safety  
Recreational Boating Safety

Federal Grant Title: National Non-Profit Organization Grant Program  
Federal Agency: United States Coast Guard  
Funding Opportunity Number: DHS-USCG-2014-001  
Type of Funding: Cooperative Agreement  
CFDA Numbers: 97.012  
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: Foundation for Recreational Boating Safety and Education  
Grant Number: 3314FAN140208  
Grant Title: Discover Boating Hands-On Skills Training (HOST) Bridging the Gap: A Collaborative Approach to On-Water, Skills-Based Boater Training

Award Amount: \$140,000.00

Synopsis:

The Foundation for Recreational Boating and Safety Education has enlisted the support of the National Marine Manufacturers Association and Discover Boating to conduct on water, hands on skills training events at 7 major in-water boat shows around the country during the 2014/2015 boat show "season". This very popular program is made possible through an educational grant from the USCG and the support of numerous marine industry stakeholders. Vessels for the "Discover Boating HOST" program are provided by dealers, manufacturers, boat clubs and boater training schools. The Foundation will also be collaborating with other training organizations and professional instructors to make these types of skills training events more widely available to the boating public. More than 4,000 participants have received on water training with a professional instructor through this program since its inception in 2010.

The Foundation for  
Recreational Boating Safety and Education

**Discover Boating™ Hands-On Skills Training (HOST)**

Bridging the Gap: A Collaborative Approach to  
On-Water, Skills-Based Boater Training  
3314 FAN 1402.08

Wrap-up Report

October 2015

Submitted by

The Foundation for  
Recreational Boating Safety and Education  
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## EXECUTIVE SUMMARY

The Foundation and its team has exceeded its objectives for the fourth consecutive grant cycle - both quantitatively and qualitatively.

### **HANDS ON SKILLS TRAINING AT BOAT SHOWS (HOST)**

The Hands On Skills Training program at boat shows not only teaches critical skills, but motivates participants to seek additional training. In addition, it expands awareness and interest among the industry business community. This feature helps establish a business case that industry support of skills training is not only in everyone's best interest but it also makes great business sense. The strategy is to generate higher levels of engagement within the boating industry to facilitate increased training access and throughput based on the success and public response to the HOST approach.

As outlined below, the boat show events continue to be very successful at proving the efficacy of the HOST approach and its popularity with boaters makes for a very compelling argument.

#### Boat Show Activities

The team conducted 44 training days with recreational boaters at 10 boat shows versus a budgeted objective of 26 training days at 7 shows or +70% and +43% of objective respectively.

Boat shows continue to be an ideal venue for skills training as evidenced by strong participation and throughput with 1,166 boaters receiving on water instruction with a certified trainer bringing the four year total of participants in the Discover Boating HOST program to 5,082 recreational boaters. (Participation by category and year may be found in **EXHIBIT I**)

The popularity of the HOST motivates dealers such as Marine Max to provide boats for the training events. We also have been approached by two nationwide boat clubs who are interested in learning how to organize and conduct HOST events at club locations nationwide as a direct result of the boat show events success. This is part of our ongoing tactical efforts to increase the availability of skills training.

### **PARTICIPANT PROFILES**

All participants in the HOST program are required to fill out a 6 question survey as part of the registration process and this element has provided important profile information that support 3 important conclusions:

1. The events attract the right audience
2. Boaters of all experience levels want to learn/improve their skills
3. Boat show events fill a void - there is an alarming lack of availability of skills training nationwide

There's a pretty even mix of newcomers/beginners (46%) and those who classify themselves as intermediates (45%) or advanced (9%). With the former group, the positive learning experience shows them how easy and how much more fun boating is and with the right skills anyone can do it. This motivates them to adopt a safety mindset and gets them started on the right foot.

We also know it motivates many to seek additional skills training. It's particularly noteworthy that the desire for skills training remains exceptionally high as 85% of participants tell us they are interested in additional hands on classes and 97% of post-event survey respondents recommend that skills training continue to be offered at boat shows.

When we asked about prior training, only 21% indicated they received training through an existing training organization while 27% indicated they had no prior training at all. The majority (52%) said they learned from friends or were self taught. These responses support the realization of organizations like the US Power Squadrons for example, that participation and interest in traditional training classes has and continues to drop substantially. The encouraging part is that interest and enthusiasm for practical hands on training increases substantially where and when it's made available. (For additional survey detail please see participant survey results found in **EXHIBIT II**).

#### **EXPANDING THE AVAILABILITY OF SKILLS TRAINING.**

The Foundation's mission is to increase boating safety and enjoyment and help reduce boating accidents and fatalities through boater education. The goal is to make on water skills training readily available "on demand" for the recreational powerboating community and significantly increase the number of powerboaters who have access to and actually complete a skills training program.

