

The logo for NASBLA, featuring the acronym in a bold, white, sans-serif font. To the left of the text is a stylized white graphic consisting of three curved arrows that form a circular shape, suggesting a cycle or a path. The logo is set against a background of green tree branches and a blue sky with white clouds.

**NASBLA**



**56th NASBLA Annual Conference  
Wichita, Kansas  
September 13-16, 2015**

TOGETHER  
OUR WORK  
SAVES LIVES



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**WELCOME**



**KANSAS WILDLIFE, PARKS &  
TOURISM**

Governor: Sam Brownback

Secretary: Robin Jennison

Assistant Secretary of Wildlife,  
Fisheries & Boating: Keith  
Sexson

Law Enforcement Division  
Director: Colonel Kevin Jones

Boating Law Administrator:  
Major Dan Heskett

Senior Administrative Assistant  
& BARD: Marilyn Alberg

Federal Aid Coordinator:  
Carl Maguson

Boating Educator Coordinator:  
Erika Brooks

Boat Licensing: Corey Goemann

Boating Enforcement Specialists:  
Game Wardens:  
Landen Cleveland  
Eric Denault  
Kurt Hudson  
Dennis Zehr  
Jim Bussone

September 12, 2015

To All NASBLA Annual Conference Attendees:

Welcome to Wichita and the "Air Capital of the World." It is our pleasure to have the opportunity to share with you the hospitality and beauty of our great state with its roaming prairie and spectacular sunsets.

With over 162,222 surface acres of water, represented by 15 federal reservoirs, numerous fishing and community lakes, and multiple rivers and streams, three being designated as navigable, there are plenty of opportunities for boaters. From a leisurely cruise on a lake, wind and kite surfing in the wind, or enjoying a paddlesport, the state has an average of 90,000 registered boats annually along with countless numbers of paddlecraft that are used all over the state. The majority of Kansas streams fall under private ownership and are not accessible without landowner permission. Opening some of these streams is a department initiative.

On behalf of Governor Sam Brownback, the Kansas Department of Wildlife, Parks and Tourism, Secretary Robin Jennison, the Boating Program Staff, and the great citizens of Kansas, thank you, NASBLA for allowing Kansas to host the 2015 annual conference. I hope each of you will take full advantage of this opportunity to attend and participate in the awesome programs and presentations that have been developed just for you during the next few days. While visiting Wichita and Kansas, I encourage you to explore the city and surrounding areas to fully experience the diversity of Kansas that is a well-known "kept secret" of the locals.

Should you have any questions about the area, or in general, please contact the Kansas Wildlife, Parks and Tourism staff assisting or in attendance. Again, welcome to all of the attendees at the 56th Annual Conference of the National Association of State Boating Law Administrators.

Sincerely,

A handwritten signature in black ink that reads "Dan Heskett".

Major Dan Heskett  
Boating Law Administrator

P.S.: Please do not ride the buffalo, they don't like it and it would hurt (you).



1648 McGrathiana Parkway, Suite 360  
Lexington, Kentucky 40511-1338  
859.225.9487  
NASBLA.org

September 12, 2015

To All NASBLA Annual Conference Participants:

Welcome to Wichita, Kansas! Once a trading post, the largest city in Kansas holds the spirit of the Old West and offers the perfect location for the 56th NASBLA Annual Conference. Your attendance is very much appreciated, and I know that the time you spend here over the next few days will be time well invested. We do have a great conference planned for you!

The topics covered this year were chosen to assist you as law enforcement officers, boating safety educators, and boating safety professionals. From the opening session to the general and breakout sessions to the exhibitor booths, there is something planned for everyone. I encourage you to take advantage of the many opportunities to connect and learn from this network of professionals.

The Kansas Department of Wildlife & Parks along with NASBLA staff have worked hard to ensure that your time here is both enjoyable and instructive. We hope that by the conclusion of this conference you will be invigorated with refreshed and new thoughts, ideas and programs, as well as useful new products to take back to your state and boating safety program.

Thank you for the honor of serving as your president this past year. It has been a very busy, yet productive and rewarding year, and I am proud to have served in this capacity. I applaud the membership of NASBLA for their professionalism, hard work and dedication to our national mission. Together, we will continue to expand our toolboxes and stretch our mindsets in order to reduce boating accidents and injuries and to ensure a safe, secure boating environment.

I hope you have a wonderful and inspiring conference and enjoy your time in Wichita. If there is anything that you need while attending the conference, please do not hesitate to call on me, the NASBLA staff or the Executive Board.

Sincerely,

Eleanor Mariani  
President



# SAFE BOATS INTERNATIONAL

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*"We look forward to continue working with this great organization to mutually support enhanced boating safety and operational effectiveness"*

*— Dennis Morris, President & CEO, SAFE Boats International*



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## **Wichita Weather Forecast**

The average high temperature in Wichita is 83°F in September, with the evenings cooling to around 60°F.

## **Sunday Evening**

### **Opening Ceremonies & President's Reception**

Class A uniforms or business attire is requested for attendees and guests.

## **Monday**

### **Lunch & On-Water Demonstrations**

Casual attire is recommended. If you plan to participate in on-water activities, please wear/bring clothing or swimwear that you do not mind to get wet. Don't forget your sunscreen!

## **Tuesday**

### **NASBLA Business Meeting**

Business attire is recommended.

## **Tuesday Evening**

### **Awards Banquet**

Business casual is recommended.

## **All General & Breakout Session and Events**

For all other meetings, sessions and events, please dress comfortably and causally. Keep in mind that the conference and meetings rooms can be cool, so a lightweight sweater or jacket is recommended.

# HELPFUL INFORMATION

## Recognizing high achievers

To accomplish its mission, NASBLA pursues a multitude of strategic objectives. Numerous individuals and organizations assist NASBLA in various ways in these undertakings. To show its appreciation for this invaluable assistance, NASBLA recognizes outstanding individuals and groups for their contributions to recreational boating safety through its award program.

### **Boating Educator of the Year**

Generously sponsored by BoaterExam.com, the Boating Educator of the Year Award was launched by NASBLA in 2011 to recognize those who go above to engage students and boaters, raise awareness, and make boating education initiatives relevant, thorough and exciting.

### **Boating Officer of the Year**

First presented in 2000, the Marvin “Butch” Potts Memorial Award, known as the Boating Law Enforcement Officer of the Year Award, is presented annually to the boating law enforcement officer who has made outstanding contributions to the field of boating law enforcement.

### **Boating Safety**

Sponsored by the National Safe Boating Council, the Boating Safety Award is bestowed upon a state or local government individual (other than a boating law administrator) who is involved in boating safety and who has demonstrated outstanding performance in any area of the program, including but not limited to enforcement, education, search and rescue, navigational aids, or registration and titling.

### **Bonner**

The Herbert C. Bonner Award is presented to a government official for outstanding performance in the field of recreational boating safety. Any representative of state or federal government in active service or retired (living at the time of selection) is eligible for this award.

### **Compass**

The Compass Award is a means of recognizing a NASBLA member agency for significant measures and leadership it has taken to develop a model of performance in a specific area. Receipt of this award identifies an agency whose program, effort, or initiative has truly enhanced our nation’s safety and security, and one that has become a model for us to follow.

### **Innovations Award**

The Innovations Award is presented annually to the program or initiative that demonstrates the highest level of innovation leading to advances in boating safety.

### **Legislative**

The Legislative Award is presented to a Senator or Representative who has supported various boating safety efforts in Congress during the year.

### **Lifetime Achievement**

The Lifetime Achievement Award recognizes those who have made a substantial contribution to boating safety over his or her lifetime.

### **NASBLA**

The NASBLA Award is given to an individual who either has given substantial time and effort to the association to help achieve its objectives or is acknowledged nationally, statewide or in their community for notable contributions to the betterment of boating. Any representative of government, industry or the public is eligible for this award.

### **President’s Awards**

At the end of his/her term, the NASBLA President selects individuals to honor with this special recognition for their contributions during the past year to boating safety and the National Association of State Boating Law Administrators.



# AGENDA

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## FRIDAY, SEPTEMBER 11

- ⊕ 8:00 am–5:00 pm .....NASBLA Education Standards Panel Meeting  
*Peach B II*

## SATURDAY, SEPTEMBER 12

- 8:00 am–5:00 pm .....Maritime Tactical Weapons Training  
*Off-site* Hosted by: Kansas Department of Wildlife and Parks & Oklahoma Highway Patrol
- ⊕ 8:00 am–5:00 pm .....NASBLA Education Standards Panel Meeting  
*Osage*
- 9:00 am–5:00 pm .....National Safe Boating Council Executive Board Meeting  
*Cedar*
- 10:00 am–4:00 pm .....Registration Open  
*Redbud Foyer*
- 1:00 pm–5:00 pm .....NASBLA Executive Board Meeting  
*Board Room*
- ⊕ 7:00 pm–9:30 pm .....Boating Education Advisory Panel (BEAP) Meeting  
*Osage*

## SUNDAY, SEPTEMBER 13

- 7:30 am–4:00 pm .....Registration Open  
*Redbud Foyer*
- ⊕ 8:00 am–Noon .....NASBLA Workshop & Committee Meeting/Reports  
*Cypress*

All committees will brief the NASBLA membership during this time. Each committee chair will present his/her committee's completed work and actionable items as well as discuss charge ideas for the upcoming committee year. NASBLA Workshop presentations and discussion will immediately follow the committee meetings.

