



Annual Conference  
June 25-27, 2017

Hilton St. Petersburg Bayfront  
St. Petersburg, Florida

# Life Jacket Association Annual Conference

## 2017 Sponsors

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<b>Water Sports Industry Association</b> .....	Monday's Breakfast
<b>Underwriters Laboratories Standards</b> .....	Monday's AM Coffee Break
<b>The Coleman Company</b> .....	Monday's Lunch
<b>Leland Limited, Inc.</b> .....	Monday's PM Coffee Break
<b>iSi Components North America</b> .....	Monday's BBQ Cocktail Hour
<b>Halkey-Roberts Corp.</b> .....	Monday's BBQ Dinner
<b>ITW Nexus Global</b> .....	Tuesday's Breakfast
<b>Underwriters Laboratories</b> .....	Tuesday's AM Coffee Break
<b>Kent Sporting Goods Co., Inc.</b> .....	Speaker Assistance
<b>Takashina USA</b> .....	Speaker Assistance

**YOUR LOYAL SUPPORT IS APPRECIATED!**

**LJA Annual Conference**  
**June 25 - 27, 2017**  
**– Schedule of Events –**

**SUNDAY, June 25<sup>th</sup>**

- |  |  |
|--|--|
| 8:00 am – 5:00 pm<br><i>Demens</i>       | Life Jacket Association Executive Board Meeting                                      |
| 5:00 pm – 7:00 pm<br><i>Demens Lobby</i> | Registration Open  |
| 6:00 pm – 7:00 pm<br><i>Demens Lobby</i> | Opening Reception<br><i>Hosted by the Life Jacket Association Board of Directors</i> |

**MONDAY, June 26<sup>th</sup>**

*All sessions will take place in St. Petersburg I*

- |   |   |
|---|---|
| 7:30 am – 8:00 am<br><i>Demens Lobby</i>  | Breakfast<br><i>Sponsored by Water Sports Industry Association</i>  |
| 8:00 am – 8:30 am                         | <b>Welcome &amp; Opening Remarks</b><br><i>Wayne Walters, Life Jacket Association President</i>   |
| 8:30 am – 9:30 am                         | <b>Keynote Speaker – Perspectives on Boating Safety and Life Jacket Use</b><br><i>Dr. Daniel L. Maxim, President, Everest Consulting</i>              |
| 9:30 am – 10:00 am<br><i>Demens Lobby</i> | Coffee break<br><i>Sponsored by Underwriters Laboratories Standards</i>   |
| 10:00 am – 10:30 am                       | <b>One Industry One Voice</b><br><i>Wayne Walters, Life Jacket Association President</i>  |
| 10:30 am – 11:00 am                       | <b>Partner Update – National Association of State Boating Law Administrators (NASBLA)</b><br><i>John Fetterman, Deputy Executive Director, NASBLA</i> |

- 11:00 am – 11:45am      **Boat U.S. Foundation & Life Jacket Design Competition**  
*Chris Edmonston, President, BoatU.S. Foundation*
- 12:00 pm – 1:30 pm      **Networking lunch**  
*Harboview*  
*Sponsored by The Coleman Company*
- 1:30 pm – 2:30 pm      **Business Meeting**  
*St. Petersburg I*
- 2:30 pm – 3:00 pm      Coffee break  
*Sponsored by Leland Limited, Inc.*
- 3:00 pm – 3:30 pm      **Water Sports & Life Jackets**  
*Larry Meddock, Chairman, Water Sports Industry Association*
- 3:30 pm – 4:15 pm      **Marine Retailers Association of the Americas**  
*Matt Gruhn, President, MRAA*
- 4:15 pm – 4:30 pm      **Laboratory updates – Underwriters Laboratory**  
*Christopher James, Principal Engineer, UL*
- 4:30 pm – 4:45 pm      **Laboratory updates – FORCE Technology update (Test and Certification Body)**  
*Niels J. Sibbernsen, Certification Manager, FORCE*
- 4:45 pm – 5:00 pm      **Laboratory updates – IMANNA Laboratory**  
*Bob White, President, IMANNA*
- 6:00 pm – 8:00 pm      **Cocktail Hour**  
*Poolside*  
*Sponsored by iSi Components North America*
- BBQ Dinner**  
*Sponsored by Halkey-Roberts Corporation*

