



2011 – the year to put the FUN back into paddling FUNdamentals

As we look at the upcoming year, there are many things that are on the horizon (or just past that horizon line). The ACA is constantly working to develop opportunities for paddlers of all ages and ability levels to enjoy the rivers, lakes and streams. These efforts are focused on the 4 tenets of the organization: Education, Stewardship, Competition and Recreation.

I think it is time that we all use what we have developed over the past 130 years to get the word out that the main focus of the ACA is to ensure that paddlers have safe and FUN opportunities on the water. It really doesn't matter if the activity is a lazy paddle down the river, a marathon or slalom competition, a class IV whitewater run, or a day standing up (yes...standing up) while poling a canoe or paddling a stand-up paddleboard. What matters is that people are out on the water having fun and being safe.

Now there are some safety items that need to be considered while being on the water, but how the safety is presented can make a huge difference in how it is accepted and followed by the recipients. If all one hears from the "ACA" by an instructor, club or affiliate are the dangers of the sport and how to avoid them, then a great deal of folks will be turned off and could think one of two thoughts:

1. Wow...paddling is pretty scary. I think I'll do something else.
2. Hey the ACA is missing the mark. They sure don't seem to be connected to us (the paddlers).

When we are all putting together our plans to get out on the water and to share our passion with others, we need to emphasize the fun and excitement that brought us to this point. When I was young boy, the thoughts of going for a paddle with my family were not overrun with the dangers, but were about the cool things we would be able to do and see as we went down the river. Of course there were safety aspects covered, but the emphasis was on the experience and associated safety was just a part of what we did.

Later on, when working for a parks & rec agency – we had great success with paddling programs (both canoeing and kayaking). This success was due to the fact the general public perceived the activities as FUN, RELAXING, and safe. Even when the programs were multi-day trips on rivers that included some moving water, the sell was that of the



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experience. Safety was just part of the culture.

This year, we (all of us, from the member to the instructor to the national office) need to take a look at how we are promoting and presenting programs and the ACA to maximize the benefits of the experience and correlate the experience with all that the ACA does as an organization.

Looking back at our organizational tenets – let’s see them from an experiential point of view:

- Education – offer educational opportunities that emphasize the experience and incorporate the needed safety.
- Stewardship – highlight the great works that can be achieved through cooperative efforts. The ACA offers a great deal of support (and even grant money) to clubs and organizations to achieve success ([Club Fostered Stewardship Grant Program](#))
- Competition – this doesn’t always mean super high-level / elite competition. Get out there and have a blast while competing against your friends and fellow paddlers. There are great opportunities at recreational, intermediate and elite levels in a variety of disciplines. It doesn’t always matter who the Champion is, but it sure is fun to be part of the mix.
- Recreation – This is what the ACA is truly all about...getting people out on the water to recreate! Yes we offer classes, river clean-ups and competitions, but the end goal is to get people on the water, having fun and enjoying the resources.

My personal goal is to work on getting the ACA image to get back to incorporating the FUN aspects of paddling. They have always been there, but I think they need to be back at the forefront.

On Facebook there is a page called [Do One Thing for Paddling](#). A lot of folks have “liked” the page and have put down things they will do in 2011. I challenge all of you to do one (or more) things for paddling in 2011, BUT make sure that everything you do involves FUN and share this enjoyment with others. Together we can show that the efforts being put forth by all of us as members of the ACA indicate the true work that the organization supports and stands for, and has for over 130 years.

Your friend on the Water,
Jeremy Oyen

National Safe Boating Week – May 21-27, 2011

Start your planning now to help celebrate and promote National Safe Boating Week. We (the ACA) are looking to highlight Club and Organization events on the ACA Event Calendar that will be held during National Safe Boating Week.

If you have an event planned (not just a class, but an open to the public event) please send information to sei@americancanoe.org with the subject line of National Safe Boating Week.

Events will be promoted through the ACA website, Quarterly Newsletter and of course the SEI Focus.

Video resources for your training and insight

Don’t forget about all the great video resources available on the ACA website. These are very useful for general information and education.

Trainers – these are great resources that you can use to prepare your students prior to course attendance.

www.americancanoe.org/resources

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Recommended Minimum Timeframes for Instructor Certification Courses

The table below indicates the recommended minimum time frames associated with the different instructor certification courses at the different levels and associated disciplines.

NOTE: The timeframes are listed as "days", 1 day = 8 hours of instruction.