### NASBLA Committees

- Education & Outreach
- Enforcement & Training
- Engineering, Reporting & Analysis
- Preparedness & Response
- Vessel Identification, Registration & Titling

⊕ *Work/products produced through 5% non-profit grants funded through the Sport Fish Restoration and Boating Trust Fund, administer by the U.S. Coast Guard.*

# AGENDA

9:00 am–2:00 pm .....National Safe Boating Council Executive Board Meeting  
*Cedar*

Noon–1:00 pm .....Lunch (*on your own*)

1:00 pm–4:00 pm .....Exhibitor Move-In  
*Redbud*

1:30 pm–3:00 pm .....Executive Session (*if requested*)  
*Cypress*

2:00 pm–4:00 pm .....Spouse/Guest Welcome  
*Oak*

3:00 pm–4:00 pm .....National Safe Boating Council General Membership Meeting  
*Birch*

4:30 pm–5:30 pm .....Opening Ceremonies  
*Cypress* Dress recommendation: Class A Uniforms or business attire

Call to Order – Eleanor Mariani, NASBLA President  
Welcome to Kansas – Pete Meitzner, Wichita City Council Member  
Welcome to the USCG 8th District – Rear Admiral David R. Callahan

Compass Award

5:30 pm–7:00 pm .....President’s Reception  
*Redbud* Dress recommendation: Class A Uniforms or business attire

Dinner (*on your own*)

8:00 pm–10:00 pm .....Networking  
*Waterview Suite - 18th Floor*

## MONDAY, SEPTEMBER 14

7:00 am–7:50 am .....Continental Breakfast  
*Redbud*

7:00 am–5:00 pm .....Exhibits Open  
*Redbud*

7:30 am–Noon .....Registration Open  
*Redbud Foyer*

# AGENDA

## GENERAL SESSIONS

**Master of Ceremonies – Edwin, Lyngar, Boating Education Coordinator, Nevada Department of Wildlife**

*Cypress*

8:00 am–9:00 am .....**Keynote: Drowning: Resuscitation and Terminology**

Dr. Justin Sempsrott, Founder & Executive Director, Lifeguards Without Borders

Many of you are charged with educating both the public and your first responders on rescuing and providing first aid to drowned persons. Drowning resuscitation must be approached differently than other forms of cardiac arrest.

This session will discuss the critical first steps in dealing with a drowning person by using videos of actual drowning cases. We will also discuss the outdated terms Secondary, Dry, and Delayed drowning as nonfatal incidents that are part of the spectrum of drowning.

9:00 am–9:10 am .....**Help Us Engage Victims and Survivors of Boating Accidents**

Rachel Johnson, CAE, National Safe Boating Council Executive Director

Richard Moore, Boating Law Administrator, Florida Fish & Wildlife Conservation Commission

The National Safe Boating Council is embarking on a new initiative to provide a single point of engagement for those persons who have survived a boating accident and those who have lost a friend or family member as a result of a boating accident. Many of these individuals possess a deep desire to make something good come from their negative experience and have a perspective about boating safety that could be highly effective at encouraging practices which would help decrease boating accidents around the United States.

While the comprehensive plan has been enthusiastically accepted by both those that have been personally affected by a recreational boating accident and the professional boating safety community, your help is needed in raising critical funds to fully implement the initiative's short- and long-term goals. This session will provide a brief introduction of this new program and explain how you can get involved.

9:10 am–9:20 am .....**Maritime Professional Responders & Officers Association**

Cody Jones, Boating Law Administrator, Texas Parks & Wildlife Department

Maritime Professional Responders and Officers (Maritime PRO) is a national organization that supports and represents the *individual* federal, state, local, tribal, and private sector maritime public safety professional. Through advocacy, partnership and professional development, Maritime PRO provides public safety professionals that call the water "their office" an opportunity to unite with a common purpose and interest, the chance to speak and be heard on a national level, and a forum to share ideas and enhance their knowledge, skills, and capabilities through professional development. Maritime Pro is dedicated to serving our members and representing them as the exclusive national voice of the maritime first responder community. [www.maritimepro.org](http://www.maritimepro.org)

⊕ 9:20 am–9:30 am .....**One-Click Boating Mobile Application**

Murali Srinivasan, Founder and Chief Executive Officer of One-Click Outdoors

One-Click Outdoors and the NASBLA Enforcement & Training Committee's Subcommittee on Techniques & Technology have worked together to create a new mobile app that provides the largest, most comprehensive and accurate source of boating information on the web, organized for fast and easy access by boaters.

This session will cover the vision, current development, and future product roadmap for One-Click Boating app, with a focus on information, safety and communication. Additionally all NASBLA member states will receive information on complimentary access to the One-Click Boating app.

⊕ *Work/products produced through 5% non-profit grants funded through the Sport Fish Restoration and Boating Trust Fund, administer by the U.S. Coast Guard.*

# AGENDA

10:00 am–10:45 am .....BREAKOUT SESSIONS

## 1. **A Collaborative Response to Boating Under the Influence**

*Birch*

Richard Moore, Boating Law Administrator, Florida Fish & Wildlife Conservation Commission  
Chris Mattson, Florida Fish & Wildlife Conservation Commission

In 2014 multiple alcohol-related boating accidents occurred in the Miami area, and the local community realized there was a problem. FWC leadership in the area has taken a strong stand to try and turn this problem around, and that has led to increased arrests for boating under the influence, greater media attention to the issue, and improved partnerships and training. This session will review what has occurred, from the accidents, the aftermath and the after-action. The focus will be on lessons learned and the importance of becoming proactive and committed to addressing the BUI problem in order to keep our waters safe for everyone.

## ⊕ 2. **Linking Accident Statistics to Successful Marketing & Outreach Campaigns**

*Cypress*

Mark Chanski, Boating Education Specialist, Connecticut Department of Energy & Environmental Protection  
Joleane King, Boating Safety Awareness Multimedia Campaign Manager, California Division of Boating & Waterways

The NASBLA Education Committee Marketing & Outreach Charge 3 recommends the analysis of USCG Performance Report Part II and boating accident data, comparing the data curves. Using accident data to drive boating safety outreach methods has resulted in reduced accident numbers in California. Mark Chanski will present sample data curves and Joleane King will discuss how DBW has successfully combined accident/demographic data with media market targeting for the most efficient use of limited outreach funds.

## ⊕ 3. **The Vessel Identification System and What States Need to Know About the January 1, 2017 Implementation Deadline**

*Cedar*

Madelyn Fenske, Watercraft Administrator, Arizona Game & Fish Department  
George Birdwell, Statewide Boating Investigator, Tennessee Wildlife Resources Agency

The clock is ticking... This session provides an overview of the changes to the Standard Numbering System, the Vessel Identification System (VIS) and the Boating Accident Report Database and the data the states will be required to collect. We will discuss lessons learned from states that have implemented the changes and how this affects the USCG Annual Report of Certificates of Number. We will also review the VIS and discuss how its use can assist your needs in titling, registration, and law enforcement.

⊕ 11:00 am–11:45 am .....BREAKOUT SESSIONS

## 1. **Evolving Trends in Maritime Arresting Technologies & Navigation Systems**

*Birch*

Andrew Cox, Sales Manager, FLIR Commercial Systems Inc.  
Larry Rencken, Vice President of Sales, Raymarine  
Shawn Spilde, Maritime Arresting Technologies

There have been several huge and exciting advancements in marine navigation systems recently. Join us as we explore the highlights – from high-resolution radars and Compressed High-Intensity Radiated Pulse (CHIRP) sonar to thermal night vision and everything in between, including new on-board technologies designed specifically for the marine first responder. This is a great opportunity to see how far the technology has come, to discover where it's headed, and to learn what's just around the corner.

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# AGENDA

## ⊕ 2. **Your Boating Dollars At Work — A Report on USCG Boating Safety Outreach**

*Cypress*

Jim Emmons, Director of Nonprofit Safety Grants, WaterSports Foundation Inc.

Larry Meddock, Executive Director, Water Sports Industry Association

Learn how U.S. Coast Guard nonprofit grant funds are being used with America's largest and most well-known boating media to reach millions of American boaters with messages designed to heighten the awareness of safe boating practices. The Increased Awareness of Safe Boating Practices campaign uses video, print, electronic newsletters, social media, custom content, and 16 websites from four major marine publishing companies to radiate safe boating messages to millions of boaters as well as those who may become boaters. This multimedia presentation shares dozens of the higher value and award-winning examples in use, including the promotion of materials produced by more than nine boating safety organizations such as the National Safe Boating Council and NASBLA. We'll also provide results from the WSF's annual "Attitudes and Behaviors Towards Boating Safety" studies that prove Americans are boating safer today. The boating safety community is always entertained and educated by the breadth and depth of this rich program that has, since 2011, made a significant impact on boating safety in America.

## ⊕ 3. **Boating Education Standards – Knowledge and Skills**

*Cedar*

Pam Dillon, CAE, Education and Standards Director, NASBLA

Brian Dorval, National On-Water Skills Standards Facilitator

Joe Gatfield, National Boating Education Standards Panel Chair

This is a 'high level' overview of the complete and ongoing system of standards. It will cover the entire palette of standards including those still in development for the National Boating Education Standards and the National On-Water Skills Standards. The session will review both sets of independently developed standards, the collaborative work occurring to interface the two sets of standards, and the resulting opportunity to advance boater education and training.

Noon–3:00 pm .....Lunch & On-Water Demonstration

*Riverside adjacent to hotel*

Join us for lunch as well as wake surfing, wake boarding, paddle boarding and boat rides!

Dress recommendations: If you plan to participate in on water activities please wear/bring clothing or swimwear that you do not mind to get wet. Don't forget your sunscreen!

3:00 pm–5:00 pm .....Deep Dive Sessions

### 1. **Training & Technology Needs of the Future for Maritime Law Enforcement**

*Birch*

Panelists:

Dr. Shawana Johnson, GISP, President, Global Marketing Insights Inc.

Jim McGowan, Americas Marketing Manager, FLIR Maritime and Raymarine Electronics

Craig Moss, Program Manager, Oak Ridge National Laboratory

Shawn Spilde, Maritime Arresting Technologies

Facilitated by Mark DuPont, BOAT Program Director, NASBLA

Here is your chance to design the future of maritime law enforcement, resource protection and

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# AGENDA

recreational boating safety. With a panel of leaders from multiple fields of technology and training, let's roll up our sleeves and examine the challenges and opportunities we see five years into the future, and how technology can assist our agencies, our profession and our people.

## ⊕ 2. Paddlesports Workshop

*Cypress*

Panelists:

Chris Stec, Chief Operating Officer, ACA | Canoe-Kayak-SUP-Raft-Rescue

Rob Rippey, Manager of Product Safety and Compliance, Coleman Co

MariAnn McKenzie, Boating Education Coordinator, Oregon State Marine Board

Tammy Terry, Recreational Boating Accident Program Manager, Ohio Dept. of Natural Resources, Division of Watercraft

Darin Webb, Senior Marketing Director, Coleman Co.

Moderated by:

Wade Alonzo, Boating Law Administrator, Washington State Parks & Recreation Commission; Chair, NASBLA Ad Hoc Paddlesports

Dave Dahms, Boating Law Administrator, Idaho Dept. of Parks and Recreation; Vice Chair, NASBLA Ad Hoc Paddlesports

“Paddlesports” has been identified by the NASBLA membership as a Top 10 Most Wanted Recreational Boating Safety Improvement. Data will be presented illustrating statistical trends in participation and accidents. Panelists will share their perspective on the status and emerging trends of paddlesports and where the sport is going over the next five years. This interactive session includes an update on the Oregon State Marine Board's Non-Motorized Project.