Unfortunately there is an alarming lack of capacity to deliver on water skills training despite claims to the contrary by some prominent safety organizations. Even for those who are otherwise qualified, the lack of consistent access to appropriate boats, facilities and equipment is a primary barrier to entry to the training business. This challenge must be overcome if we are to realize the stated goal.

That will necessarily require the support, engagement and direct involvement of the marine industry business community. They have the closest relationships with and can best reach boaters, they can provide the boats, slips and equipment needed for training and they have the widespread geographic presence to maximize coverage.

A key strategy is to engage boat clubs who have the requisite assets and personnel and teach them how to deliver HOST training classes. The Foundation team also helps them how to organize, promote and conduct the training programs for the public. In the process the Team will help them develop and create collaborative relationships with dealers, marinas and other industry stakeholders who need and want competent capable and *available* training resources.

Through its efforts during the previous year, the Foundation has developed a HOST blueprint that will facilitate its efforts during the new grant cycle to increase access to skills training.

#### Teach 'em How to Fish

The Foundation and its team conducted 12 total days of instructor orientation training versus a budget of 8 days to teach otherwise qualified powerboat trainers how to organize and conduct the HOST program at multiple venues. The effort produced two entities who've added powerboat training for the public to their core business model and a very large boat club in South Florida who is providing training to its 1,100 member base and to the public as part of its open house promotions.

In addition, the team organized and conducted its first multi-stakeholder event that was a collaborative effort between the State of Connecticut Department of Energy and Environmental Protection's Boating Division, the Connecticut Marine Trade Association, independent NSBC Certified Instructors and a local Marina operator and dealer (Westbrook Marine).

The goal with the latter effort was to test the viability of a true collaborative approach and use the experience to build a workable "how to" strategy for others to follow - particularly independent instructors. There are now additional instructors in the Northeast who have been trained and are interested in providing HOST training both for the public and at multiple events with stakeholders.

This blueprint will facilitate expansion activities funded through the FY 2016 grant as we attempt to grow the number of locations where boaters can get skills training. (Please see **Exhibit III** for more info about the partnering entities)

#### **COLLABORATION - ACHIEVING SCALE**

While the continuation of the successful HOST Boat Show Program is vital in its own right, it's also important to improve cooperation among other grantees and other existing safety organizations. The Foundation is very gratified to report that substantial progress has been made over the last 12 months in developing closer working relationships with a number of boating safety organizations and stakeholders. Much of this progress is attributable to the high level of visibility and continuing success of the HOST program at boat shows and our work with other marine business interests. The hope is that the new level of collaboration will produce a force multiplier that will energize the safety community and produce even better results than a solo effort could. For example, The Foundation has reached a specific agreement with the State of CT DEEP Boating Division, BoatUS, NSBC and US Sailing to cooperate on multiple levels for the 2015/2016 Grant cycle. It is also anticipated that the Sea Tow Foundation and additional State BLA's will partner with the Foundation Team to deliver skills training. (See **EXHIBIT IV**)

## **INDUSTRY ENGAGEMENT**

The success and outstanding popularity of HOST events at boat shows garners very high visibility within the industry and as a result of that success, interest and support has grown measurably over the last 4 years. The ability to build on the support level is paramount to increasing boating safety. The Foundation's activities are intended to generate change at the behavioral level of recreational boaters and of marine dealers to imbue a safety first mindset that will extend beyond the classroom and create a recreational boating climate that embraces safe boating habits.

The following are some of the noteworthy highlights.

- National Marine Manufacturers Association represents most of the world's boat, accessories and equipment manufacturers and is the world's largest producer of boat shows. Their support of boater education and the Foundation's efforts in that regard create very high visibility among the "right" audience. They were the first group to provide assistance to the Foundation for HOST events by providing slips, facilities, signs, tents & equipment and marketing/promotion support at all of their in water boat shows at no charge. Estimated dollar value is \$7,500 per show
- Boater education has been adopted by the marine industry as one of six key strategies for maintaining and growing boating and participation in boating. There is a committee that represents the industry's interests in boater education and the Foundation has a 100% endorsement of that group. Some of the increased support of the Foundation's efforts emanates from that committee.
- Discover Boating is the gateway to the recreational boating community. Its mission is to promote boating and the boating lifestyle and improve the boating experience to increase participation on behalf of the entire marine industry. DB has taken on the role of HOST marketing and promotion agency. Over the course of the last 4 years Discover Boating has substantially increased its focus on boating safety and boater education a clearly evidenced on its website [www.discoverboating.com](http://www.discoverboating.com) ( Also see **EXHIBIT V** for examples)
- Progressive Boat School was created by Progressive Insurance as a direct result of the HOST Boat Show Program. It features a wide variety of seminars and boating safety classes for kids through adults. Attendance for most classes are completely free for show visitors
- Carefree Boat Clubs provide boats for training classes at boat shows. They consist of a group of approximately 40 independent operators many of whom the Foundation is working with to teach how to organize and conduct HOST training programs
- Freedom Boat Clubs has supported the Foundation Boat Show events in the past and several locations have participated in HOST instructor training. They use HOST training approach with their members and are tentatively ready to renew their participation with HOST on multiple levels.