	Canoe		Kayak			Safety & Rescue	Raft	SUP
	River	Touring	Coastal	River	Surf			
Level 1	2 days (1/1)	2 days (1/1)	2 days (1/1)	2 days (1/1)	n/a	n/a	n/a	2 days (1/1)
Level 2	3 days (2/1)	3 days (2/1)	3 days (2/1)	3 days (2/1)	3 days (2/1)	3 days (2/1)	n/a	3 days (2/1)
Level 3	4 days (3/1)	4 days (3/1)	5 days (3/2)	4 days (3/1)	4 days (3/1)	3 days (2/1)	4 days (3/1)	n/a
Level 4	5 days (3/2)	5 days (3/2)	6 days (4/2)	5 days (3/2)	5 days (3/2)	5 days (3/2)	5 days (3/2)	n/a
Level 5	2 days ICE only	2 days ICE only	2 days ICE only	2 days ICE only	2 days ICE only	5.5 days (3/2.5)	n/a	n/a

To understand the information in this table, use the following example:

Level 2 River Canoeing - 3 days (2/1)

2 days = the recommended timeframe for a combined IDW and ICE

(2/1) = 2 indicates the # of days for a standalone IDW / 1 indicates the # of days for a standalone ICE

Instructor Updates - If you are looking to offer a standalone Instructor Update, a good rule of thumb would be that the course should cover approximately the same amount of time as an ICE. This would allow the Trainer time to adequately cover all the new policies, procedures, new curriculum aspects and still have time to spend on the water.

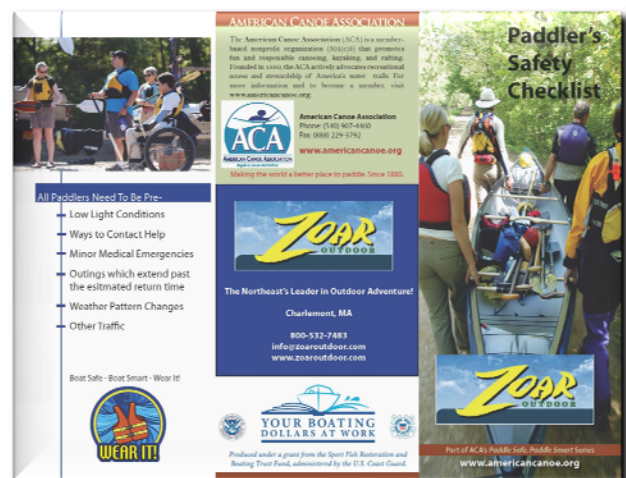
Customized Web Resources

In an effort to help provide you with resources for your courses, club events and websites, the SEI Department is offering you an opportunity to get a customized version of the following brochures highlighting your Club / Organization.

- Wear It! Life Jackets Matter
- Paddler's Safety Checklist
- Cold Water Survival
- River Paddler's Guide to Rescue
- Best Practices for Paddlers
- Rules of the Road – What Paddlers Need to Know
-

The cost for this is FREE to all ACA member clubs, organizations and instructors.

How does this work? You simply contact sei@americancanoe.org to let us know which brochure(s) you are interested in. Attach a high-res logo for your club / organization along with contact information and we will do the rest and then send you the digital PDF version of the brochures for you to use.



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BoatUS Foundation Grassroots Grants Program

April 1 Deadline to Apply; Public to Vote on Proposed Projects

ANNAPOLIS, Md., January 12, 2011 -- The BoatUS Foundation's Grassroots Grants Program which provides funding for local projects that educate boaters on boating safety and clean boating topics kicks off today with some changes designed to identify new, innovative grant proposals. The program also now gives the public a vote in who receives funding.

"After more than 20 years and providing over \$1 million in funding, we're making significant changes to find the most creative project ideas and to make our grant program more interactive for applicants and the boating public," said Program Manager Alanna Keating. "We hope our new approach will give us a chance to see what new types of ideas organizations have to reach boaters and what boaters think of these ideas."

Traditional boating organizations as well as local groups, clubs, school and college nonprofit organizations are eligible for grants for up to \$4,000. The application deadline is April 1. Interested groups may apply at BoatUS.com/Foundation/Grants and a total of \$50,000 is available for the 2011 Grassroots Grant cycle.

New to the grant program this year, applicants are encouraged to upload photos and videos showcasing their proposed project ideas or anything else that will convey their vision. Once the grant applications are received in early April, the Foundation will post the most creative applications online where the public will vote to decide which projects receive funding later this spring.

Groups interested in applying for one or more grants may go to BoatUS.com/Foundation/Grants to view photos of previous grant projects, review official guidelines and learn more about the program. You can follow the Foundation on Facebook - Facebook.com/BoatUSFoundation to be notified when voting begins.