5:30 pm .....Tour of Coleman Outlet Factory & Dinner at the Museum of World Treasures

5:30 pm-6:30 pm: Trolley transportation from Hyatt hotel to the Coleman Outlet Factory

Join us for a self-guided tour of the Coleman Outlet Factory and enjoy appetizers and beverages with the event's sponsors.

7:00 pm: Guests are invited to take the trolley or walk (3 blocks) to the Museum of World Treasures for a provided BBQ dinner. Museum is open to NASBLA guests from 7:00 pm to 10:00 pm.

8:30 pm-10:30 pm: Trolley transportation from the Museum of World Treasures to the Hyatt hotel.

Sponsored by:

Brunswick Commercial & Government Products

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Kansas Wildlife & Parks

Mercury Marine

SHOXS Seats

8:00 pm – 10:00 pm .....Networking

*Waterview Suites – 18th Floor*

# AGENDA

## TUESDAY, SEPTEMBER 15

8:00 am–8:50 am .....Continental Breakfast  
*Redbud*

8:00 am–8:50 am .....Exhibits Open  
*Redbud*

8:00 am–11:00 am .....Registration Open  
*Redbud Foyer*

8:30 am–4:30 pm .....Spouse/Guest Event (off-site)  
*Hotel Lobby* Register on-site at the Spouse/Guest Welcome Sunday, Sept. 13 at 2 pm.

9:00 am–10:00 am .....Exhibitor Move Out  
*Redbud*

9:00 am–11:00 am .....NASBLA Annual Business Meeting  
*Cypress* Dress recommendations: Business attire

11:00 am–1:00 pm .....Lunch (*on your own*)

1:00 pm–1:45 pm .....BREAKOUT SESSIONS

### 1. **Is Legalized Marijuana Effecting Marine Law Enforcement?**

*Birch*

Wade Alonzo, Boating Law Administrator, Washington State Parks & Recreation Commission

Randy Henry, Boating Law Administrator, Oregon State Marine Board

Jeff Johnson, Boating Law Administrator, Alaska Office of Boating Safety

Kris Wahlers, Boating Law Administrator, Colorado State Parks

The legalization of marijuana for recreational use by states is becoming increasingly common. This panel discussion will explore the lessons learned to date from states that have legalized recreational use of cannabis. They will share the trends they are seeing that are common to all “green” states, including the difficulty of detecting marijuana, how alcohol and marijuana are linked, injuries and fatalities linked to marijuana, the adequacy of a presumptive limit, and debate what, if any, changes this demands of the recreational boating safety community. Lastly they will discuss the frameworks that are in place (or that they wish were in place) to adequately measure the impacts that legalized marijuana is having on the RBS community. Panel members represent diverse states and perspectives on this topic so the discussion should be lively.

### ⊕ 2. **Saved by the Beacon**

*Maple*

Fred Messmann, Deputy Director, National Safe Boating Council

Rachel Johnson, CAE, Executive Director, National Safe Boating Council

The National Safe Boating Council’s Saved by the Beacon campaign is designed to educate recreational boaters about the importance of personal locator beacons and how to use them correctly in the case of a boating emergency. The Saved by the Beacon initiative works to do this by introducing recreational

# AGENDA

boaters to different types of beacons and signals, explaining the devices and their capabilities, illustrating the system capabilities, and ensuring compliance and registration. Learn more about the campaign in this session.

### 3. Geospatial Intelligence & How It Can Impact Maritime Law Enforcement

*Cedar*

Dr. Shawana Johnson, GISP, President, Global Marketing Insights Inc.

A variety of geospatial technologies are currently in use in the maritime security domain for first responders and law enforcement officers. Many of these data sources and technologies using imagery, measurement, and analysis of earth's features are available on open source and available to you at little or no cost. Learn more about geospatial technologies, what is available, and the latest developments in this industry.

2:00 pm–2:45 pm .....BREAKOUT SESSIONS

#### 1. Law Enforcement Body Camera Use, Integration & Lessons Learned

*Birch*

Mark Brown, Boating Law Administrator, Oklahoma Highway Patrol

Mike England, Special Projects, Law Enforcement Division, Georgia Department of Natural Resources

Shane Carrier, Boating Law Administrator, Kentucky Department of Fish & Wildlife Resources

In this open discussion forum, panel members will share their experiences and lessons learned from introducing body cameras to their law enforcement agencies. Discussion topics will include the pros and cons, types of cameras, storage and access needs, personal experiences, testing and evaluation methods, using body camera footage as evidence, and updating agency policies. The panel will show actual footage and answer questions about integrating body cameras into your agency.

#### 2. Water Wits: K-12 Education Program

*Maple*

MariAnn McKenzie, Boating Education Coordinator, Oregon State Marine Board

What do educators, boaters, and children have in common? We all need healthy and usable waterways. A new K-12 curriculum by Oregon State Marine Board integrates STEM (science, technology, engineering, and math) concepts and interdisciplinary learning to enrich student aquatic literacy. Messages of boating and water safety are related to physics, ecology, history, and more for a broader understanding of how students can help improve water quality and responsibly enjoy our shared waterways. Learn how boating and water safety can be made more accessible and reach more classrooms with the “Water Wits” model of aquatic education.

#### ⊕ 3. Advancing Boater Education and Training: Developing Skill-Program Conformity Assessment Based on National Skill Standards

*Cedar*

Pam Dillon, CAE, Education and Standards Director, NASBLA

Brian Dorval, National On-Water Skills Standards Facilitator

Kim Jackson, Boating and OHV Safety Education Program Manager, Arizona Game & Fish Department

As part of the implementation of the 2016 Spring Aboard National Boater Education Marketing Campaign, a process will be implemented to verify a course as compliant with national boating skill standards. Verified courses will be marketed as part of Spring Aboard campaign efforts. This session will cover what is meant by ‘conformity assessment’ as defined by ANSI. While classroom standards have

# AGENDA

a long-standing conformity assessment process (a.k.a. NASBLA Approval), a third-party process for assessment of skill programs currently does not exist. Under funding by a 2015-16 USCG grant, NASBLA will develop and implement a process to verify a course as meeting on-water skill standards for power, sail, or human-propelled. Successful completion will include awarding of a “Verified Course” mark indicating “This Course Meets National Boating Skill-Training Standards as Recognized by the U.S. Coast Guard.”

3:00 pm–3:45 pm .....BREAKOUT SESSIONS

## 1. **How You Can Impact National Scientific Research and Its Application to Maritime Public Safety**

*Birch*

Craig Moss, Program Manager, Oak Ridge National Laboratory

From calculating the efficiency and accuracy of recreational boating safety data and the testing of marine vessel materials to the exploration of using body camera devices to capture 3-D facial images, researchers are working in areas that directly impact you and your profession as recreational boating professionals and marine law enforcement officers. During this session, not only will you have the opportunity to hear about the exciting research and development taking place, but you will also have the chance to give your input on what national researchers should be focusing on and how it should be applied to recreational boating safety and marine law enforcement.

## 2. **Get In The Game!**

*Maple*

Ed Hunstman, RBS Program Manager, USCG 8th District

This discussion offers a candid perspective from a Coast Guard District RBS Specialist suggesting that it's time to approach our collective boating safety efforts from a different perspective with new and innovative techniques. With 2014's increase of recreational boating crashes and the resulting property damage, injuries and fatalities despite our nationwide efforts to reduce them, the dynamic continues to change while our approaches stay the same. Open motorboat deaths declined from 2013's 49% to 46% during 2014. Yet paddlecraft deaths increased from 19% to 22%. The public has changed, the types of watercraft being used have changed; however, much of what we do in the name of public safety hasn't changed in 30 years. It's time to change the way we're delivering our boating safety message and rethink our basic approaches to protecting the public.

## 3. **Participatory Leadership**

*Cedar*

Virgil Chambers, Director Emeritus, National Safe Boating Council

Learn about developing effective leaders in this interactive presentation. Effective leadership is not based on the sole control of one individual. It is important that the designated leader be a catalyst and set leadership within the group or agency into motion. Effective leaders institute structures of support in which various people at appropriate times are able to take on leadership roles and advance the organization or project. The examples used during the presentation are based on Ernest Shackleton's people-centered approach to leadership.

# AGENDA

4:00 pm–4:45 pm .....BREAKOUT SESSIONS

⊕ 1. **Education Dashboard: Tool Development for State Program Benchmarking and Planning**

*Birch*

Pam Dillon, CAE, Education and Standards Director, NASBLA

Tim Spice, Boating Safety Manager, Texas Parks & Wildlife Department

With funding from a 2015-16 USCG grant, a visual tool based on “key performance indicators” is being developed for education and outreach program planning. This session will present an overview of research being evaluated for potential inclusion in the Dashboard. Development of the visual “Dashboard” tool is being designed for use by states to:

- Target areas where service improvements can be made as compared to their own internal goals and to benchmark programs and ‘best practices.’
- Make data-driven decisions regarding where and how to allocate resources.
- Evaluate potential impact and effectiveness of policy decisions and resource allocation across state or local boater education and awareness efforts.
- Identify patterns of performance and estimate the impact of their program efforts on boater behavior, casualty projections, and fatality rates.

2. **Operation Distress Connect - USCG Digital Selective Calling**

*Maple*

Michael Folkerts, Recreational Boating Safety Specialist, USCG 17th District

This session will highlight the value of digital selective calling technology and interactively demonstrate how to properly connect a Global Positioning System (GPS) through the use of simple connectors as well as the process for registering a Maritime Mobile Service Identity number, programming and testing your VHF radio. Many boaters already have VHF radios and GPS systems but have not yet enabled DSC capability. Additional DSC functions will be discussed, and a DSC simulator will be available for the audience to experience using DSC distress functions.

3. **How Kansas Went From Worst to First in Hull Identification Number Accuracy: Automated Detection System & Inspection Program**

*Cedar*

Dan Heskett, Boating Law Administrator, Kansas Wildlife Parks & Tourism

As a in-the-middle state regarding number of boater registrations, Dan Heskett took knowledge from serving as the co-chair and chair of the Vessel Identification, Registration & Titling Committee and worked with the department’s registration and licensing personnel in retrofitting the automated system to detect invalid hull identification numbers when registered. He set up an inspection program utilizing minimal officer time and expenses to assist in the correction of the identity of the vessels. The state went from one of the worst in the nation for invalid HIN numbers to a ranking of #1 with a 98% accuracy in HIN formats entered into the registration data system for VIS.

