



**Executive Report for BOD  
Submitted by Larry Meddock  
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**Commitment**

In January of 2011, I resigned from my position as Office Administrator for an Orlando-based law firm. This allowed me to focus all my attention on the matters of the WSIA. This is been a welcome change in my life as my passion always has been and will remain the WSIA.

**WSIA Strategic Plan**

The plan is to help us better understand the needs of the WSIA. During my visit to DC in November, I had the opportunity to meet with John Adey. John is the VP of Standards for the ABYC. John is a respected player in the marine industry and works with many of our tow boat companies. John is working on his Masters Degree and volunteered to write the plan. He will do this at no charge as he is going to use it as part of his thesis. The Board will see a draft of this plan as well as a SWOT analysis.

**Coast Guard Strategic Plan**

We reported in Sept. the importance of the Strategic Plan and how the WSIA is playing a major role in its intended execution. The USCG is looking for a non-profit to develop a National Outreach Program that would promote safety and change the behavior of recreational boating participants relative to life jacket wear, BUI, and Navigational Rules. The WSIA has responded to this request.

**USCG Grant Status**

On January 28, the WSIA submitted a significant grant request to the USCG for a 16-month time period. The USCG is looking for significant change within the boating public and in order to do that the USCG is going to have to spend significant dollars. We selected Bonnier as our contractor in this grant. Jim Emmons was hired as the grant writer. The process was labor intensive, but we were able to submit on-time and now are in the waiting queue. All grants will be scored by a panel of USCG personnel and we will be notified of our status some time in April. Copies of the narrative are available to board members upon request.

**Water Sports Alert Network**

The first installments of the WSAN were released in Jan. 2011. A PDF of an issue happening in Oregon was sent to all manufacturers. Those manufacturers, in turn, sent this document onto their dealers and put all dealers on alert as to what was happening in the Oregon market regarding the Hologate canal. This information also went out via Facebook and all our social networks.

The next phase of the WSAN is a video tutorial that will broadcast only to Law Enforcement. A sample of the first installment was played for the BOD at the February meeting in Park City. The WSIA hopes to produce and release four of these videos per year. We now have

the support of NASBLA and the FFWC in this effort. We will move toward either a wakesurf or wakeboard video next.

### **Carbon Monoxide**

In November 2010, I traveled to Washington DC to meet with the USCG on Parasail issues, as well as trying to get a better understanding of this elusive gas called CO. I attended a meeting with the ABYC and the U.S. Dept. of Health and Human Services (USDHHS). It was discovered during this meeting that the standards for establishing acceptable levels of CO were conducted in a closed room environment in 1969. We, along with the USCG asked the USDHHS to help us establish an outdoor standard for CO. The USCG was then able to officially request support from the USDHHS for establishing protocol and at this time this request is still moving forward.

### **Surf Expo**

For the first time ever, the WSIA was able to participate in the January Surf Expo show. Having never produced a parasail show, it was unknown as to how many folks would attend. Our best estimates were 25 to 50. We had well over 175 show up and some say it topped 200. We have since been told this was the best showing of the Parasail Industry ever. We were pleased to present speakers from the USCG, the FAA, Florida Fish and Wildlife, NOAA, Chubb and Belter Insurance. We also expect to receive a commission check from Surf Expo for approximately \$3,500. We had a total exhibit expense of approximately \$200.

### **WSIA Funding**

This topic remains of utmost importance to the success and vitality of WSIA. The Board has two proposals in front of them at this time. Both revenue suggestions were the result of ongoing dialogue for over one year. The work of the WSIA can only move forward if we can operate on a National basis with its Executive Director actively engaging with its members. Since my resignation from the law firm, the WSIA has already landed two key manufacturers that have not been with the association for years. Current memberships are ahead of last year thanks to concentrated efforts regarding the parasail industry as well as manufacturers. We now meet with our web master every Tuesday morning to review the week before, as well as discuss the issues ahead of us. This time has already proven invaluable regarding the timeliness of our web site and social network data.

### **Mandatory Life Jacket Wear**

I have reported before that the USCG is pushing for mandatory life jacket wear for all boaters, in all vessels 26 feet and under, at all times. During the Jan. 2011 NBSAC meeting, a special "working group", of which I am a member, met to discuss this issue. The first proposal from the USCG was to have all occupants in any boat 26 feet or less, be in a USCG approved life jacket, regardless of the activity. This working group met to discuss the feasibility of this. After five hours of debate, the group agreed and recommended that all occupants of boats 18 feet or under, plus all occupants of canoes and kayaks (regardless of length) would be required to wear life jackets. The April NBSAC meeting in DC will discuss nothing but the issues of mandatory life jacket wear for the entire full two days. Again, this underscores the commitment to this cause by the USCG. I would strongly suggest that a representative from Kent attend the meetings in April in order to present more diverse opinions on this matter.