ACA Instructor ProDeals

As you gear up for the 2011 Season, don't forget about all the great ProDeals you have available to you if you are a currently certified ACA Instructor.

To find out what companies are participating, go to the [ACA Instructor ProDeal Page](#).

ACA Instructors – First Aid & CPR certification requirement reminder:

On June 14, 2009, the ACA Board of Directors approved a motion pertaining to requiring First Aid and CPR for all ACA Instructors, Instructor Trainers, and Instructor Trainer Educators.

We have provided the overview document detailing the process:

- [First Aid & CPR Requirement Overview Document](#)
- Please review the [SEIC Policy Manual](#) at your earliest convenience.

As of 1/1/2011, all ACA Instructors, Instructor Trainers, and Instructor Trainer Educators are required to have and maintain First Aid and age appropriate CPR appropriate for the teaching venue.

Note: you do NOT need to send in verification of your First Aid & CPR certification, UNLESS you are requesting ACA Instructor Insurance. Starting 01/01/2011 a copy of current First Aid and CPR certification will be part of the Insurance Request procedure.

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Stand Up Paddleboarding is now an ACA Instructional Discipline

With unanimous support of the SEIC and ACA Board of Directors, the ACA Stand Up Paddleboarding (SUP) curriculum was approved and unveiled at the National Paddlesports Conference.

From its historic beginnings off the coasts of Hawaii, Stand Up Paddleboarding (SUP) has developed into one of the fastest growing paddlesports activities over the past few years. The ACA has seen this growth and to help continue the excitement and to ensure that you can participate in SUP easily and safely, a new discipline and curriculum has been created to offer SUP instruction, skills certification and instructor credentialing.



Photo by Jimmy Blakeney



Photo courtesy of CCPRC

As of 11/2010, the initial components of the SUP curriculum have been completed (see the information below). To kick-off the 2011 paddling season, the first official ACA SUP programs will be offered in conjunction with the [East Coast Canoe and Kayak Festival](#) in Charleston, SC.

Currently Scheduled SUP Instructor Courses are:

04/18/2011	Level 2: Essentials of Stand Up Paddleboarding (SUP) - Instructor Certification Workshop (IDW & ICE)	Charleston, SC
05/20/2011	Level 2: Essentials of Stand Up Paddleboarding (SUP) - Instructor Certification Workshop (ICW)	Fredericksburg, VA
08/19/2011	Level 2: Essentials of SUP Instructor Certification Workshop (IDW & ICE)	Charleston, SC
10/01/2011	Level 1: Introduction to Stand Up Paddleboarding (SUP) - Instructor Certification Workshop	Louisville, KY
10/01/2011	Level 2: Essentials of Stand Up Paddleboarding (SUP) - Instructor Certification Workshop	Louisville, KY

For more info, visit www.americancanoe.org/sup

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2011 EXCURSIONS

That's right, join the ACA on one of OUR **'Member's Only'** backcountry paddling excursions

- **Sea Kayaking - Bahamas**

Paddle the beautiful Southern Exuma Cays, the most beautiful place on earth, on our kayak adventure! Seven mile paddle days between secluded beaches await adventurers and relaxers alike. Snorkeling, shelling, fishing, and bird watching are just some of the daily activities that await you on the adventure you'll remember forever. This excursion is a guided island to island sea kayaking adventure in the Exuma Cays. First and last nights' lodging, dinner the night before and all meals and beverages while camping are included, as well as boats, camping and snorkeling gear, round trip airport transfers and internal transportation, and services of O.I.E staff.

Dates: June 11-18, 2011

Cost: \$1,395.00 per person

Registration: Contact [Out Island Explorers \(goexuma@outislandexplorers.com\)](mailto:goexuma@outislandexplorers.com) / 256-365-5686



- **Wilderness Canoeing - Grand Ronde, Oregon & Washington**

One of Slickrock Expeditions favorite western canoe trips, this is a 100-mile excursion down the fast-flowing Wallowa-Grande Ronde River as it winds through the remote Blue Mountains of Oregon and Washington. *Western Whitewater* describes the Grande Ronde as "one of the most scenic river trips in the Pacific Northwest." And *Oregon River Tours* says, "There are few river trips in Oregon that can surpass the Grande Ronde as a wilderness experience." The Wallowa-Grande Ronde flows north out of Oregon's Elkhorn and Wallowa Mountains ("the Oregon Alps"), in the northeastern



corner of the state, enters Washington, then curves east and joins the Snake River, at Heller's Bar, on the Idaho border. The Grande Ronde's water is clear and fast, with a whitewater rating of Class II-II+. While paddling and camping through beautiful western canyons up to 3000' deep, we'll see the landscape various dramatically from lush green forests to treeless rimrock. On past trips we have seen deer, elk, bear, bighorn sheep, moose, coyotes, river otters, and eagles. We'll canoe the river for 5 days, coming out at Heller's Bar, then settle in for a comfortable night and breakfast at the Reflections Inn B&B, along the Clearwater River, in Idaho. As a "paddling extra," on the last day we'll canoe a beautiful Class II stretch of the South Fork of the Clearwater, then drive to