6:00 pm .....Awards Dinner

*Redbud*

Dress recommendations: Business casual

8:00 pm–10:00 pm .....Networking

*Waterview Suites – 18th Floor*

# AGENDA

## WEDNESDAY, SEPTEMBER 16

### GENERAL SESSIONS

*Cypress*

**Master of Ceremonies – Edwin, Lyngar, Boating Education Coordinator, Nevada Department of Wildlife**

9:00 am–9:15 am .....Morning Welcome

9:15 am–10:15 am .....**Keynote: Social Marketing – What is it? Why is it so hard? What makes it easier?**

Nancy Lee, MBA, Founder & President, Social Marketing Services Inc.

This keynote address will distinguish social marketing, illustrate principles for success through sharing social marketing success stories from around the world, and describe the 10 Step Planning Model to develop a strategic social marketing campaign.

Social marketing is a process that applies marketing principles and techniques to influence behaviors that benefit society as well as the individual. First distinguished in the early 1970s, fundamentals at the core of this practice have been used to improve public health (e.g., reduce tobacco use), prevent injuries (e.g., increase the use of life vests), protect the environment (e.g., increase recycling), and contribute to communities (e.g., reduce property crime). Similar to commercial sector marketers' objective, which is to sell goods and services, social marketers' objective is to successfully influence desired behaviors.

⊕ 10:30 am–11:00 am .....**NASBLA's Most Wanted Recreational Boating Safety Improvements**

Pam Dillon, CAE, Education and Standards Director, NASBLA

In an effort to identify the state's recreational boating safety priorities and draw attention to them, the NASBLA membership has developed the Top 10 Most Wanted Recreational Boating Safety Improvements. The list was initiated at the March 2015 BLA Workshop and finalized through two national boating law administrator surveys. In this session, the newly launched Top 10 Most Wanted List will be presented and discussed.

11:00 am–11:30 am .....**It's YOUR Career, THEIR lives, and OUR Future**

John Malatak, NASBLA Program Manager, Recreational Boating Professional Certification

NASBLA has been aggressively developing a career-enriching and program-enhancing national certification and credentialing program for recreational boating professionals, the Certified Recreational Boating Professional (CRBP). The CRBP is designed to elevate professional standards, enhance individual performance, and designate recreational boating professionals who demonstrate the knowledge essential to recreational boating program management. With the rapidly changing canvas of the recreational boating nationwide, efforts to elevate professional development opportunities for individuals whose chosen careers lie within the various nationwide recreational boating programs has never been more important to the legacy of the national recreational boating program.

11:30 am–1:30 pm .....Lunch (*on your own*)

⊕ *Work/products produced through 5% non-profit grants funded through the Sport Fish Restoration and Boating Trust Fund, administer by the U.S. Coast Guard.*

# AGENDA

## GENERAL SESSIONS

*Cypress*

1:30 pm–2:15 pm .....**So You Think You Need Training? New NASBLA Member Benefits Will Help You Get It**

Hoyle Hodges, Law Enforcement Coordinator, Washington State Parks & Recreation Commission

Cody Jones, Boating Law Administrator, Texas Parks & Wildlife Department

Darren Rider, Boating Law Administrator, Tennessee Wildlife Resources Agency

Stephanie Weatherington, Boating Law Administrator, Arkansas Game and Fish Commission

As the value of nationally standardized training continues to rise, the NASBLA Boat Operations And Training (BOAT) Program continues to grow with it. For some agencies, including some of NASBLA's member agencies, receiving and providing nationally standardized training seems beyond their reach. The NASBLA Executive Board has listened to member discussion regarding the NASBLA BOAT program's training opportunities, and they have taken action to build new NASBLA member benefits into the BOAT Program's business model. Learn about the new member benefits and methods through which you can access the training you need.

⊕ 2:30 pm–2:45 pm .....**Operation Dry Water**

John Fetterman, Deputy Executive Director, NASBLA

Operation Dry Water (ODW) is a year-round boating under the influence awareness and enforcement campaign. The mission of Operation Dry Water is to reduce the number of alcohol and drug related accidents and fatalities through increased recreational boater awareness and by fostering a stronger and more visible deterrent to alcohol and drug use on the water through the participation of local, state and federal law enforcement agencies. See results from the 2015 national heightened awareness and enforcement weekend and explore ways to help this national campaign continue to grow.

⊕ 2:45 pm–3:00 pm .....**2016 Spring Aboard Campaign**

Edwin Lyngar, Boating Education Coordinator, Nevada Department of Wildlife

Zac Campbell, Boating Education Coordinator, Kentucky Department of Fish & Wildlife Resources

Plan now to participate in the 2016 'Spring Aboard – Take a Boating Course' national boating education and training campaign. To be conducted by NASBLA under USCG grant funding in April 2016, this virtual campaign promotes opportunities for boaters to enroll in a classroom, online, and/or hands-on course.

⊕ 3:00 pm–3:45 pm .....**Reciprocity Town Hall Meeting**

Pam Dillon, CAE, Education and Standards Director, NASBLA

Richard Moore, Boating Law Administrator, Florida Fish & Wildlife Conservation Commission

'Nationwide Reciprocity Accepting Boater Cards for Out-of-State Boaters' has been identified as a Top 10 Most Wanted Recreational Boating Safety Improvement. NASBLA membership surveys and Boater Participation Data has identified new insights. This interaction session will be conducted using real-time audience polling technology to target group discussion.

4:00 pm .....Closing Ceremonies & 2016 Conference Preview

*Cypress*

Passing of the Fid

8:00 pm–10:00 pm .....Networking

*Waterview Suites – 18th Floor*

⊕ *Work/products produced through 5% non-profit grants funded through the Sport Fish Restoration and Boating Trust Fund, administer by the U.S. Coast Guard.*





# SPEAKERS

## Wade Alonzo



Wade Alonzo is the boating program manager at the Washington State Parks and Recreation Commission. He holds a Masters of Business Administration from Washington State University and a Bachelor of Science in Forest Science from the University of Idaho. He is currently president of the Western State's Boating Administrator's Association and chair of NASBLA's Ad Hoc Committee on Paddlesports.

For the past four years, he has worked in the Washington State Parks and Recreation Commission, where he and his staff manage two federal grant programs striving to promote recreational boating while helping to grow a culture of safety and environmentally friendly behavior through education and enforcement.

## George Birdwell



George Birdwell, a lifelong resident of Tennessee, is a graduate of the University of Tennessee, Knoxville with a Bachelor of Science degree in Wildlife and Fisheries Science. Birdwell joined the Tennessee Wildlife Resources Agency in 1998 as a wildlife technician. In 2000, he promoted to wildlife manager, and then in 2002, he transferred to a wildlife officer position in Unicoi County.

In 2004, he became a full-time boating officer where he began to investigate many of the accidents occurring in his work district. Birdwell promoted statewide boating investigator in 2012. He assists in boat accident investigations, vessel theft investigations, and boat accident and BUI training throughout the state. Birdwell has assisted the NSBC Close-Quarter and Open Water Boat Control program as a master instructor, and he serves on NASBLA's Vessel Identification, Registration & Titling Committee.

## Mark Brown



Mark Brown was promoted to lieutenant and named Oklahoma's boating law administrator on December 1, 2013. Brown began his career on July 7, 1986, as a state trooper assigned to the Oklahoma Department of Public Safety Lake

Patrol Division. His first assignment was as a marine patrol officer on the 10,100-acre Waurika Lake in southwestern Oklahoma.

Brown has been actively involved with the NASBLA Education Committee for 15 years, serving as committee chairman for three years. He has also served as a NASBLA Regional Reviewer for Course Standards and assists in the review of materials submitted for the NASBLA Seal of Safe Boating Practices.

Lt. Brown currently is a Member-at-Large on the NASBLA Executive Board, serves as a commissioner for the NASBLA Recreational Boating Safety Professional Certification Commission, and serves as Vice-President for the National Water Safety Congress's board of directors. He also participates in the Southern Caucus, Western States Boating Administrators Association, the National Safe Boating Council, and Maritime PRO Caucus.

## Rear Admiral David R. Callahan



Rear Admiral David Callahan serves as commander of the Eighth Coast Guard District headquartered in New Orleans. He is responsible for U.S. Coast Guard operations spanning 26 states, including the Gulf of Mexico coastline from Florida to Mexico, the adjacent offshore waters and outer continental shelf, as well as the inland waterways of the Mississippi, Ohio, Missouri, Illinois, and Tennessee river systems.

As a Coast Guard aviator with more than 30 years of military and civil fixed and rotary wing flight experience, he has commanded two Coast Guard Air Stations. Over the span of his career he served in the Atlantic, Pacific, Great Lakes, and Gulf Coast theaters of operation including Alaska.

In addition to his operational tours of duty, Rear Admiral Callahan served as Coast Guard Liaison to NATO staff, Allied Forces Southern Europe, Naples, Italy, during the Bosnian conflict. He also served as chief of staff for the Ninth Coast Guard District and served as executive assistant to the Commandant at Coast Guard Headquarters.

Rear Admiral Callahan graduated from the United States Coast Guard Academy in 1982 and holds a Bachelor of Science degree in Management and a Master's degree in National Security Studies. He is a 2005 distinguished graduate of the Air War College.

Rear Admiral Callahan's personal awards include four Legion of Merit Medals, the Defense Meritorious Service Medal, two Meritorious Service Medals, four Coast Guard Commendation Medals, and various other service and campaign medals.

## Zac Campbell and Edwin Lyngar



The boating education team of Zac Campbell and Edwin Lyngar is a recent invention to save time on writing biographies. Both gentlemen hail from Reno, Nevada, but Zac is currently the boating education coordinator out of Kentucky, while Edwin has still not managed to leave the state that created him.

Zac is a new dad, and as such, neither sleeps or watches television anymore – this state of affairs has actually improved Zac's concentration. There is a good chance that Zac won't show up for the presentation at all. If so, he will be in his room catching up on sleep and binge watching Game of Thrones.

Edwin spent seven years in the Coast Guard and 13 in state government. He's spent so much time in government that he's pulled out all his luscious and long hair. What has been often mistaken for male pattern baldness is actually the result of last year's budget process.