## **TUESDAY, June 27<sup>th</sup>**

*All sessions will take place in St. Petersburg I*

7:30 am – 8:00 am <i>St. Petersburg I</i>	<b>Breakfast</b> <i>Sponsored by ITW Nexus Global</i>
8:00 am – 8:45 am	<b>Standards Update</b> <i>Maria Iafono, Director, UL Standards-Canada &amp; STP 1123 Chair</i>
8:45 am – 9:30 am	<b>Life Jacket Sizing</b> <i>Susan Balistreri, Balistreri Consulting, Inc.</i>
9:30 am – 10:15 am	<b>Life Jacket Study for Boaters with Adaptive Needs</b> <i>Timothea Larr, U.S. Sailing</i>
10:15 am – 10:45 am	Coffee break <i>Sponsored by Underwriters Laboratories</i>
10:45 am – 11:15 am	<b>Partner Update – National Safe Boating Council</b> <i>Rachel Johnson, CAE, Executive Director, NSBC</i>
11:15 am – 12:00 pm	<b>Discover Boating and Insights Into Industry Trends</b> <i>Freya Olsen, Senior Program Manager, Discover Boating</i>
12:00 pm – 1:30 pm	Lunch (on your own)
1:30 pm – 2:15 pm	<b>An Update from the World of Paddlesports</b> <i>Chris Stec, COO, American Canoe Association</i>
2:15 pm – 2:45 pm	<b>Industry Numbers</b>
2:45 pm – 3:00 pm	<b>Closing Ceremonies</b>

**Life Jacket Association  
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# SPEAKER BIOGRAPHIES



**Susan Balistreri** has been a consultant to the PFD Industry since 1980 providing engineering, marketing, technical and business management services. She founded the National PFD Manufacturers Association in 1987.

As President of Balistreri Consulting, Inc., she has been an agenda speaker for the National Association of State Boating Law Administrators, the International Water and Boating Safety Summit, the National Boating Safety Advisory Council, and numerous other recreational boating safety organizations. She was the Principal investigator for the first ever PFD observational wear rate study conducted through NASBLA under a Wallop-Breaux grant from the United States Coast Guard in April, 1998.

One of Ms. Balistreri's more notable causes has been the advancement of the "Twelve and Under" initiative, a law which mandates the wearing of properly sized life vests on children age twelve years and under. Her statistical analysis of boating fatalities and the limitation of motor skills and conditioned responses of children facing imminent danger has often been the basis for such legislation. This analysis was used extensively for the National Transportation Safety Board's Report on Boating Safety, published in 1993.

Susan was appointed to the National Boating Safety Advisory Council by President Clinton, 1994 and re-appointed in 1997. She served as the Vice-Chairman of the PFD/LSI subcommittee from its inception to completion along with serving as the Chairman of Regulatory Review for Equipment statutes in 1997.



**Chris Edmonston** grew up just south of Annapolis and has been boating his whole life. Edmonston owned and operated just about every type of boat imaginable—his favorite boat is whichever boat can get him on the water. Edmonston has been at the BoatUS Foundation for 19 years, and has been in the marine industry for nearly 30 years. He loves boating so much that he doesn't think he has worked a day out of those 30 years.

At the Foundation, Edmonston works with the staff on any and all projects, and he works a great deal with external partners to promote safe and clean boating, and boating in general.



**Major John Fetterman** serves as the National Association of State Boating Law Administrators' (NASBLA) Deputy Executive Director. Fetterman was hired by NASBLA in January 2010 as the association's first Law Enforcement Director. In this capacity, Fetterman launched NASBLA's Boat Operations and Training (BOAT) Program and worked to integrate and coordinate law enforcement programs within NASBLA, improving the nonprofit organization's law enforcement program value to its members. Fetterman was promoted to Deputy Executive Director in 2014. Before joining the NASBLA staff, Fetterman worked for the Bureau of Marine Patrol for 32 years. He began his career with the Maine agency in 1977 as a field officer. Much of his career with the Marine Patrol was spent as chief pilot, flying some 12,000 hours in multiple aircraft. 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 he served as coastal boating law administrator for the state of Maine until December 2009. Major Fetterman was an active member in the Maine Emergency Management Agency's Emergency Response Team and the Sector Northern New England Coast Guard Executive Steering Committee. He served as project leader for Maine in drafting the "first in the nation" memorandum of agreement with the U.S. Coast Guard on enforcement of Safety and Security Zones.



