



# The Business of Safe Powerboat Handling

# Objectives

1. Introduce Safe Powerboat Handling; what it is, the benefits, costs associated and how to make it work for you.
2. Provide realistic expectations for establishing a powerboat program at your organization.
3. Your goals?

# What is US Powerboating?

- The best on-the-water powerboat instruction available.
- Established to serve the educational needs of recreational boaters and sailors.
- Affiliate of US Sailing.

# Organization Structure

- US Powerboating trains Powerboat Instructors.
- US Powerboating develops curriculum, standards and evaluation criteria.
- Powerboat Instructors train students.
- Network of 150 Course Providers in 23 states.

# Who do we serve?

- Recreational boaters.
- Sailors, instructors, coaches and race management.
- Marine industry professionals.



# Safe Powerboat Handling



Safe Powerboat Handling is the backbone of  
US Powerboating's on-the-water training programs.

# Safe Powerboat Handling

- 2-day, 16-hour course taught by knowledgeable, professional instructors.
- Blends classroom theory with the practical application of skills.
- Classroom and online boating courses are not a substitute for the "real thing."

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# NASBLA Approved

- Approved by National Association of State Boating Law Administrators (NASBLA).
- An additional 13 states have approved Safe Powerboat Handling as meeting or exceeding their requirements for state boating education.



# Course Topics: Classroom

- Safety, preparation & weather
- Maneuvering concepts
- Equipment requirements
- Preparation & fueling procedures
- Navigation & Rules of the Road
- Aids to Navigation
- Environment regulations

# On-the-Water Skills

- Engine & electrical systems
- Docking
- Leaving & returning to a slip
- Close-quarters maneuvers
- Anchoring
- High speed maneuvers
- Person-in-Water rescue



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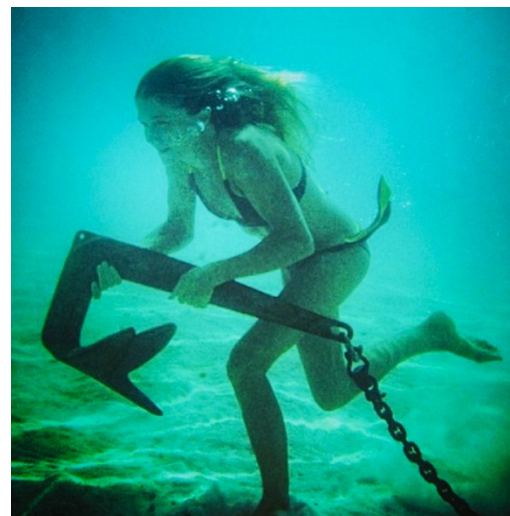
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# What are the Benefits?

- Enhancing the safety of your waterfront operations.
- Coaches, instructors, dock staff and race management personnel are familiar with the safe and appropriate operation of powerboats.
- Reduce fleet maintenance costs.
- Insurance discounts for personal vessels (member service?)
- Generate revenue from Safe Powerboat Handling courses.

# Establishing a Training Program

Establishing a program is easy.

Suggested steps:

1. Identify the necessary resources
2. Train a Powerboat Instructor
3. Develop a program plan and budget
4. Run courses

# Identifying Resources

- **Powerboats:** 16'-26' w/adequate hp to plane w/2-3 adults onboard. 2 or 3 boats is recommended.
- Classroom with A/V capabilities
- Marks with ground tackle for drills

# Training Instructors

- Having a Certified Powerboat Instructor on staff eliminates the need contract an instructor for a course. Saves you money and gives you flexibility.
- Powerboat Instructor Course: 3-day course for advanced powerboat operators.

# Training Instructors

- Powerboat Instructor Course: **\$350**

*An intensive 3-day course for advanced powerboat operators, instructor candidates will learn the fundamentals of on-the-water instruction. Candidates must successfully demonstrate superior presentation, teaching and powerboat operation skills in order to complete this course.*



# Example Budget

<u>Expenses</u>	<u>Quantity</u>	<u>Cost</u>	<u>Breakdown</u>
Certified Powerboat Instructor	1	\$500.00	
Student Packages (Books & Materials)*	10	\$300.00	10 @ \$30
Fuel	30	\$135.00	30 gal. @ \$4.50
Lunches (optional)	10	\$70.00	10 @ \$7
TOTAL		\$1,005.00	

<u>Revenue</u>	<u>Quantity</u>	<u>Fee</u>	<u>Gross Revenue</u>	<u>Net Income</u>
Student Registration Fees	10	\$200.00	\$2,000.00	\$995.00
	10	\$250.00	\$2,500.00	\$1,495.00
	10	\$300.00	\$3,000.00	\$1,995.00
Student Registration Fees w/Instructor on staff (no expense)	10	\$200.00	\$2,000.00	\$1,495.00

# Other Costs

- Powerboat Instructor Course Registration: **\$350** per person.
- Student Materials for Safe Powerboat Handling Courses: **\$30** per package or **\$27** bulk discount (21+).

# Making it Work for You

- The Safe Powerboat Handling is flexible and can be adjusted to suit your specific needs.
- Can be run as two consecutive 8 hour days
- Can be broken down into water and classroom components.
- Must achieve minimum 8 hours in the classroom.

# Marketing Your Courses

- Marketing support from US Powerboating
  - Digital, social, print.
- US Powerboating website and course calendar
- Brand guidelines and marketing toolkits
  - Customizable web-to-print promotional materials.
- Brand strength: credibility from USCG

# Additional Course Offerings

- Accelerated Safe Powerboat Handling
- Safety & Rescue Boat Handling
- Mark-Set Boat Handling



# Objectives Review

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Questions?



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