# Discover Boating HOST Inception To Date Participation 5,082

## **POWERBOAT EVENTS**

- 2011/2012 – 661
- 2012/2013 – 794
- 2013/2014 – 783
- 2014/2015 – 752
- TOTAL POWER – 2990

## **SAILING EVENTS**

- 2011/2012 – 659
- 2012/2013 – 569
- 2012/2013 – 450
- 2014/2015 – 414
- TOTAL SAIL – 2092

EXHIBIT II

# Discover Boating Hands On Skills Training

**Pre-Event Participant Survey Results**

# DB HOST Participant Profiles

AVG	Skills Level
46%	New/Beginner
45%	Intermediate
9%	Advanced

- Hands on Learning events appeal to boaters across the experience spectrum
- Specific audiences (experience levels) can be targeted by adjusting event content

# DB HOST Participant Profiles

<b>AVG</b>	<b>Prior Training</b>
<b>21%</b>	<b>Training Organization</b>
<b>52%</b>	<b>Friends/Self taught</b>
<b>27%</b>	<b>None</b>

- Interest in traditional classes offered by existing training organizations continues to wane – that model is losing its appeal among recreational boaters
- The majority of boaters depend on friends or trial and error to learn the requisite skills
- That 27% are boating without having had any training at all reflects the need for a new paradigm that creates a culture of safety based on skills, knowledge and competence

# DB HOST Participant Profiles

<b>AVG</b>	<b>Want add'l training?</b>
<b>84%</b>	<b>Yes</b>
<b>16%</b>	<b>No</b>

- Boaters of all experience levels want skills training
- The boat show events fill a void in skills training and it is repeatedly mentioned by participants
- There is a tremendous gap that needs to be filled - woefully inadequate resources are available for practical skills training
- Lack of availability continues to be a major challenge that must be addressed

# DB HOST Participant Profiles

<b>AVG</b>	<b>Boat Ownership</b>
<b>64%</b>	<b>Current owner</b>
<b>5%</b>	<b>Past Owner</b>
<b>33%</b>	<b>Non-Owner</b>

- Attracting the right audience
  - Existing Boaters
    - Improving skills of existing boaters has an immediate impact on boating safety and enjoyment
    - They're less likely to leave boating due to intimidation or a bad experience
    - Buyers coming from ranks of existing boat owners
  - Non-owners
    - Introduces newcomers to boating safety and creates the safety mindset from the beginning
    - Skills training promotes participation in boating and increases interest in boat ownership

# DB HOST Participant Profiles

<b>AVG</b>	<b>Age Category</b>
<b>2%</b>	<b>18 to 24</b>
<b>11%</b>	<b>25 to 35</b>
<b>49%</b>	<b>36 to 54</b>
<b>38%</b>	<b>55 &amp; up</b>

- Attracts an important audience segment
  - Specifically the 36 to 54 age group that are reportedly involved in the majority of boating mishaps/incidents
- Still need to figure out how to attract younger audiences

# DB HOST Participant Profiles

<b>AVG</b>	<b>Considering boat Purchase?</b>
<b>50%</b>	<b>No</b>
<b>12%</b>	<b>Yes &lt; 6 months</b>
<b>16%</b>	<b>Yes 6 to 12 Months</b>
<b>22%</b>	<b>Yes &gt; 12 Months</b>

- The Events attract buyers – an important consideration to get industry stakeholders with business interests engaged (Dealers, Manufacturers, equipment manufacturers and retailers, service providers, etc.)
- Training can be an effective tool for increasing boating participation beyond boat sales (rental, charter, clubs, time shares, etc.)

## **EXHIBIT III**

### Training Partners

#### Cruising Florida Powerboat Academy

This is a newly created powerboat training school whose mission is to provide skills training to the public. They are part of a larger operation that includes a power and sail charter business and a well established sailing school. The team helped them organize and conduct a 3-day kickoff event at the Suncoast boat show following their instructor training and orientation program. They now provide training to the public through regularly scheduled classes along with private skills instruction as a core business operation. In addition, they organize and conduct a HOST type program independently at the St. Petersburg boat show and other local Boating events. They are currently working on a collaboration with local marinas and dealers to present additional training events at local venues to promote training and expand their training business.

