



SEI Focus

A Newsletter highlighting Safety Education & Instruction for ACA Instructors, Clubs & Affiliates

December 2011

Sale Items in ACA eStore!



Just in time for the holidays...

- Certain books as low as \$2.50 (*while supplies last!*)
- DVDs and clothing on sale

Consider ordering in bulk at these reduced prices for your 2012 Courses.

Sale ends Friday December 16, 2012. Visit the [eStore](#) now while supplies last!

By the way, have you posted your 2012 courses, events and festivals to the [ACA Calendar](#) - it's free, online, and quick.



The ACA is on Google+

Google+ has opened up its doors to businesses and organizations to offer Google+ Pages. The ACA knows social networking is an important part of how paddlers connect with one another and we want to help grow that ability for paddlers everywhere; we want to help you stay apprised of ACA news and happenings.

This is why we have created an [ACA Google+ Page](#). Make sure to +1 our page and add the ACA to your Google+ Circles. You can help the ACA promote paddlesports by sharing the ACA Google+ Page and specific posts that are relevant to you with your Google+ Circles and friends. We have a link on the [ACA website](#) that takes you directly to the ACA Google+ Page.

Public Policy Updates!

The ACA has a longstanding tradition of public policy involvement and influence. Recently we have created a new tab on the ACA website just for [Public Policy](#) to help highlight the work the ACA is doing in that area. Now the stewardship tab will focus on just that, [Stewardship](#).

The Public Policy tab will focus on all relevant and pertinent policy issues in which the ACA is currently involved. The ACA is eager to hear your feedback on Paddlesports Public Policy Issues, please take a minute to complete this [survey](#).



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River Hydrology Designs – Hydrology Tank

Four years ago, Adam Willard became an ACA Swiftwater Rescue Instructor, Whitewater Kayak and Canoe Instructor and member of Arkansas Canoe Association. Adam is also the owner of River Hydrology Designs.



Three years ago at the Arkansas Canoe Club paddling clinic on the Mulberry River in Arkansas, they experienced a flash flood. The clinic was cancelled and they had over 100 participants losing a day on the river. That prompted Adam's thoughts of different ways he could teach without actually being on the water. The teaching and incident prevention possibilities could be endless if he just had a portable river.

River Hydrology Designs now has a portable river tank- and with this an instructor can create any river feature and hazard. Adam and River Hydrology Designs have demonstrated their Hydrology Tank for Nantahala Outdoor Center, Ouachita Outdoor Outfitters, Arkansas Canoe Club, Ozark Society, Army Corps of Engineers, Illinois River Watershed, Bossier City Fire and Rescue Team, and numerous local schools and paddling events.



For more information you can find [River Hydrology Designs](#) on Facebook.

"In thirty years of being an active ACA Whitewater Canoe Instructor Trainer, I have found hydrology to be a very challenging topic in the classroom setting. The hydro tank is this topic's ultimate teaching tool. The ability to actually demonstrate the hydrologic principles, including the creation of water features and water hazards is huge. This innovation allows students to experiment with different configurations and observe the formation of water features and hazards like strainers, re-circulating hydraulics, river bends, and undercuts. The possibilities are unlimited!"

Sam Fowlkes

"I would like to express our support of River Hydrology Designs/ Adam Willard and their excellent new product, the Hydrology tank. This remarkable piece of equipment allows for enhanced teaching opportunities in any environment, inside or out, where it is necessary to introduce people to the way a river 'works'."

Tom Burroughs

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Instructor Trainer Update Workshop

Since the first National Paddlesports Conference in 2008, Instructor Trainers (ITs) and Instructor Trainer Educators (ITEs) have gathered for IT specific Updates. In addition to sessions provided by the SEI Department, this collegial sharing amongst ITs has proven to be extremely valuable.

At previous conferences, specific sessions have included tips and tricks, risk management programs, and on water and classroom components. Mr. & Mrs. Potato Head have even made an appearance! In addition, ITs have received free swag (aka Inflatable BeltPack PFDs from MTI Adventurewear).



Taking feedback from the past several years, 2012's IT Update session will be significantly enhanced:

- Entire 1/2 day Instructor Trainer Session on Friday afternoon
- Unique Tips & Tricks from multiple ITEs
- Collegial Sharing Opportunities
- Co-teach an Instructor Update on Saturday with an IT you've never worked with before
- The latest from the SEI Department and the SEIC
- All the other benefits associated with attending the National Paddlesports Conference

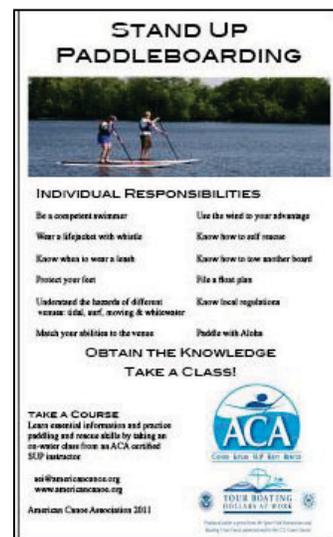
Online registration will be available in the spring of 2012, so mark November 2-4 on your calendar. See you in sunny...warm...Charleston!

Free Items in ACA eStore!

The [ACA eStore](#) now has free educational resources for your paddlesports program. The eStore now has waterproof ACA Placards for [SUP](#), [Canoeing](#), [Kayak Touring](#) and the [Paddler's Safety Checklist](#) for your program or business.

The ACA Placards are great to give to new paddlers wanting to know more about paddlesports, and this resource is waterproof. You can affix these to your boats, or put inside a lifejacket pocket allowing your participants to have the knowledge out on the water with them.

The items are a free resource for you, all you pay is shipping and handling. The placards come in packs of 100.



