



## ABC- Just One More! "National Safe Boating Week?"

**Question:** National Safe Boating Week is a very important event. How can my flotilla support it?

**Answer:** Have you thought about offering a one-day America's Boating Course for the NSBW kick-off? Partnering with a local boat dealer may be the way to give your class extra coverage. Division 7, 11NR, heard about the Skier's Choice agreement and decided that even though they didn't have a participating dealer, they'd approach other local boat dealers and see if they could work the same agreement:

Skier's Choice recently signed an agreement with the Auxiliary and is including a coupon for a free ABC class with EVERY boat they ship out! The reimbursement to the flotillas is \$50.00. All the boat buyer has to do is come to a class, and all the flotilla needs to do is mail in the certificate. Dealers are being encouraged to partner with their local flotillas to sponsor classes at the dealership. Flotillas have been encouraged to take advantage of this positive partnership.

Even though the dealerships in this area of 11NR were not Skier's Choice brand boats, the flotilla took the idea to other dealers and told them what Skier's Choice had offered. One boat dealer replied that that was a great idea and offered to match the deal!

The result? The flotilla has a location for classes, the boaters will be able to purchase any equipment they may need, the dealer will pay for the classes for any person who buys a boat there, and the dealer even offered to buy lunch for the whole class!

If your flotilla doesn't have a Skier's Choice dealership in your area, try this flotilla's approach! It's likely that you'll find willing partners as you support National Safe Boating Week with ABC- Just One More!