#### Passage Nautical

The team conducted two separate instructor training clinics for this well established and respected power and sailboat dealer in the San Francisco Area (Passage Yachts). With an adequate number of trained instructors, they've created a powerboat training school that is a core part of their business operations. In addition to training the public commercially, they use the school to train boat buyers, existing customers and as a promotional tool at various venues. They are now able to conduct their own boat show events and participate in the San Francisco Boat Show. They are a bellwether for the marine industry in the Pacific NW. They have a dedicated boat school manager who's responsible for operations results and are reportedly experiencing moderate growth of their commercial training business.

#### Powerboat Academy of Florida

This is a new commercial entity created by the Palm Beach Boat Club as an addition to their club operations. The team trained four instructors and the club manager on conducting HOST events and organized a kickoff event for their new school at the Palm Beach Boat show. there was tremendous interest in the boat school and they trained almost 100 persons over the 4 day show. Unfortunately, the club lost three of its original instructors and continues to use the HOST program to train its 1,100 members and use the program as a promotional tool with the public during their open house events. The club owner has indicated an interest in getting additional instructors trained and a desire to revive his powerboat school.

## **EXHIBIT IV**

### Collaboration Partners

BoatUS and its Foundation has contributed financially to HOST efforts and has promoted HOST events among its members. They've sent email invitations to members in the area of each boat show event to make them aware of the learning opportunities and encourage their attendance.

Connecticut DEEP has coordinated the organization of a HOST event at the State's largest lake (Candlewood) by enlisting a local dealer and marina operator. Plans are to conduct the event at the beginning of the 2016 boating season and the State will promote the event with boating safety graduates. In addition, ALL persons who operate a boat in the state are required to have completed a state approved safe boating course and possess a valid state Boater ID card. The state provided a special permit for the Norwalk Boat Show to allow newcomers without the required safe boater card to operate boats with an instructor as part of the Discover Boating HOST Events.

NSBC is interested in working with the Foundation and its team to teach graduates of its Marina pro Program how to commercialize their new instructor skills. They want the Foundation team to teach their instructors to organize and conduct HOST events to jumpstart their training business and help sell training "products". In addition, the team intend on using NSBC master trainers whenever there is need for a formal instructor development program, i.e. an "Instructor Training and Certification Program".

State BLA's including Florida and Alaska (and CT) are very interested in the HOST approach and discussions have been initiated on developing a collaboration plan to teach local instructors how to organize and conduct host at state boating venues. The Foundation plans to try to connect with additional states to search for collaboration opportunities.

US Sailing and US Powerboating has initiated expressed a high level of interest in teaching its schools and powerboat instructors how to use HOST to promote and sell training. They have already committed to help with several boat show events and expectations are that they will be positioned to significantly expand the number of shows where HOST is a featured event.

SeaTow Foundation & SeaTow International have initiated discussions about getting involved with the HOST effort. This applies to boat show expansion and making training more widely available through collaboration with other stakeholder

EXHIBIT V

# NMMA & Discover Boating Ongoing Safety Efforts

3.2 million Discover Boating website visitors YTD

# safety

## Boating Safety

[Safe Boating Tips](#)

[Pre-Departure Checklist](#)

[Semi-Annual Boating Maintenance Checklist](#)

[Life Jackets](#)

[Boating with Pets](#)

[Boating with Kids](#)

[Safe Boating Quiz](#)

You learned the "rules of the road" before you sat behind the wheel of a car and you should do the same before taking the helm. Just like studying to get your driver's license, it is very important to have the boating information and certifications you need to be a safe boater before you hit the water. In fact, a number of states require powerboat operators to take a boater's education course and carry a license or certificate proving successful course completion any time they're on the water. By consulting a safe boating guide and obtaining the required certificates beforehand, you not only protect yourself and family but other boaters on the water.



It's just as important to have the right safety gear and equipment on your boat, as [required by regulation](#). Our [pre-departure checklist](#) ensures you have everything you need for a day on the water and you can have a safe vessel year round with our [semi-annual maintenance guide](#).

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[Learn All You Can](#)



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# boating courses

Education and Training

Youth Programs

## Become “Boat Smart”

Learning the basics of boat operation and safety is best done before your first trip to the marina or launch ramp. In fact, a number of states require powerboat operators to take a boating education course and carry a license or certificate proving successful course completion any time they're underway.



### Resources for You!

[The US Coast Guard Auxiliary](#) was established by Congress in 1939, the United States Coast Guard Auxiliary is Semper Paratus(Always Ready).

[US Power Squadron](#) was organized in 1914, USPS is a non profit, educational organization dedicated to making boating safer and more enjoyable by teaching classes in seamanship, navigation and related subjects.

[Boat Owners Association of The United States](#) (BoatUS) has worked to provide quality service, savings, and representation to the boating community since 1966. The BoatUS Foundation is the only FREE online safety course developed specifically for individual states.