Enjoy watching them fumble through a PowerPoint presentation in a general session on the great, awesome and totally successful "Spring Aboard" boating education campaign.

## Shane Carrier



Shane Carrier has been with the Kentucky Department of Fish & Wildlife Resources' Law Enforcement Division for 14 years. The first eight he served as a conservation officer assigned to Spencer County, which is home to Taylorsville Lake, a 3050-acre reservoir constructed by the U.S. Army Corps of Engineers. The lake serves as a major economic source for Spencer County, as well as a popular fishing area. Carrier spent numerous hours on the water enforcing

the state's boating laws.

He was then promoted to district commander (rank of Lieutenant) for the Third District, which encompasses several miles of the Ohio River, Taylorsville and Rough River lakes, as well as numerous other smaller bodies of water. He worked closely with the U.S. Coast Guard concerning law enforcement/homeland security issues along the Ohio River. He also oversaw enforcement on the other bodies of water within his district.

In October 2012, he was promoted to deputy director (Major) within the KDFWR Law Enforcement Division. Major Carrier continues to serve in this position, which also encompasses the role of Kentucky's boating law administrator.

## Virgil Chambers

Virgil Chambers chairs NASBLA's recently formed



Recreational Boating Professional Certification Commission. Previously, he served as executive director of the National Safe Boating Council (NSBC) from 1996 until September 2013. Following his retirement, he was

granted the designation of Director Emeritus. He is also one of the founding fathers and program chair of the International Boating and Water Safety Summit.

Chambers retired from the Commonwealth of Pennsylvania in 1995 where he was chief of the Pennsylvania Fish and Boat Commission's Boating Safety and Education Division. While there, he developed Pennsylvania's public school boating and water safety program and established the Pennsylvania Water Rescue program.

Recognized worldwide for his numerous contributions to boating and water safety, Chambers has received more than 50 prestigious awards from national and international organizations, including the U.S. Coast Guard's Meritorious Public Service Medal, the second highest public service medal awarded to a civilian. He has also been inducted into Pennsylvania's Swimming Hall of Fame as well as the National Boating Safety Hall of Fame.

While in the U.S. Navy he served aboard a patrol craft in the Republic of Vietnam where he was decorated for his actions in combat situations. He was also in the Army National Guard where he was certified and trained as an air-traffic controller.

## Mark Chanski



Mark Chanski is a boating resource technician for the Connecticut Department of Environmental Protection's (DEEP) Boating Division. During his nine years with the division he has initiated a number of innovative programs to deliver its Safe and Clean Boating messages to the public.

Chanski is the lead coordinator for the Boating Division's on-the-water outreach MV Prudence campaign, BOATS (Because Our Acquaintances Think Safety) Program, life jacket rebate program, paddlecraft education and outreach campaigns and the administrator of Boating in Connecticut Facebook page, the DEEP's first social media campaign. He has extensive commercial and recreational maritime experience and holds credentials, licenses and certificates from the U.S. Coast Guard, American Canoe Association, Connecticut DEEP, NASBLA, National Safe Boating Council, and US Sailing.

Chanski has received numerous awards from state and national organizations for his efforts and achievements in the boating education field.

## Andrew Cox



Andrew Cox has been with FLIR systems Inc. for over 14 years where he focuses on business development and tactical operations training for first responders. A Portland, Oregon native, he has a bachelor's of science in business management from Linfield College (Go Wildcats!) and holds an instrument rated pilot's license. He currently sits on the Enforcement Techniques & Technologies sub-committee with NASBLA and is actively involved in numerous marine law enforcement and search & rescue organizations. He often teaches seminars and writes published articles on the tactical uses of thermal imaging.

## Dave Dahms



Dave Dahms is the boating program manager for the Idaho Department of Parks and Recreation. In this position he oversees the state boating program, which includes the boat safety education program and the marine law enforcement training program.

Dahms is designated as the state boating law administrator and served as president of the Western States Boating Administrators Association from June 2008 to June 2010. He currently serves on the WSBAA Executive Board as treasurer and also chairs the NASBLA Awards & Honors Committee. Previously, Dahms chaired the NASBLA Education & Awareness Committee for two years. In April 2014 he was appointed to the National Boating Safety Advisory Council. Prior to his current position Dahms served as the statewide public access coordinator for the Wisconsin Department of Natural Resources. He has a Bachelor of Arts in Communication from the University of Wisconsin-Milwaukee.

## Pamela Dillon



Pamela Dillon serves as director of NASBLA's Education and Standards Division. In this role, she works to fully articulate NASBLA's national role in standards development and conformity assessment, as well as providing broader and deeper professional development opportunities for our members and the recreational boating community.

Previously, Dillon served as BIA, retiring in 2011 as chief of the Ohio Department of Natural Resources, Division of Watercraft. During a five-year break in service from the state of Ohio, Dillon served as executive director of the American Canoe Association (2002-2007), working to develop strategic alliances with boating, outdoor recreation, and paddlesport education and conservation programs across the U.S. and Canada.

Dillon served two terms as a public member of the National Boating Safety Advisory Council. In 2014 Dillon earned her credential as a Certified Association Executive (CAE) from ASAE.

## K. Brian Dorval



Brian Dorval is founding partner and president of Think First Serve Inc., a management training and consulting company specializing in the use of creative-thinking, problem-solving and performance improvement methods to help groups and organizations figure out new ways to grow.

Brian has over 25 years of experience helping people,

teams, and organizations significantly improve their personal performance and business results. He has delivered over 500 creative problem-solving, management coaching, and performance training sessions for companies in 20 countries around the world. He has also published over 60 articles, chapters, and books on topics related to creative thinking, problem solving and performance improvement.

Brian holds a bachelor of arts degree in psychology from Rhode Island College and a master's of science in creativity & innovation from the International Center for Studies in Creativity, Buffalo, N.Y.

## Mark DuPont



In January 2012, Mark DuPont joined NASBLA full-time as director of the organization's Boat Operations & Training (BOAT) program. Mark had been serving in that capacity on a contract basis for the last two years.

As the program's director, Mark is responsible for management, oversight, coordination and continued enhancement of all BOAT course curricula and course delivery; student certification and data collection; instructor selection and qualification; partner relationship development and collaboration; member agency training support and accreditation; and the associated staff functions necessary to execute all elements of the BOAT Program.

Previously, he served as the chief intelligence and domestic security officer with Florida Fish and Wildlife Conservation Commission. He is also the president and founder of Merrick Maritime Security Inc. and a retired chief warrant officer with the U.S. Coast Guard where he helped create numerous foundational policies, procedures, and tactics for homeland security and emergency response in the maritime domain.

## Jim Emmons



Jim Emmons has been an avid boater his whole life, learning marine fundamentals and boating safety from his grandfather. This early induction caused Jim to develop a passion for water sports.

After graduating from the University of Florida, Emmons worked as a marketing consultant for WaterSki magazine; co-founded WakeBoarding magazine, eventually becoming its publisher; co-created the Wakeboarding Show – a sub-section of

Surf Expo, the watersports industry's official trade show; co-founded BoardStock, wakeboarding's first televised lifestyle consumer event; and founded the WakeAwards.

In the mid 1990s, Emmons served as chairman of the board of directors for the World Wakeboard Association. In 1995, he was invited to serve on the Water Sports Industry Association's (WSIA) board of directors, and in 2002, he became the association's president – serving four terms.

In 2004, Emmons created the WaterSports Foundation as the educational arm of WSIA. He also launched the WSIA's Summit in the Snow, a three-day annual education and networking forum for watersports stakeholders. Emmons left the magazines in 2010 to pursue his own business in marketing and consulting while serving as the grants director for the WaterSports Foundation. Emmons is also serving on the National Boating Safety Advisory Council.

## Mike England



Captain Mike England is a 25-year veteran with the Georgia Department of Natural Resources Law Enforcement Division. After graduating with a bachelor's degree in Biology/Chemistry from Piedmont College, he began his career with Georgia DNR in 1991 and is currently serving as captain over special projects at headquarters.

England attended Law Enforcement Command College and received his master's degree in Public Administration in 2008 and is a graduate of the FBI National Academy Session 237. He was named the Georgia Boating Officer of the Year in 2000 and received the Boating Safety Award from NASBLA in 2014. Capt. England has served on several NASBLA committees over the past 15 years and is currently serving as the chairman of the Vessel Identification, Registration & Titling Committee.

## Madelyn Fenske



Madelynn Fenske joined the Arizona Game and Fish Department in 1987 as the revenue control technician in the watercraft unit. Madelynn worked her way through the ranks and became the watercraft administrator in 1993, the position she holds today.

A member of the Vessel Identification, Registration & Titling Committee for 20 years, Fenske has worked on several charges, including revisions of the Model Act for Vessel Titling, the development of the National Vessel Numbering and Titling Manual, and the development and execution of the Vessel Numbering & Titling Program Measures of Effectiveness project.

## Major John C. Fetterman (Ret.)



Major John Fetterman became NASBLA's first Law Enforcement Director in January 2010. In this capacity, he worked to integrate and coordinate law enforcement programs within NASBLA and to improve the nonprofit organization's law

enforcement program value to its members. In early 2014 Fetterman was promoted to Deputy Executive Director maintaining a focus on NASBLA's training and law enforcement programming.

Before joining the NASBLA staff, Fetterman worked for the Bureau of Marine Patrol for 32 years. Much of his career with the Marine Patrol was spent as chief pilot. In non-flight duties, Major Fetterman also supervised the Bureau's Special Services where he focused on safety programs within both the recreational and commercial boating communities. In 2001 he was promoted to deputy chief and served as coastal boating law administrator for the state of Maine until December 2009.

Fetterman led NASBLA as president in 2007-08. Fetterman also served as vice chair of NASBLA's new Homeland Security Committee (now the Preparedness & Response Subcommittee of the Governmental Affairs Committee) when it was established in 2004, then served as committee chair in 2005. In June 2006 and again in 2009, he was appointed to the U.S. Coast Guard National Boating Safety Advisory Council for two three-year terms and in 2012 was appointed to the National Maritime Security Advisory Committee NMSAC, and advisory committee to USCG and Department of Homeland Security.

## Michael Folkerts



Mike Folkerts enlisted in the United States Army in 1972, serving at Fort Richardson in the 172d Infantry Brigade until 1975. He attended Hawkeye Institute of Technology, graduating in 1978 with a degree

in Automotive Technology. Folkerts remained in the automotive business until 2002 when his family relocated to Juneau where he accepted a job as the Coast Guard District 17 Recreational Boating Safety Specialist.

