



## MEMORANDUM

**TO: Joseph Carro USCG Boating Safety Division**

**FROM: Cecilia Duer,  
On behalf of the National Water Safety Congress**

**DATE: September 25, 2013**

**RE: Boat Safety Point of Sale # 1202.29**

Please find enclosed the documents for disbursements of funds for Grant #1202.29 The National Water Safety Congress Point of Sale Grant

Joe, this report, below, serves as our final report for the Boat Safety Point for Sale Grant #1202.29 Financials will be sent under separate cover from Fred Truesdell.

**BUDGET NOTE:** Joe, Please note on the final financial report that line items over and under reflect our conversations and meetings over the past several months. Expenditures are accounted for through financial reporting. IE: Travel expenditures we had not anticipated were added in as a line item. We had travel to partnering organizations Brunswick P & A and IBWSS for introduction and production. Ted has adjusted his items accordingly. We also submitted, as you are aware, a fast track grant in an effort to continue to maintain and measure the web site by Playsafe Productions who have been the technical team throughout the process. They have, as always done an outstanding job. It would be **greatly beneficial** to maintain Ted Rankine's services. Financials will be sent under separate cover from Fred Truesdell.

If you have any questions please contact me. Thank you! Cecilia

CC: Fred Truesdell CFO NWSC  
Carlin Hertz & Pavlo Oborski USCG  
Ernie Lentz President NWSC  
Alan Bland, Treasurer NWSC

National Water Safety Congress Boat Safety Point of Sale Final Report FY'12  
Grant 1202.29 Narratives:

**Abstract, suitable for publication:**

Vision Statement

The National Water Safety Congress is dedicated to promoting safety for all recreational water based activities in the United States of America.

Mission Statement

- The National Water Safety Congress is committed to continuing their leadership role in advancing the promotion of education for the safety of all recreational water activities by addressing water related recreation accidents and drowning throughout the nation.

The National Water Safety Congress challenges each of you to get on board as we do, as Implementing Partners with the Coast Guard in an effort to reduce accidents and fatalities on our nations waterways.

Our proposal supported the U.S. Coast Guard's Grant Areas of Interest for FY 2012 and was designed to provide marine retailers with the tools necessary to educate their employees to deliver the safety information to their new customers. The Congress respectfully requested and received a grant specifically for the purpose to "Develop, Produce, and Distribute 'Vessel Point of Sale' Training Program designed for employees of marine distributors, marinas, and marina stores." We did "develop, produce and distribute a training product which was web based, to be used as a stand-alone training tool for marine industry retailers" exactly as requested. The primary focus is to educate marine industry employees about Federal Carriage Requirements and to expand upon the contents of the "Coast Guard Safety Package" often currently included with boat sales.

*The Goal: Accomplished September 30, 2013*

To develop, produce, and distribute an effective, stand-alone 'Vessel Point of Sale' Training Program designed for employees of marine distributors, marinas, and marina stores (referred to as 'marine retailer' in this proposal). Additional areas to emphasize will include the importance of life jacket wear, availability of recreational boating safety courses, the importance of obtaining a Vessel Safety Check, and how to properly register DSC, VHF-FM radios. Other information regarding Coast Guard approved alternatives to required equipment, Life Jackets, Visual Distress Signals (VDS), etc. were also included in the web based educational tool. As we conclude the project, we submit available reports as of September 15, 2013 that clearly specify the accomplishments and measures implemented indicating the effectiveness of the project in achieving its objectives and performance goals. The Congress accomplished all of the above according to the priority of the Coast Guard including additional partnerships with Marine retailers.

*Project Overview: The program is comprised of 4 short video modules each outlining a category of U.S Coast Guard required safety equipment.*

*Hosted by John Lane, a nationally acclaimed marine sales trainer, you receive an overview of both information and tips on how to effectively market each item. In addition to the federally required safety equipment, 4 additional modules have been created covering the Coast Guard Safety Kit, registration of DSC/VHF radios, vessel safety checks and where your customers can obtain information about where to take boating courses. As a bonus, John also provides you with a variety of point of sale tips to help you ensure your customer gets the equipment they need. Plus these tips are relevant in all your day to day selling activities!*

So many boaters, most in fact, who have just purchased their vessel, are so anxious to get out on the water and may or may not realize that there are certain federally required items of Safety Equipment that they must carry on board to ensure that they and their boat are legal. Additionally, the federally required safety equipment is just the bare minimum. There are so many other safety items that boaters should carry depending on the type of boating that they do, to ensure a fun and safe time each time they head out onto the water. After the purchase of the vessel, the new boat owner now needs knowledge about how and where to properly register their boats, and radios if necessary, where they and their family members might take a local boating safety course, the importance of vessel safety checks and a review of appropriate and new styles of “comfortable” lifejackets and general encouragement to ‘Wear It’. The Boat Safety Point-of-Sale does all of that and more. Boat Safety Point of Sale educates marine retailer / suppliers of the federal and state required equipment that they can share with recreational boaters through direct contact.

The best time to reach these new boaters is just after they close the deal and before they turn the key in that new boat. This is the time that the new boat owner wants whatever information may be available and is in the best frame of mind to receive it. And the best person to help guide the new boater is the dealer from whom they have just made their purchase or are picking up auxiliary equipment. Secondly but as important, our recreational boaters are in the facilities of marine retailers for updating or acquiring their registrations for their boats. Whether renewing a three-year registration or acquiring a new registration this presents the perfect opportunity to update and make aware all recreational boaters of the required and additional safety equipment issues.

20,000 of the 35,000 potential customers with the largest distributors on the world, has been populated into our site. These individual vendors are utilizing the site every day. A protected system for marine dealers has been secured. Each customer will sign in with his or her own user name and in some cases, they will also use their store id number. When any store signs in they will automatically get into the site because the site will recognize the store ID number.

We will issue certificates at the completion of every section and a final certificate declaring them a Point of Sale Safety Specialist for display in their store. That certificate will be downloadable and they may printed out and utilize it as they see fit in their stores.

We are pleased and grateful that the United States Coast Guard awarded grant for this unique project. We feel we have made a tremendous difference in educating the persons who are directly linked to our recreational boating communities. With this important and invaluable direct contact and newfound education we believe there will be a measurable difference in the amount of required and additional safety equipment that are recreational buyers are purchasing from their local marine retailer establishments. This newfound education including, boating safety education courses and vessel safety checks by local organizations, which we have made an important part of our web based education presentations, will also prove to be extremely beneficial in reducing potential accidents and fatalities. This product will continue to be utilized as one of the most unique an educational opportunities for marine retailer specialists.