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Learn All You Can



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# Safety Related Keywords - SEO RESULTS

- Discover Boating has placement #1 or #2 for 11 safety phrases on Google or Yahoo:
  - *boating safety tips, wakeboarding safety, sailing safety tips, boating safety guidelines, safety rules for boating*
- 71 safety related keywords are on the first page (top 10) on Google/Yahoo

# Examples of safety messaging in consumer emails



## For fun that lasts, think safety first

SHARE: [f](#) [t](#) [✉](#)

As the season kicks off, it's a good time to review boating safety. Plus, in the USA 36 states require powerboaters to have a boating license or boater education card.

[Search for boating courses near you.](#)

GET STARTED ▶

Find places to boat  
near YOU

SEARCH NOW ▶



## See What's Happening on Facebook, Twitter and YouTube

SHARE: [f](#) [t](#) [✉](#)



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USE OUR BOAT LOAN  
CALCULATOR TO SEE HOW  
BOATING CAN...  
APRIL 01, 2014

@DISCOVERBOATING  
BOATING HELPS US GET AWAY  
FROM IT ALL. SEE WHY: HTTP://...  
APRIL 07, 2014

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WATCH VIDEO ▶



## CELEBRATE FATHER'S DAY ON THE WATER

### Safety Tips for a Fun-Filled Day of Boating

SHARE   

What's on your Dad's wish list this Father's Day? Bet it's NOT a new necktie! Show Dad you appreciate all he's done for you by taking him boating. Not only will it make his day—it's fun for the whole family. There's no better way to spend time together—catching up, dropping a line to catch the "big one" or simply catching some rays during an afternoon cruise.

Before you head out, [read these helpful tips on how to stay safe while boating.](#)

[READ ARTICLE ►](#)



## National Safe Boating Week

SHARE: [f](#) [t](#) [✉](#)

National Safe Boating Week, taking place May 18-24, 2013, aims to spread the message of safe and responsible boating through a number of initiatives including the "Wear It" campaign aiming to educate the boating community about the importance of life jacket wear.

[More info.](#)

GET THE SCOOP ►



# WEAR IT!

ALWAYS WEAR  
YOUR LIFE JACKET!

[SafeBoatingCampaign.com](http://SafeBoatingCampaign.com)

## Mother's Day Photo Contest, Pinterest, YouTube

SHARE: [f](#) [t](#) [✉](#)

Help us choose the winner of our Mother's Day boating photo contest by visiting our Facebook page and voting for your favorite! Grand prize will be announced on May 27th.

[View entries.](#)

Discover Boating is now on Pinterest! Come join us as we pin photos of the newest model boats, the latest nautical gear & accessories, fishing and watersports pics & more.

[Start pinning.](#)

Keith the Boating Guy, has a lot of great tips on how to boat clean and green. *AND*, besides helping to save the environment, Keith's advice will also help you save money on fuel!

[Watch on YouTube.](#)

CONTINUE ►

GET ON BOARD ►

WATCH VIDEO ►



# SAFE Boaters = HAPPY Boaters!

For boating fun that lasts, think safety first

SHARE   

As captain, you are responsible for both the safety of your passengers and others with whom you share the water. Good judgement, common sense, proper planning and a solid understanding of boating basics will go a long way in ensuring that every outing is safe and enjoyable.

[Visit our boater's safety guide](#), which includes pre-departure and semi-annual checklists, easy-to-follow tips, a boating course locator, plus much more.



[READ THE GUIDE ►](#)

# Safety Messaging Social Media

753,000 - Discover Boating Facebook Followers

105,000 - Boat Show Facebook Followers

27,000 - Discover Boating Twitter Followers

- Boat Show Twitter Followers

- Total Reach of all posts – 217,656
- Average Engagement Rate – 4%

Discover Boating shared a link.  
Posted by Armida Markarova [?] · July 12

July is National UV Safety Month. What are your top three sun safety tips for boaters? Check out ours <http://bit.ly/1w6ZsWb>



Three Sun Safety Tips for Boaters - Boating Blog  
[blog.discoverboating.com](http://blog.discoverboating.com)

Did you know July tallies the largest total number of daylight hours? Perhaps that's why it's been designated as UV Safety Awareness Month.

Like · Comment · Share      2,251   48   164 Shares

Discover Boating  
June 25, 2013

You learned the "Rules of the Road" before you sat behind the wheel of a car - and you should do the same before taking the helm. Check out our boating courses here>><http://bit.ly/14v53Jv>

Discover **BOATING**

# BOATING COURSES

These courses will help you learn more about boating education and safety instruction.

Like · Comment · Share      711   21   202 Shares

Discover Boating shared West Marine's photo.  
June 14, 2013

We like these 10 tips for a fun-filled Father's Day on the water. Give us a "like" if you agree.