Folkerts is also a Coast Guard Auxiliarist and joined the Auxiliary in 1996 and has served in many positions including District Commodore. He was instrumental in the passage of House Bill 108, Alaska's Boating Safety Law, in May 2000, working closely with the state's Office of Boating Safety. He has also served as chair of the Alaska Boating Safety Advisory Council.

## Joe Gatfield



Joe Gatfield has been active with NASBLA's National Education Standards Panel since its creation in 2011 and currently serves as the panel's chair. He is also the chief commander of Canadian Power and Sail (CPS-ECP) Squadrons. Having

been involved at all levels of the organization, his main thrust has been in the Educational Department, having also served as the National Educational Officer for four years. During these four years, the organization updated all of its educational material to current dating and standards and successfully transitioned to the new Operator Competency Program in Canada. Over the years, Gatfield has instructed almost every course CPS-ECP offers and is a Recognized Instructor and qualified to instruct government regulated courses in Canada.

Gatfield is a graduate of the University of Windsor with an Honours Bachelor of Commerce degree. Most of his professional career is financial related.

## Randy Henry



Randy Henry is the boating safety program coordinator and BLA for the Oregon State Marine Board, Oregon's recreational boating agency. He has been with the Marine Board since 1999, serving as a public information officer and a policy analyst prior to

being appointed to his current position in 2012. Before joining the Marine Board, he worked for the state's Fish and Wildlife agency in public affairs for nine years.

## Dan Heskett



Officer Heskett began his career in 1989 with Kansas Wildlife and Parks. He became a member of the International Association of Marine Investigators in 1990 and developed several training agendas toward marine theft. He also promoted the use of the personal watercraft for marine law enforcement patrol, developing training programs both in and out of the state.

In 1992 Officer Heskett was promoted to the West Region Boating Enforcement Specialist covering 2/3 of the state. During this time he developed the department's Boating Under the Influence Checklist and operations manual, administered the PWC loaner program, and continued teaching hands-on courses in the operation of the PWC for adults and children.

Officer Heskett was promoted to Assistant Division Director in 2001 and was named the BLA in 2004. He has served as chairman of NASBLA's Vessel Identification, Registration & Titling Committee and is currently a commissioner on the Recreational Boating Professional Certification Commission.

## Hoyle E. Hodges



Hoyle Hodges retired from the U.S. Army on January 1, 2004, after serving for 24 years. He served multiple combat tours and overseas tours. Hodges had many assignments within the United States as well. He served in every leadership position

from private to command sergeant major. He retired as the Command Sergeant Major of the 2nd Battalion 505th Parachute Infantry Regiment, 82nd Airborne Division.

After retiring from the Army, he served as the West/Pacific Rim Manager for DHS Systems until 2011. From 2011 to 2013 Hodges was the West/Pacific Rim Business Development Manager for SOI C4ISR Platforms from 2011 to 2013. He also served as the USCG Auxiliary Flotilla 38 Public Information Officer from 2005 to 2007. A graduate of Evergreen State College in 2013, he ran a year-long business development project delivering cargo under sail power with his schooner the Pleiades. This project launched the Olympia Schooner Company which now runs charters from Alderbrook Resort & Spa.

Hodges joined the Washington State Parks &

Recreation Commission as the Law Enforcement Coordinator serving the marine law enforcement community and citizens of Washington in April 2014. He is a United States Coast Guard licensed Captain.

## Ed Hunstman



As the recreational boating safety (RBS) program manager for the Eighth Coast Guard District, Ed Huntsman coordinates the RBS program in all or part of the 26 states that comprise America's Heartland, from the Gulf Coast to Canada, the Appalachians to the Rockies. His responsibilities include policy planning and outreach related to enforcement of federal boating safety laws. He is a regular contributor to a variety of magazines including NASBLA's Small Craft Advisory.

A past executive board member of the National Safe Boating Council, Huntsman served on the NSBC Education and Training Committee and remains a current master instructor trainer. In addition to sitting on various boating and water safety related boards and organizations, he was a founding member of NASBLA's Education Standards Panel and was one of several subject matter experts that helped develop the on-water sailing education standard.

Previously the Arizona Game and Fish Department's conservation education program manager, Huntsman retired as the boating safety education and off-highway vehicle program administrator and an Arizona Police Officer Standards Training certified specialty instructor. An American Canoe Association and American Sailing Association certified instructor, Huntsman also holds a Coast Guard master mariner's license with sailing and towing endorsements, and is a decorated U.S. Army combat veteran of Vietnam.

## Kim Jackson



Kim Jackson grew up in Bullhead City, Arizona, and enjoyed water skiing and jet skiing with her family on the Colorado River. After attending Northern Arizona University, she moved to California seeking fame and fortune, but what she found instead was a love for the ocean. Being the adventurous type, she and her husband purchased and lived aboard a

41' sloop, despite the fact that at the time, neither one of them knew anything about sailing. They lived in a working harbor for eight years before her husband convinced her to move to Idaho. From 2001 to 2006, Jackson served as the head ranger at Henrys Lake State Park, as well as the marine deputy for this remote mountain lake. When she wasn't busy saving stranded boaters, she spent her time teaching the park's visitors about the wonders of the area, how to stay safe while boating, and introducing local schoolchildren to the art of sled dog racing. She served as boating education safety coordinator for Idaho for six years. She now holds the position of Arizona Boating and OHV Safety Education Program Manager. Jackson was appointed to the National Boating Education Standards Panel in 2014.

## Jeffrey S. Johnson



Jeff Johnson began his career with Michigan State Parks and then joined the U.S. Forest Service, moving to Alaska in 1978. He joined the Alaska Division of Parks and Outdoor Recreation in 1981 as a state park ranger. In 1984, he became the first ranger assigned to Kachemak Bay State Park and State Wilderness Park.

In 1994 he transferred to the Division's central office to manage restoration projects in the aftermath of the Exxon Valdez oil spill. An experienced boat operator and marine safety instructor, he developed the Division's first powerboat operator certification program. Shortly before the Alaska Office of Boating Safety was established in 1998, Johnson was named Alaska's first official boating law administrator and currently manages the Alaska Office of Boating Safety.

## Rachel Johnson



Rachel Johnson, CAE, is the executive director of the National Safe Boating Council (NSBC). She serves as the technical content advisor in direct support of the NSBC's education, training, and outreach programs; plans and develops national boating safety awareness projects and campaigns; and serves as a representative of the NSBC to national and international organizations. Johnson has been with the NSBC for seven years, previously as its communications director.

During her time with the NSBC, Johnson has done committee work with NASBLA and the National Boating Safety Advisory Council. She also chairs the Life Jacket Wear Rate Tiger Team. Under her management, the NSBC's "Ready, Set, Wear It!" Life Jacket World Record Day received ASAE's 2013 Summit Award for making "America and the world a better place to live." Johnson graduated magna cum laude with a Bachelor of Arts in Communication Studies and a Bachelor of Sciences in Recreation and Parks Management from Frostburg State University.

## Dr. Shawana Johnson



Dr. Shawana P. Johnson, GISP (Certified Geographic Information System Professional) is a globally recognized geospatial intelligence expert. She supports the U.S. government and the global geospatially focused security and

intelligence industries with market research focused on technology platforms and capabilities which support airborne and spaceborne geospatial tools utilized in energy, agriculture, water resources, maritime security and land asset and resource planning.

These commercial assets are utilized to provide secure environments in a broad range of applications from event planning to water resource management for global food security.

At Global Marketing Insights Inc., she serves as president to an international client base where her area of expertise includes providing Geospatial Business Intelligence Expertise™ in Cloud and Data Interoperability Programs; specifically for Agriculture, Energy and Water Resources applied sciences.

## Cody Jones



As the boating law administrator for Texas, Assistant Commander Cody Jones oversees the state's recreational boating enforcement and training as well as its State Maritime Operations Taskforce and Maritime Tactical Operations Groups. After graduating from Sul Ross State University with a bachelor of science degree, Jones began his career in 2001 as a sheriff's deputy in Brewster County, Texas.

He was hired by Texas Parks and Wildlife Department in 2003 as a game warden. Promoted to a lieutenant

at Texas Parks and Wildlife Department headquarters in Austin in 2010, Jones was assigned the oversight of the state's Marine Safety Enforcement Officer Certification Program, Party Boat Operations Program and Coastal Floating Cabins Permit Program. He promoted to his present position in January 2013.

## Joleane King



Joleane King, associate boating specialist at California State Parks Boating and Waterways, has managed the statewide Boating Safety Awareness Multimedia Campaign since 2008. The 14-year-old campaign has changed over the years in message and media mix, in order to meet the goal of targeting boaters in the top boating accident areas as determined by annual accident reporting.

King devotes her professional experience in marketing and education and lifelong interest in boating to the successful boating safety campaign. Prior to joining DBW, she worked in advertising, edited professional journals and taught junior high and high school English. She is a published magazine author and uses all of her available vacation time to check off her travel bucket list.

## Nancy Lee, MBA



Nancy Lee has more than 30 years of professional marketing experience, with special expertise in Social Marketing, Marketing in the Public Sector, Marketing Research and Strategic Marketing Planning. She received her MBA with a major in marketing from the University of Puget Sound, and her Bachelor of Science in Education from the University of Illinois.

Lee has held numerous corporate marketing positions, including vice president and director of marketing for Rainier Bank, and director of marketing for Children's Hospital and Regional Medical Center in Seattle. She has been active in the American Marketing Association, having served as a board member for more than 15 years and president of the state's largest chapter.

She is currently an adjunct faculty member teaching social marketing and public sector marketing at the

University of Washington's Dan Evans School of Public Affairs. As president of Social Marketing Services, Inc. since 1993, Lee has been a consultant for more than 150 nonprofit and public sector agencies and has participated in the development of more than 200 social marketing campaign strategies.

## John Malatak



John Malatak serves as program manager for NASBLA's Recreational Boating Professional Certification. He brings more than 42 years of professional experience from the American Red Cross and the U.S. Coast Guard to this new role in developing the RBS Professional Certification Program.

While at the American Red Cross more than two decades ago, Malatak helped launch a national certification program that continues to serve the needs of the preparedness and safety community today. He held various positions within the American Red Cross from 1970 to 1992, including national safety representative for European Area Headquarters, Stuttgart, West Germany. His last assignment with the Red Cross was as Assistant National Director, Health and Safety.