**Matt Gruhn** joined the Marine Retailers Association of the Americas as President in October 2011, bringing with him a life-long devotion to boating and nearly 15 years of experience working in the trade. In 1998 Gruhn worked on the staff that launched Ehlert's Powersports Business, a trade publication serving the motorcycle and other powersports products market. In 2002 Gruhn began working on Boating Industry magazine when it was acquired by Ehlert/Affinity. Named Editor of Boating Industry in 2003, Associate Publisher in 2009 and Publisher and Editorial Director overseeing Affinity's trade group in 2010, Gruhn helped to launch Boating Industry's Top 100 Dealers Program.

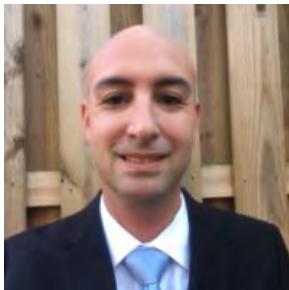
While with Boating Industry, Gruhn led the team that produced the MRAA's annual convention, the Marine Dealer Conference & Expo (MDCE). He led the renaming and reinvention of the MDCE and helped to lead the event to significant growth. Today, the Marine Dealer Conference & Expo attracts more than 1,100 industry members, more than 600 of which are dealers.



**Maria Iafano** is Director, Underwriters Laboratory Standards – Canada. She represents UL in Canada and manages UL’s standards development program for Canada. Ms. Iafano also serves as Chair of the Standards Technical Panel 1123, currently developing marine safety standards including PFDs, life jackets and immersion suites. She also participates in various national, regional and international standards development committees and policy forums.

Prior to joining UL, Ms. Iafano was Director of Legislative Policy & Government Affairs at the Electrical Safety Authority in Ontario. She served as Chair of the National Public Safety Advisory Committee.

Ms. Iafano has over 20 years’ experience in regulatory and public safety oversight working in various capacities within the provincial government, private industry and non-governmental organizations. Ms. Iafano holds an Honours BA in International Relations, a Master’s Degree in International Affairs, a Masters Certificate in Marketing Communications Leadership, and Executive training in Regulatory Impact Analysis and Regulatory Compliance from the Schulich School of Business, the Harvard Kennedy School and the Luiss School of Government.



**Christopher P. James** is the Principal Engineer at Underwriters Laboratory for the categories of Personal Flotation Devices, Immersion Suits, Personal Flotation Device Components, Protective Clothing and Equipment for Surface Water Operations, Internal Combustion Forklifts, Battery Powered Forklifts, Internal Combustion Powered Industrial Floor Cleaners, Battery Powered Industrial Floor Cleaners, Battery Operated Carts for Commercial Use, Marine Navigation Lights, Low Voltage Marine Lighting, Fire Apparatus (Fire Trucks), Rescue Tools, Panic Hardware, Scaffolding Equipment, Hoists, Emergency Eyewash Stations, SCBA and SCUBA Air Refill Stations. Through leadership, communication and technical competency, a few of his responsibilities are to drive global consistency, integrity and engineering quality in the development, maintenance and application of UL’s certification requirements and delivery of UL conformity assessment services. He currently serves on various UL Standard Technical Panels (STPs), NFPA Technical Committees, and ISO Subcommittees. He is the current US Technical Advisory Group (TAG) Vice Chair for ISO TC188/SC1, Small Craft.

He is an avid water sports enthusiasts and has been involved with water sports for over 30 years. During the warm months, he and his family spend the weekends on the lake waterskiing, wakeboarding, wakesurfing, wakeskating, SUP’ing and yes, he even jumps on towables when he wants to live on the wild side.



**Rachel Johnson, CAE**, is the Executive Director of the National Safe Boating Council (NSBC). She oversees the strategic direction and daily operations in support of the NSBC’s mission of Safer Boating through Education, Outreach, and Training. Rachel has been with the NSBC for nine years, previously as its Communications Director.

Rachel was recently appointed by the Department of Homeland Security to serve as a member of the National Boating Safety Advisory Council (NBSAC), has done extensive committee work with the National Association of State Boating Law Administrators (NASBLA) as Subcommittee Chair and Committee Member, and, most recently, her article on the importance of developing and implementing grassroots campaigns and their impact on positively changing people’s behaviors was published in the U.S. Coast Guard Proceedings magazine.

In 2013, Rachel received her Certified Association Executive (CAE) credential from the American Society of Association Executives (ASAE). Rachel was recently recognized with PR News’ People to Watch in PR Under 30 and the Association Forum and USAE’s “Forty Under 40,” recognizing 40 up-and-coming association or nonprofit professionals under the age of 40. Among other accolades, under her management, the NSBC’s “Ready, Set, Wear It!” Life Jacket World Record Day received ASAE’s 2013 prestigious Summit Award for making “America and the world a better place to live” and, in 2016 alone, the NSBC was recognized with eight national awards.