Expert Chuck Hawley shares 10 tips for a fun filled Father's Day on the water.

Follow this link for the full list of Coast Guard required equipment:  
<http://bit.ly/198uPpM>



Boating your anniversary on a fun-filled Father's Day on the water? Check out West Marine safety expert Chuck Hawley's quick tips for successful boating.

1. It's common knowledge that the best way to make boating safer is to have someone wear a life jacket. There are two groups of boaters when it comes to life jackets: those who wear them 100% of the time and those who don't. Ask if there are any life jackets on board, and make sure all of the life jackets are appropriate sized.
2. It's important to check the weather before you head out. For the best view, you should check the weather before you head out. Check the weather before you head out. Check the weather before you head out. Check the weather before you head out.
3. Make sure you're in the "right" category. Are you a beginner? Are you an experienced boater? Are you a professional? Are you a professional? Are you a professional? Are you a professional?
4. It's important to check the weather before you head out. Check the weather before you head out. Check the weather before you head out. Check the weather before you head out.
5. Make sure you're in the "right" category. Are you a beginner? Are you an experienced boater? Are you a professional? Are you a professional? Are you a professional? Are you a professional?
6. It's important to check the weather before you head out. Check the weather before you head out. Check the weather before you head out. Check the weather before you head out.
7. Make sure you're in the "right" category. Are you a beginner? Are you an experienced boater? Are you a professional? Are you a professional? Are you a professional? Are you a professional?
8. It's important to check the weather before you head out. Check the weather before you head out. Check the weather before you head out. Check the weather before you head out.
9. Make sure you're in the "right" category. Are you a beginner? Are you an experienced boater? Are you a professional? Are you a professional? Are you a professional? Are you a professional?
10. It's important to check the weather before you head out. Check the weather before you head out. Check the weather before you head out. Check the weather before you head out.



Like - Comment - Share 321 2 11 Shares

Discover Boating shared North American Safe Boating Campaign's photo.  
May 22, 2013

Thanks North American Safe Boating Campaign for driving awareness on the importance of wearing your life jacket.



Like - Comment - Share 478 10 87 Shares



Norwalk International In-Water Boat Show shared a link.  
September 1, 2013

It is Labor Day Weekend! Check out our boating safety tips and reminders for the busy boating weekend: <http://bit.ly/12XcydZ> #LaborDay



Boating Safety: Education, Instruction & Safe Boating Tips

[www.discoverboating.com](http://www.discoverboating.com)

Find out about boating safety education and rules for recreational boaters. Protect your family by reviewing our tips for a safe and fun boating experience today.

Like - Comment - Share 1

 **Miami International Boat Show & Strictly Sail** shared a link.  
February 2

This year at The Progressive Insurance #MiamiBoatShow try a FREE 1 Hour On Water Skills Workshop!  
<https://www.regonline.com/builder/site/Default.aspx?EventID=1372005>



**1 Hour On Water Skills Workshops - Miami 2014**  
[www.regonline.com](http://www.regonline.com)  
When: Thursday, February 13, 2014 - Monday, February 17, 2014 . Where: Sea Isle Marina, 1635 N. Bayshore Drive Miami, Florida 33132 United States.

Like · Comment · Share

 **Chicago In-Water Boat Show** shared a link.  
Posted by Ani Maral · June 3

Nothing beats hands-on experience when it comes to improving your boating skills and learning new ones. This year's show features a FULL schedule of one-hour and three-hour hands-on, on-the-water workshops - from absolute beginners to seasoned skippers. Make sure to sign up TODAY - spots are filling up quickly! <http://bit.ly/1ISxCv3>



**Discover Boating Hands-On Skills Training**  
Nothing beats hands on experience when it comes to improving your boating skills and learning new ones. This year, let Discover Boating add more fun and...

Like · Comment · Share

 **San Diego International Boat Show**  
Posted by Ani Maral · June 2

Don't miss out on seminars offered at this years show including Fred's Shed, Discover Boating Hands On Skills Training (HOST) and other awesome daily seminars - check the website for more details! >>  
<http://bit.ly/QAJDjH>

Like · Comment · Share

4

 **Chicago Boat, Sports & RV Show** shared a link.  
Posted by Ani Maral · June 3

This year's show features a FULL schedule of one-hour and three-hour hands-on, on-the-water workshops - from absolute beginners to seasoned skippers. If you plan on heading to the show, make sure to sign up TODAY - spots are filling up quickly! <http://bit.ly/1ISxCv3>



**Discover Boating Hands-On Skills Training**

Nothing beats hands on experience when it comes to improving your boating skills and learning new ones. This year, let Discover Boating add more fun and...