He later joined the U.S. Coast Guard and served as chief of Program Operations in the Boating Safety Division from 1992 until 2012. He has a B.S. and advanced degrees in Business Administration.

## Eleanor Mariani



Eleanor Mariani has worked in the Boating Division for the Connecticut Department of Energy and Environmental Protection for 22 years and has been the BLA for 17 years. As director, she is responsible for the division's mandatory boating safety education and boater certification programs; navigation safety and waterways management; promulgation of boating laws and regulations; operation, development and renovation of Connecticut's 118 state boat launches; Clean Vessel Act Program; Clean Boater Program; and the Boating Infrastructure Grant Program.

A member of NASBLA's Executive Board for five years, Mariani has been the association's president for

the past year. She has also chaired several NASBLA committees, including the Waterways Management Committee, the Paddlesports Committee and the Special Risks Subcommittee, and participated as a member on the Engineering, Reporting and Analysis Committee.

She served a four-year term on the National Boating Advisory Safety Council and a three-year term as government member on the Board of Directors for the American Boat and Yacht Council.

An avid boater, Mariani enjoys sailing, power boating and paddling. She holds a Bachelor of Science degree in biology from University of Rhode Island and a Master of Science in biology from University of Connecticut.

## Jim McGowan



Jim McGowan is the Americas Marketing Manager for FLIR Maritime and Raymarine Electronics. He has been with the company for 16 years, working in a variety of technical, training and marketing roles. Prior to joining Raymarine he served on active duty in the United States Navy where he qualified as a Surface Warfare Officer. McGowan is a 1995 graduate of the Massachusetts Maritime Academy, and has sailed actively in the U.S. Merchant Marine. He enjoys the outdoors, cycling, working on old cars, and is a volunteer with the Boy Scouts of America.

## MariAnn McKenzie



A lifelong water-rat and avid boater, MariAnn McKenzie has been with the Oregon State Marine Board's Boating Safety Section since March 2006. She is the agency's boater education coordinator but wears several hats including the Jr. Boater & School Program Coordinator, the "Let's Go Boating" Grant Program Coordinator and currently the project manager for the Non-Motorized Boating Project linked to the Marine Board's Strategic Plan.

McKenzie is an appointed member, for a second term, on the NASBLA National Education Standards Panel. She is also a member of the NASBLA Education & Outreach Committee. Recently she has attained her ACA Level I & II Kayak Instructor Certifications.

## Larry Meddock



Larry Meddock has been in the water sports industry for over 40 years. He began his career in San Diego as the product manager for Cut'N Jump Water Skis in 1971. Cut'N Jump was one of two manufacturers that produced vinyl dipped Ensolite water ski jackets. These three buckle life jackets were the state of the art of its day.

Larry left Cut'N Jump for a brief stay in the motion picture industry and became the technical director for the Walt Disney movie Freaky Friday. From there he was recruited to become the director of marketing for Correct Craft Boats in Florida. Meddock became VP of Marketing and Special Events and had a successful career at Correct Craft for 26 years.

After retiring in 2004, Meddock became executive director of the Water Sports Industry Association. The WSIA is an active member of NSBC and NASBLA. During the next 11 years of his leadership in the WSIA he became a member of the National Boating Safety Advisory Council, a seat he held for six years. Meddock is also a member of UL's STP committee on life jackets.

## Pete Meitzner



Pete Meitzner is the city councilman for the city of Wichita's second district. Mr. Meitzner is a lifelong resident of Wichita and graduated from Wichita State University with a degree in Business Administration. He was employed with the banking industry in Wichita for 13 years before venturing into the world of entrepreneurship when he started a telecom company that eventually went public. He continues to remain in the telecom industry. Pete and his wife of 34 years have two children.

## Fred Messmann



Since retiring as a game warden captain with the Nevada Department of Wildlife in 2009, Fred Messmann has been serving as deputy director of the National Safe Boating Council, having been a Council member since 1990. Messmann was Nevada's boating law administrator and administrator of

NDOW's Boating Access, Clean Vessel Act, and Boating Infrastructure Grant programs for 20 years.

Very involved in recreational boating safety and enforcement, he served as the Western States Boating Administrators Association President in 1993, the National Water Safety Congress Vice President 1994-2000, and the NASBLA President in 2004.

He has served as chairman of the National Boating Safety Advisory Council Strategic Planning Subcommittee since its inception in February 2005.

## Richard Moore



Major Richard Moore is Florida's boating law administrator and also serves as the BUI Program Manager for NASBLA's BOAT Program. Throughout his nearly 25 years as a conservation and marine law enforcement officer, helping other

officers become better prepared and more confident in their ability to identify and apprehend boat operators who are under the influence has been one of Moore's areas of emphasis.

He has led the development of officer training in the seated battery of Standardized Field Sobriety Tests and the implementation of this training throughout the nation. Moore has served more than 12 years as Florida's BLA, was NASBLA President in 2009, has served three terms as an appointee to the Coast Guard's National Boating Safety Advisory Council and is currently the vice chair of the National Boating Safety Council. He continues to serve as the Objective Leader on Objective Six - "Boating Under the Influence" of the National Recreational Boating Safety Program's Strategic Plan.

## Craig Moss



Craig Moss is the program manager for homeland security programs in the Global Security Directorate. He has been with Oak Ridge National Laboratory since 2011 after retiring from the Army as a health physicist. Moss received his Bachelor of Science

in physics from Austin Peay State University in 1991, and Master of Science in radiological health from Oregon State University in 2000. While on active duty his assignments included the Pentagon Force Protection Agency, where he established the radiological/nuclear defense of the Pentagon and

DOD facilities in the National Capitol Region and the Domestic Nuclear Detection Office where he served in positions in Operations Support and Systems Engineering and Evaluations Directorates. Moss's expertise is in project management, operational planning, training, and radiation detection operations.

## Larry Rencken



As vice president of sales for Raymarine, Larry Rencken is responsible for all sales activities associated with the Americas. He joined Raymarine in the spring of 2008 after spending 24 years in the consumer package goods industry.

He held several positions in sales and marketing with his last role as chief information officer before joining Raymarine. He is an avid outdoorsman who spends nearly every free moment hunting, fishing or hiking.

## Darren Rider



Hailing from Ashland City, Tenn., a small community about 30 miles west of Nashville, Darren Rider was appointed colonel of the Boating and Law Enforcement Division for the Tennessee Wildlife Resources Agency when, in 2011, the agency

director merged the Boating Division with the Law Enforcement Division. In this position he also serves as the state's boating law administrator.

Colonel Rider works with policy procedures, rules and regulations, administrative directives along with overseeing hunting and boating education, boating investigations, law enforcement training, communications, aviation, wildlife permitting, captive wildlife and covert operations.

Previously, Rider served as the chief of boating. He had been the chief since July of 2009 when the previous boating chief and Tennessee BLA (Ed Carter) was promoted to the agency director. Before serving as chief of boating, Rider was the assistant chief of boating and TWRA's boating investigator for five years, after having worked as a county wildlife officer for 15 years. Rider graduated from Tennessee Tech University in 1985 with a Bachelor of Science in wildlife management.

An avid outdoorsman, Rider's boating is usually tied to his passions – duck hunting and fishing. Rider has recently purchased a town house in Carrabelle,

Fla., where he indicated he is a boat bum – meaning anyone who has a boat and is going out, he isn't shy about climbing aboard – whether it be a 30-foot center console, an 18-foot skiff or a 24-foot bay boat – as long as it's going fishing.

## Dr. Justin Sempstrott



Justin Sempstrott has been an ocean lifeguard in Jacksonville Beach, Florida, since 1996. In 2006, he founded Lifeguards Without Borders and currently serves as their executive director. He is also medical director for Starfish Aquatics Institute and the International Surf Lifesaving Association and works as an EMS and Emergency Medicine Physician in coastal North Carolina.

## Tim Spice



Tim Spice is the boater education manager with Texas Parks and Wildlife. He began his career in January 1995 as a hunter education and boater education training specialist. In 2014, Spice received the Educator of the Year award from the Southern States Association of Boating Law Administrators. He is currently a member of the Education Standards Panel and a Subcommittee Chair on NASBLA's Education & Outreach Committee. He is also a certified instructor trainer for the National Safe Boating Council.

## Shawn Spilde



Shawn Spilde of Maritime Arresting Technologies has spent the last three years in the maritime supply industry, most recently developing and marketing products for a major UK manufacturer of law enforcement and survival products.

During his time working for the Brits, Spilde spoke to a large number of U.S. first responders whose feedback has been critical in identifying market needs for the law enforcement and first responder operators.

Three months ago, Spilde and a couple of colleagues launched Maritime Arresting Technologies, a U.S. veteran-owned business to exploit the knowledgebase they had built up in this field. Maritime Arresting

Technologies has devised a range of boat-stopping systems, ranging from a handheld boat-arresting device to rapidly deployable port security booms.

Spilde earned a Bachelor of Science degree in Marketing from Minnesota State University and an MBA in Management from Dallas Baptist University.

## Murali Srinivasan



Murali Srinivasan is the founder and president of One-Click Outdoors, a leading provider of outdoor web and smartphone services to state outdoor/wildlife agencies, organizations and companies. One-Click Outdoors is used by the Recreational Boating and Fishing Foundation, Tennessee Wildlife Resources Agency and other agencies.

Srinivasan has unique and deep experience with the Internet, e-commerce, and outdoor recreation applications. Prior to One-Click Outdoors and HuntFishBuddy.com, he was the chief systems architect at Automated Licensing System (acquired by Active Networks), a leading hunting & fishing licensing system provider. Prior to ALS, he was founder and chief technology officer of GreatLodge (acquired by Central Trust Bank), a leading provider of web-based wildlife licensing systems.

Srinivasan has held technical and managerial positions at Sun Microsystems, WhoWhere?, AT&T Bell Labs, Kubota Pacific and Parallax Graphics. He serves on the Advisory Boards of many startup companies. Murali holds a master's degree in Management from Stanford University and a master's in computer science from Virginia Tech.

## Chris Stec



Chris Stec is the chief operating officer of the American Canoe Association.

Previously he worked as an outdoor instructor for the YMCA, a raft guide for the Nantahala Outdoor Center, a program director at a prominent summer camp and in the ACA's Safety Education & Instruction Department.