**Timothea Larr** has a B.S. degree in Naval Architecture from the University of Michigan and has worked for several firms in the design of sail and power recreational craft, including monohulls and catamarans. She is a member of US Sailing’s National Faculty and has been involved with its in-water studies of person-in-water (PIW) retrievals, and capsize and entrapment rescues. She is a board member of The Clagett and is responsible for oversight of the Life Jacket & Rescue Study for adaptive

boaters. Other activities include: Oversight Committee member of the National On-Water Standards Program (NOWS), Chair of SUNY Maritime College’s College Council, and Corporation member of Woods Hole Oceanographic Institution.



**Dr. Daniel L. Maxim** is President of Everest Consulting Associates in Princeton Junction, NJ. He has been involved in recreational boating safety issues for nearly 30 years. He is an active member of the Coast Guard Auxiliary, a member of NASBLA's ERAC Committee, and is Chair of the National Boating Safety Advisory Council.



**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 Skies 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 Larry was recruited to become the Director of Marketing for Correct Craft Boats in Florida. Larry became VP of Marketing and Special Events and had a successful career at Correct Craft for 26 years.

After Larry’s retirement in 2004, he became the Executive Director of the Water Sports Industry Association. During the next 11 years of his leadership in the WSIA he became a member of The National Boating Safety Advisory Council (NBSAC). He held that seat for 6 years. The WSIA formed the Water Sports Foundation in 2004, the 501(c)3 Educational Arm of the WSIA. The WSF has received five USCG Grants totaling around \$3 Million dollars to produce and promote a National Outreach program on recreational boating safety. Larry is also a member of UL’s STP committee on Life Jackets. The WSIA produces three trade shows per year, one in Orlando, Florida as part of Surf Expo, one in St. Petersburg, Florida called the Parasail Operators Symposium and one in the winter called The WSIA Summit. Larry enjoys building and flying RC airplanes and helicopters, playing tennis and riding his Harley in his off hours.



**Freya Olsen** began her career at the National Marine Manufacturers Association (NMMA) in 2004, joining the team of the newly developed Grow Boating Initiative. As Senior Program Manager, Freya oversees the Grow Boating funding models, which support the national Discover Boating campaign and also provides industry relations and support by educating industry stakeholders on the results and benefits of Discover Boating.

A life-long sailor and power boater, Freya comes from a family of sailors, including her grandfather who started Olsen Marine Products where he built the Annapolis 30, a mast-head sloop designed in 1960. She grew up on the west coast of Florida, spending countless hours sailing and boating on the Gulf of Mexico, while spending summers doing the same on a small lake in northern Michigan. Freya graduated from Lake Forest College in Lake Forest, Ill. in 2002 with a BS in Communications and was Captain of the LFC Sailing Team. Outside of work, Freya volunteers at Lurie Children’s Hospital where she has spent the last 14 years providing play-time support to terminally ill children and their families. She resides in Chicago a few blocks from Lake Michigan and tries to get out of the water as much as possible, whether powerboating with friends or being picked up as crew for local beer-can races and larger regattas.





**Niels J. Sibbersen** is a Certification Manager and head of department “Product Testing” at FORCE Technology/FORCE Certification A/S, Denmark. He received his Master of Science from Technical University of Denmark before becoming a project manager at FORCE Technology in 2004. During his career as a project manager he has been responsible for various material testing, product testing and type approval ranging from pacifiers for babies, gas and water pipes, fall arrest systems, high visibility clothing, marine life-saving equipment such as life jackets, immersion suits, positioning indicating lights to online gambling systems. Furthermore, he is a lead auditor within ISO 9001 as well as an inspector regarding production follow-up. In 2016 Niels was appointed head of department “Product Testing” and is now responsible for continuous existence and growth of the department. He currently resides in Birkerød, an outskirt to Copenhagen, Denmark with his life companion Camilla and their two boys Mads and Emil.



**Christopher Stec**, has been affiliated with paddlesports in a variety of ways. Prior to becoming the Chief Operating Officer of the American Canoe Association (ACA), Chris 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.

Chris has served on various committees for the National Safe Boating Council, the National Association of State Boating Law Administrators, and the Life Jacket Association. He is a former Board Member of the Professional Paddlesports Association and a current Board Member for the National Safe Boating Council and on the Board of Governors of the International Whitewater Hall of Fame. In addition, he was appointed to the U.S. Coast Guard’s National Boating Safety Advisory Council by former Department of Homeland Security, Secretary Napolitano. He is also a lifetime member of American Whitewater.