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SEI Focus

Boise along the scenic Salmon and Payette Rivers. Trip starts and ends in Boise. Cost includes transportation from Boise, boats and all paddling gear, all camping equipment, food, shuttling, and the final night and breakfast at the Reflections Inn. Sign up and bring your clothing; everything else will be ready to go when you arrive!

Dates: July 3-10, 2011

Cost: \$1,675.00 per person

Registration: Contact Slickrock Expeditions (Slickrock@dnet.net/828-293-3999)

- **Canoe, Kayak or Raft - Main
Salmon River, Idaho**

Experience the ever changing Salmon River with heart pounding white water, wild waves and deep holes. These roller coaster rapids are great rides, with thrills and excitement to get your adrenaline going. Relax in the calm water between the rapids. Catch your breath, enjoy the scenery from steep granite cliffs to grassy meadows. Join in family fun activities, hot springs, water fights and volleyball on the beach. Enjoy a pampered existence with attention to detail, gourmet cuisine, calm deep pools for relaxation, swimming or fishing. Surround yourself with the beauty of wilderness mountains and a canyon deeper than the Grand Canyon. Camp on white sandy beaches sheltered by giant ponderosa pines. Be dazzled by a star filled sky.



Dates: August 13-17, 2011

Cost: \$1,477.00 per person

Registration: Contact [Action Whitewater Adventures](mailto:guideinfo@riverguide.com) (guideinfo@riverguide.com / 800-453-1482)

In cooperation with the host organization, you will be able to paddle with representatives from the ACA National Office, creating a better connection with those working daily on your behalf. In addition, a percentage of each registration fee goes directly to support the on-going efforts of the ACA on behalf of all paddlers to fulfill our mission of Education, Stewardship, Recreation & Competition. [Read more...](#)

SEI Job Board



WHITEWATER KAYAK AND CANOE INSTRUCTORS NEEDED FOR THE 2011 SEASON.

Zoar Outdoor is looking for enthusiastic individuals who enjoy teaching paddle sports and have excellent customer service skills. Positions are available for both full and part-time instructors. Our season runs from April through October with the bulk of the work occurring during June,

July and August. All Instructors must have current ACA whitewater certification as well as valid CPR and Standard First Aid certification and a good driving record. Previous teaching experience a plus. Applicants must be at least 18 years of age. Application deadline: March 15th. For more information go to <http://www.zoaroutdoor.com/jobs.htm>

If you have any questions, please feel free to call 800-532-7483 or email janet@zoaroutdoor.com.



Big City Mountaineers is looking for Instructors for canoeing expeditions this summer. The mission of [Big City Mountaineers](#) is "enhancing the lives of under-resourced urban teens through transformative outdoor experiences." As a BCM Instructor, you will be responsible for leading a single gender group of 5 teens, a staff member from a partnering youth development organization and 2-3 volunteers on a weeklong wilderness expedition, with a unique 1:1 ratio between youth and adults. This is likely the first backcountry experience for the teens and youth agency representative, and while BCM volunteers often have previous backcountry and/or youth experience, it is not a requirement.

Qualifications:

- At least 23 years old
- Valid driver's license
- Pass background and MVR check
- Current CPR plus WFR or WEMT
- Minimum of 6 weeks (42 days) of documented multi-day, wilderness-based outdoor leadership experience
- Priority given to Instructors willing and able to instruct two or more summer expeditions
- Two professional letters of recommendation including skills evaluation checklist
- Documented experience in at least one of the following youth development areas:
 - Experiential education and facilitation
 - Mentoring with teen-aged youth (prefer experience with urban, at-risk adolescents)
 - Teaching (prefer experience with teen-aged adolescents)
- Documented experience in the following outdoor program areas:
 - Backcountry travel, navigation, and camping skills and LNT
 - Group management
 - Risk management
 - Lake hazard evaluation, flat water paddling and portaging skills, T and self rescue, convoy travel
- Prior BWCA paddling experience (prefer three or more multi-day trips)

For more information or to request an application, please contact BCM Staffing Manager, Amy Blum at amy@bigcitymountaineers.org or at 510-558-2795.

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