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ACA Integrated Media Recap for 2011

There have been many changes to the ACA in 2011, and a large portion of those have occurred online. The new [ACA website](#) has been around since April and serves as the focal point and gateway to everything ACA that exists online. In an effort to continue to expand how members can use the website, the [ACA Paddlesports Event Calendar](#) now has an RSS feed link that can be used in many RSS feed applications and tools (e.g. *Google Reader* or *Feedreader*).

The feed exists on the Paddlesports Event Calendar and on all categories' filters. Just select the category you want to view or follow from the drop down box and the RSS feed link will be in the top right hand corner of each.

Paddlesports Event Calendars

All Categories [dropdown] [Upcoming] [Past] [Month View] [RSS]



The ACA has an active social network presence and seeks to use these networks to help keep its members up to date on all things ACA and paddlesports. We also encourage members to use the ACA social networks to interact with one another and the broader paddlesports public. The ACA has [Facebook](#) and [Google+](#) pages; you can also follow the ACA on [Twitter](#). If you have not done so, Like us on Facebook or add the ACA to your circles on Google+.



If you have not checked out the [ACA Water Blog](#), please visit it to learn more about everything happening at the ACA. The Water Blog features posts from all departments and aspects of the ACA, and is a great way to keep up with bigger issues and more long term news from the ACA. Be sure to follow or subscribe to the blog with whichever blog / RSS feed application or tool you might use. You can also +1 the ACA Water Blog if you are on Google+.

The ACA also has a YouTube Channel; the videos on the channel are by the ACA as well as members. You can view the [ACA YouTube Channel](#) and subscribe to stay up to date. Videos on the channel include those mentioned below in addition to videos from the Paddle Safe, Paddle Smart Series and many more, from members just like you!



The ACA also sponsors the [Journal of Paddlesports Education](#). This is an online tool for ACA instructors, trainers and educators to share their vast wealth of knowledge and experience in paddlesports education and for all instructors to exchange ideas on the wide array of topics that influence teaching in our sports. Join us in [submitting your own ideas](#).

The ACA now has custom QR Codes, by now you have probably seen the QR Code that is black and white and takes you to our mobile website or full website, depending on the phone you use to scan the code. We now have a color QR Code that launches your phone's Facebook App and takes you to the ACA Facebook Page-right on your phone.



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New Videos on ACA YouTube Channel

The ACA is always seeking to promote paddlesports in new ways; to help further this mission, we have created videos that help explain more about the ACA. We have added new videos to the [ACA YouTube Channel](#) that include:

- “What is the ACA?”
- Education
- Recreation
- Competition
- Stewardship
- Adaptive Paddling

You can find all the videos on the ACA YouTube Channel. We encourage all members to check these videos out, and use them to help show your fellow paddlers, friends and family who and what the ACA is and what the ACA does. Help promote the ACA and paddlesports by using these videos in you club meeting, instructional courses, and on your websites and Facebook pages. We hope to continue to grow our video offering for our membership, so make sure to subscribe to the ACA YouTube Channel to stay up to date with new developments.

ACA Instructor Audit Information

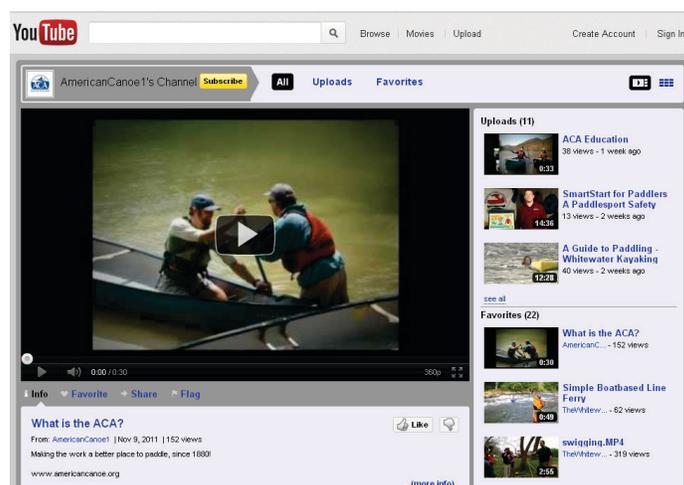
Calling all Instructor Trainer Educators, Instructor Trainers, and Instructors! If your current certification is set to expire this year- you might want to ensure that you have met the re-certification requirements!

If you do not foresee that you will be able to complete the recertification requirements by your expiration date, please consider completing an [extension form](#)- the SEI Department will grant extensions on a case by case basis. Extensions allow an additional year to complete the recertification requirements.

If you do not meet the recertification requirements, you will be sent a notification of your pending certification status and certification expiration date of 12/31/2011.

If you have taught courses and/or participated in an update: make sure it has been properly reported!

Also, if you have changed your email address, mailing address, or phone number, please let us know so that your certification cards and information get to you!



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HTML5 Help Needed!

Do you have skills in computer programming? Would you be willing to donate a few hours to help the ACA? We're looking for help creating a website tutorial video. If you're interested, please email tknight@americancanoe.org

Important Dates – For more events & courses visit the [ACA Event Calendar!](#)

2012

February 1 – SEIC Policy Revision 11.1.2011 goes into effect

March 3 – ACA West Coast Membership Meeting (San Diego, CA)

March 4 – ACA SUP Summit (San Diego, CA)

March 9 – [SEIC Meeting](#) (Fredericksburg, VA)

March 31 – April 1 – [ACA Collegiate Race Series National Championship](#) (Tuckaseegee River, NC)

November 2-4 – [National Paddlesports Conference](#) (Charleston, SC)

The SEI Department would like to wish you a happy and safe holiday season!



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Paddle Safe & Paddle Often!



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