In addition to articles published in several magazines, including poetry, Chris has contributed to three books and multiple educational videos. An Eagle Scout, he was also one of the writers of the revised Boy Scouts of America Canoeing and Whitewater Merit Badge Pamphlets and spearheaded the development of the BSA’s Stand Up Paddleboarding Award. Chris lives in Fredericksburg, Va. with his wonderful wife and two children. When not in the office, he can be found on the water whether it’s kayak fishing, whitewater canoeing or surfing SUPs in the ocean.



**Bob White** is founder and Director of IMANNA Laboratory, Inc. White is pursuing a vision to establish a “One-Stop Marine Test Lab”, he has spent numerous hours developing the infrastructure to accomplish the task. He has brought IMANNA to a position of being a USCG Recognized Lab for the testing of life jackets and life jacket components. He is active in all facets of Marine safety and actively participates in many different marine associations and standards committees.

Bob’s 10-year experience in the Aerospace Industry established an experience and appreciation for Quality Assurance that he has introduced to the Marine Industry to give manufacturers top quality testing at economical pricing. He has positioned IMANNA Lab as a Premier Marine Certification Testing lab, recognized around the world for its capability and experience in certifying marine equipment for all international markets.

# Sponsors

*Your support makes all the difference.*

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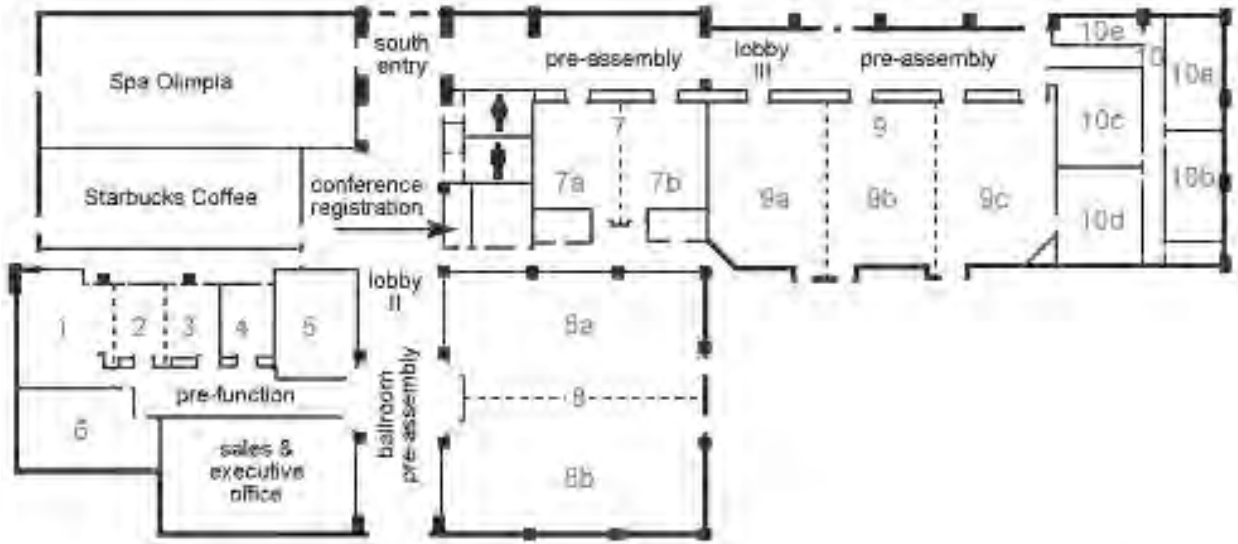
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# 2017 Annual Conference Hilton St. Petersburg Bayfront Floor Plan – First Floor



- 1 HARBORVIEW
- 2 PIER
- 3 SKYWAY
- 4 BOARDROOM
- 5 BAYBORO
- 6 PINELLAS ROOM

- 7 WILLIAMS & DEMENS
- 7a WILLIAMS
- 7b DEMENS
- 8 GRAND BAY BALLROOM
- 8a GRAND BAY SOUTH
- 8b GRAND BAY NORTH

- 9 ST. PETERSBURG BALLROOM
- 9a ST. PETERSBURG 1
- 9b ST. PETERSBURG 2
- 9c ST. PETERSBURG 3
- 10 HILTON TRAINING CENTER
- 10a HTC 1
- 10b HTC 2
- 10c HTC 3
- 10d HTC 4
- 10e HTC 5