Stec holds the following ACA paddlesports certifications:

- Level 5: Advanced Whitewater Canoe - Instructor

- Trainer Educator
- Level 3: Whitewater Stand Up Paddleboarding – Instructor Trainer Educator
- Level 5: Advanced Swiftwater Rescue – Instructor Adaptive Paddling Endorsement

Stec has served on various committees for the NASBLA, the National Safe Boating Council, and the PFD Manufacturers Association. He is a former board member of the Professional Paddlesports Association and a current board member for the National Safe Boating Council. In addition, he was appointed to the U.S. Coast Guard’s National Boating Safety Advisory Council and he is a lifetime member of American Whitewater.

## Susan Stocker



Susan Stocker is the boating law administrator and education coordinator for Iowa with the Department of Natural Resources. She received her B.A. from Upper Iowa and spent her early career in the field as a conservation officer.

Stocker is a regular member of NASBLA, Northern Caucus States, National Safe Boating Council and National Water Safety Congress. She currently serves as the chair of the NASBLA Marketing & Outreach Committee.

## Tammy Terry



Tammy Terry graduated from The Ohio State University with a bachelor of science degree from the School of Natural Resources. She currently serves as the Recreational Boating Accident Program Manager for the Ohio Department of Natural Resources, Division of Watercraft and has been employed with the department since 1994. She is also currently serving as chair for NASBLA’s Engineering, Research and Analysis Committee (ERAC).

## Kris Wahlers



Kris Wahlers has been Colorado’s boating law administrator since August 2013. He joined Colorado State Parks in 2001 as a ranger at Chatfield Reservoir in the Denver metro area. From there he moved on to become the senior ranger at

Stagecoach Reservoir, a lake known for cold-water fishing.

Wahlers worked for the statewide trails program for a year managing capital projects, then became the boat safety education & outreach coordinator in 2008. In addition to being the education coordinator, he was – and mostly still is – involved with boat theft investigations, boat accident investigations, management of Colorado’s river outfitter licensing program and a law enforcement instructor.

He is currently a member and charge leader on NASBLA’s Engineering, Reporting & Analysis Committee.

## Stephanie Weatherington



A native of Little Rock, Ark., Stephanie Weatherington always wanted to be involved with law enforcement. She began her career as a wildlife officer with the Arkansas Game and Fish Commission in 1995. She was named the BLA in June 2003.

She served as chair of the Boating Accident Investigation, Reporting & Analysis Committee (now known as the Engineering, Reporting & Analysis Committee, or ERAC) in 2006 while also serving on the Executive Board of the Southern States Boating Law Administrators Association (SSBLAA). In 2008 she served as SSBLAA President, while continuing to serve on NASBLA’s Law Enforcement and BAIRAC committees. In 2013 she was named chair of the Law Enforcement Committee. She has been a member of NASBLA’s Executive Board since 2014 and is currently serving as the association’s treasurer.





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# National Association of State Boating Law Administrators

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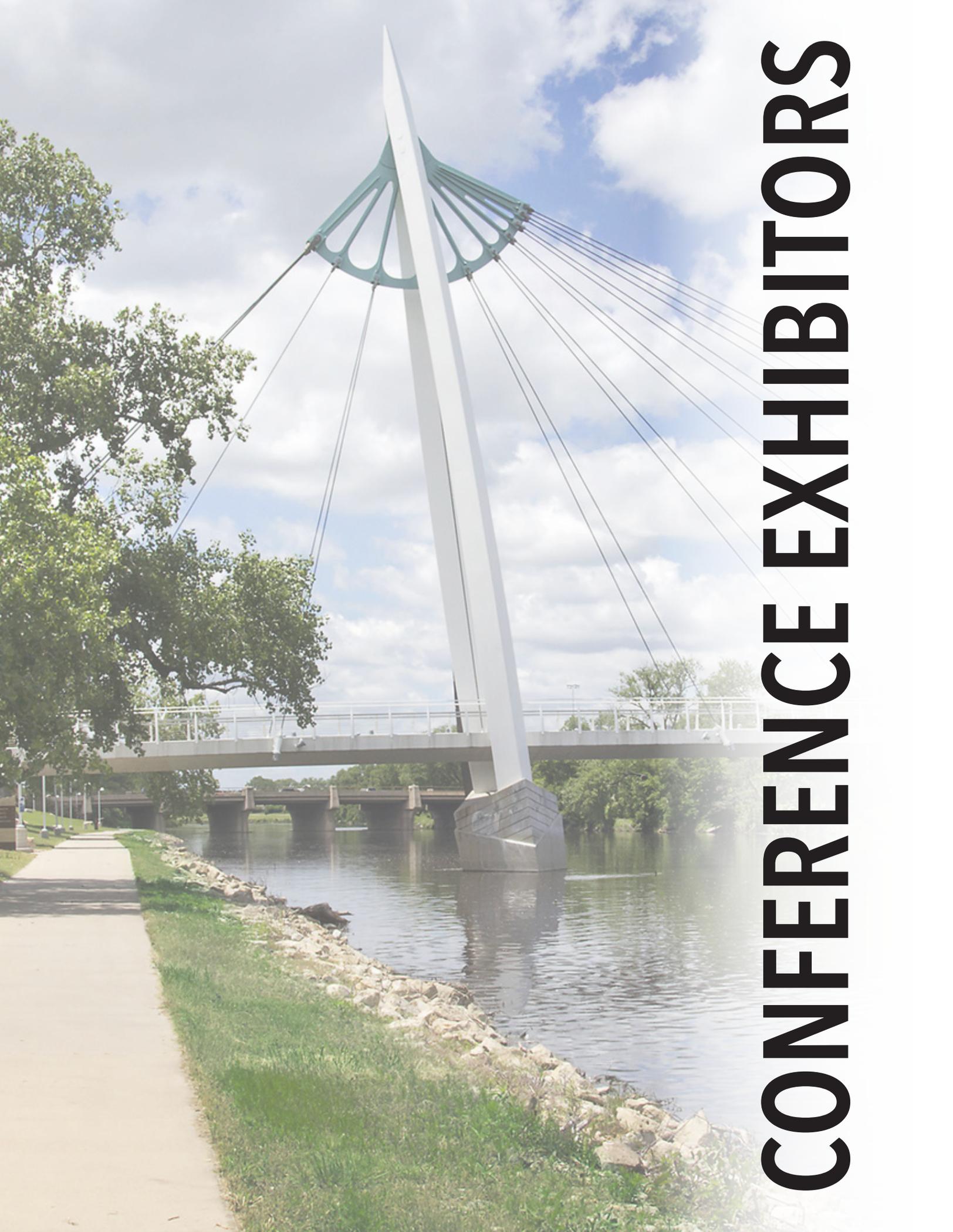
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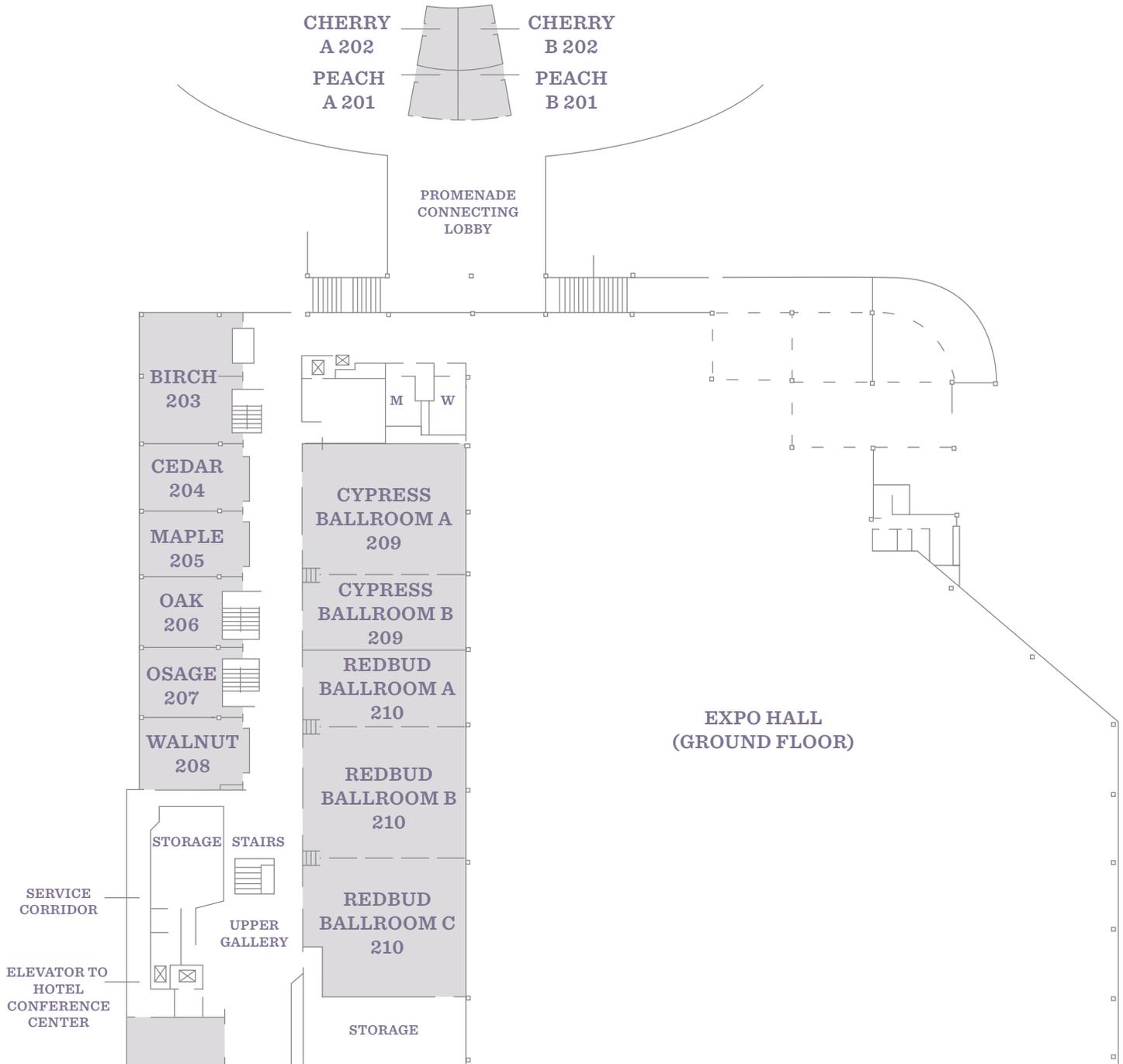
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