Like · Comment · Share

 **Strictly Sail Long Beach** shared a link.  
October 18, 2013

Introduction to Cruising Catamarans Hand-On Skills Training, Register Today!  
<http://bit.ly/1GLMSZX>



**Sailing - 3 Hour On Water Learning Events - Long Beach 2013**  
[www.regonline.com](http://www.regonline.com)

When: Thursday, October 24, 2013 - Sunday, October 27, 2013 . Where: Shoreline Village at Rainbow Harbor, 401 Shoreline Village Drive Long Beach, California 90803

Unlike · Comment · Share

1

- Overall Reach – 3,384
- Overall Engagement Rate – 4%

 **Strictly Sail Chicago Boat Show** shared a link.  
Posted by Ani Maral · June 3

Nothing beats hands-on experience when it comes to improving your boating skills and learning new ones. This year's show features a FULL schedule of one-hour and three-hour hands-on, on-the-water workshops - from absolute beginners to seasoned skippers. Sign up now!  
<http://bit.ly/1ISxCv3>



**Discover Boating Hands-On Skills Training**

Nothing beats hands on experience when it comes to improving your boating skills and learning new ones. This year, let Discover Boating add more fun and...

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1

 **Tampa Boat Show** shared a link.  
Posted by Ani Maral · August 3

Improve your boating skills and learn new ones with the Discover Boating Hands-On Skills Training at this year's show! <http://bit.ly/2MAF1tb>



**Discover Boating Hands-On Skills Training**

Nothing beats hands on experience when it comes to improving your boating skills and learning new ones. This year, let Discover Boating add more fun and...

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Larry Jenc, Buck Bell, James Layton and 2 others like this.



Write a comment.

# Media Coverage

49 articles across NMMA and Discover Boating  
Reaching 3.2 million people



## Salt Lake City Fire Department recommends boating safety tips everyone should follow



SALT LAKE CITY (ABC 4 Utah) - Observing simple steps can help your summer boating activity be safe and fun. The Salt Lake City Fire Department recommends everyone, even experienced boaters, review these steps. [courtesy of Discover Boating](#)

## Boating Safety: 7 Ways to Keep Your Family Safe on Arkansas Waterways

by Stephanie Weatherington on 7/15/2014 12:15pm



With more than 600,000 acres of lakes and more than 90,000 miles of rivers, streams and creeks, it's no surprise that Arkansas is a great place for families to vacation on the water. Boating is big fun, but it's also extremely important to be safe.

The Arkansas Game and Fish Commission works diligently every year to minimize accidents on the water through education and enforcement of boating regulations. Here are several tips they suggest to keep your family safe on Arkansas waterways this summer.

### Wear Your Life Jacket

Persons under the age of 13 must wear life jackets while boating and everyone must wear a life jacket while on a personal watercraft. In accordance with state law, a lifejacket must be carried for each person on board all vessels. It must be the correct size for the wearer and in good working condition. But it can't save your life unless you're wearing it. Penalties apply to the owners of vessels found not carrying lifejackets or if there are not enough lifejackets for everyone on board.

Lifejackets are the most important piece of safety equipment on any recreational vessel. According to the National Marine Manufacturers Association, the most common reason people don't wear their life jacket is because of the way it makes them look or feel. However, 70 percent of all boating fatality accidents result from drowning. Almost 85 percent of those who drown are not wearing a life jacket.

MORE ON WEATHER.COM: [Discover Boating's Tips for Staying Safe This Weekend](#)



# Content Marketing: Articles & Videos

Creating boating safety content for media and boaters

## Boating Safety Tips: Boater Education & Resources for Safe Family Fun

Credit: [BoatUS](#)

No matter how much experience you have, it's always a good idea for everyone to review boating safety rules before departures. Familiarize yourself with the following important safety tips from the [BoatUS Foundation](#), a national leader promoting safe, clean and responsible boating.

### Know Before You Go.

Now is a great time to educate yourself by taking a boating safety class. Most states require some level of boating education for certain users. An interactive internet course provides the opportunity to learn at your own pace on your own terms. Classroom-based courses provide the opportunity to meet other



### Southern California's Premier Boating Event Kicks Off Summer June 19-22, 2014

2014 Progressive Insurance San Diego International Boat Show Welcomes Everyone to  
Enjoy the Boating Lifestyle, Gear Up for Days on the Water

SAN DIEGO, CA (May 19, 2014) – The [Progressive® Insurance San Diego International Boat Show®](#), in partnership with the California Yacht Brokers Association (CYBA), San Diego Superyacht Association, and Port of San Diego, cruises into Harbor Island June 19-22, 2014 for four days of fun on the water and deals on the newest boats and marine accessories. This year's features include:

**Discover Boating's Hands-On Skills Training** power boating and sailing lessons feature 60-to 90-minute on-water skills-building clinics, with instruction on a variety power boating and sailing topics\*\*. And for a more in-depth experience, there are several advanced 3 ½-hour, underway courses scheduled, including an Introduction to Cruising Catamarans.

Dozens of complimentary seminars are held daily on the shore featuring a new series on exploring south of the border, blue water cruising, intro to sailing, essential boating safety and more.

\*\*Advance registration for on-water clinics is highly recommended; fee for each on-water Discover Boating clinic includes complimentary boat show admission for the day; participants must be at least 18 years of age.



Discover Boating Hands-On Skills Training

### PWIA Safe Rider Pledge

To ensure safe and fun days on the water this Summer, I promise to abide by the SAFE RIDER pledge.

**SCAN THE WATER**

- I will constantly scan for people, objects, and other watercraft.
- I will avoid areas with submerged objects or shallow water.

**AVOID AGGRESSIVE MANEUVERS**

- I will ride within my limits and avoid aggressive maneuvers.
- I will avoid jumping wakes or waves.
- I will make predictable maneuvers so that others may anticipate my course.

**FOLLOW LOCAL BOATING LAWS**

- I will learn my state's boating laws, including its minimum operator age.
- I will take a boater safety education course.

**EXAMINE YOUR EQUIPMENT**

- I will always check my throttle and steering controls for proper operation before I start my PWC.
- I will always wear a Coast Guard-approved life jacket and protective clothing, such as a wet suit bottom or clothing that provides equivalent protection.
- I will keep aboard and maintain all required safety equipment.

**REACT TO CONDITIONS**

- I will operate defensively and adjust my speed to match conditions.

**INSIST ON A SAFE DISTANCE**

- I will keep a safe distance away from people, objects, and other watercraft.
- I will take early action to avoid collisions.

**DRIVE SOBER**

- I will never ride after consuming drugs or alcohol.

**EVALUATE WEATHER AND WATERWAYS**

- I will be alert for conditions that limit my visibility or block my vision of others.

**RESPECT THE ENVIRONMENT**

- I will respect ecologically sensitive areas, and refill carefully to avoid spills. I will be sensitive to marine life.

Thank you for taking the time to fill out this safety pledge form. For more information about our organization and members, please visit our website: [PWIA.org](#). (NOTE) your information will be kept private and will not be sold to any third parties.

\* First Name  \* Last Name

Street Address (If you would like to receive the Safe Rider decal pictured above in the mail)

Address Line 2

\* City  \* State

\* Zip Code

\* Email Address

\* Indicates Response Required

# Content Marketing: Social Media

Creating boating safety content for media and boaters

Engaging influencers: Carrie Underwood



NMMA staff with a creative take on safety: Recreating the famous Oscars selfie...with PFDs for Wear Your Lifejacket to Work Day



# Twitter: 97 tweets across NMMA, Boat & Sportshows & Discover Boating generated 940K engagements

-  Discover Boating @discoverboating · May 17  
National Safe Boating Week kicks off today – show your support by finding a local vessel safety check near you: [ow.ly/wplVs](https://ow.ly/wplVs)  
5 3
-  Discover Boating @discoverboating · Jun 27  
Be responsible on the water. For everyone's safety, expect extra enforcement for BUIs.  
3 2
-  Discover Boating @discoverboating · Aug 3  
Weather 101 – know what to look for in the clouds for your next boat outing: [bit.ly/1h7CAxE](https://bit.ly/1h7CAxE)  
7 4
-  Discover Boating @discoverboating · May 20  
Follow @BoatingCampaign for tips on safe boating and lifejacket wear: [#WearIt](#) [#safeboatingweek](#)  
4 2

 The Miami Boat Show @MiamiBoatShow Follow

Even our furry friends need to be safe. Pet [#PFDs](#) [#MiamiBoatShow](#) [#boatingsafety](#) [#petsafety](#) [instagram.com/p/i162dBIXzT/](https://instagram.com/p/i162dBIXzT/)

 Atlanta Boat Show @AtlantaBoatShow Follow

Safety first! Bookmark these [#boatingsafety](#) rules to review before your next outing on the water: [uscgboating.org/regulations/na...](https://uscgboating.org/regulations/na...)

 @therealnmma NMMA  
Online service offers low cost [#boater](#) education to support National **Safe Boating** Week! Learn more here: [boaterexam.com/usa](https://boaterexam.com/usa)  
May 16 10:06am Favorite Retweet Reply Delete

 Discover Boating @discoverboating · Jul 19  
Boats, kayaks, [#PWC](#)- it's important we all share the water! Take a minute to sign the [@PWIA\\_Tweets](#) [#SafeRider](#) pledge. [bit.ly/PWIASafeRider](https://bit.ly/PWIASafeRider)  
4 5