

# JPE

OCTOBER 2014

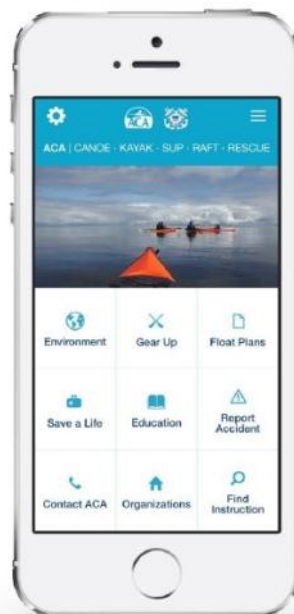
JOURNAL OF PADDLESPORTS EDUCATION  
FOLLOW US TO THE PUT-IN

**MARVINE COLE**

**KOKATAT INSTRUCTOR OF THE MONTH**

- >> PADDLE READY APP!
- >> NEW SUP PSA VIDEO
- >> PAC RENEWALS—NOVEMBER

Introducing a brand new app just for paddlers!



Free on the App Store and Google Play



# JPE

*October 2014*



## ***Features***

- 4 Paddle Ready App**
- 5 SUP PSA—Leashes & Lifejackets**
- 6 Instructor of the Month—Marvine Cole**
- 9 Facts about your ACA Office Staff**
- 10 Upcoming ACA Conferences**
- 18 Subaru VIP Program**

## ***Resources***

- 16-17 Prodeals for Instructors**
  - Astral**
  - Hobie Sunglasses**
  - Promotive.com**



A photograph of a person in a yellow kayak on a body of water with white foam. The kayak is yellow with a red stripe. The water is blue with white foam. The person is wearing a black wetsuit.

# ***Departments***

## **Membership**

**14 Database Updates**

**[PAC Renewals](#) this Month!**

## **Stewardship**

**11 ACA Watertrail Directory**

**15 Werner Healthy Waters Program**

## **Education**

**7 Adaptive Paddling Summit**

**12 SUP Yoga**

**13 PFD Type Changes**

**19 Fresh Paddling Safety Videos**

Photo: Bryan Mangum



## Paddle Ready

Introducing a  
brand new  
app just  
for paddlers!

Free on the App Store  
and Google Play



Produced by deeded

**Paddle Ready** is a new app designed for paddlers who want to maximize their fun and safety on the water. **FREE on the App Store and Google Play**, Paddle Ready allows you to:

- Complete a float plan and email it to your friends.
- Find an ACA Instructor or Course near you.
- Get real-time environmental coverage plus weather conditions for various paddling environments, and save your favorite paddling routes for quick reference.
- Search for Boating Organizations and Offices by state.
- Have Paddle Safety Checklists for various paddling environments at your fingertips.
- Use the Safety and Rescue How-to Videos to keep your knowledge current.
- And more!

Visit [www.americancanoe.org/PaddleReady](http://www.americancanoe.org/PaddleReady) to learn more and download the app today!



[Become a Subaru VIP](#)

October 2014

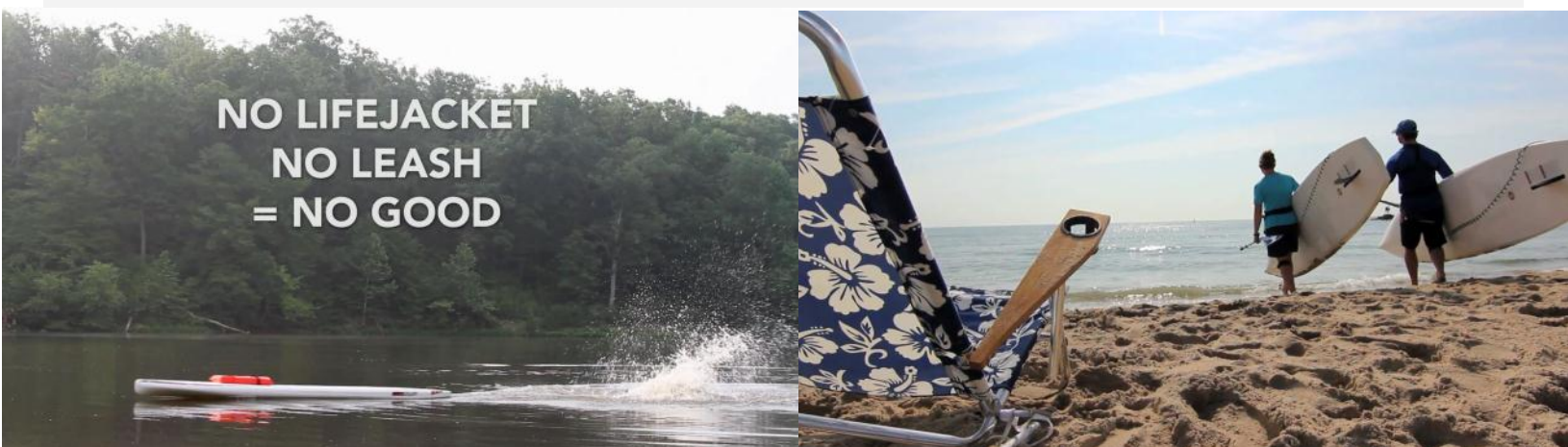


# SUP: Leashes & Lifejackets



The ACA's new PSA, SUP: Leashes & Lifejackets, makes it clear to standup paddleboarders what types of leashes and lifejackets are appropriate for different water venues. The video is intended to educate all those new to stand-up paddleboarding (SUP), as well as those who have experience with the sport but are unaware of leash and lifejacket best practices. Some of the rules and recommendations regarding these pieces of equipment may surprise you.

Please visit the ACA's [YouTube channel](#) to watch the video.





# Marvine Cole

October 2014 Kokatat Instructor of the Month

*“Canoeing is like coming home.”*



Marvine was first introduced to canoeing at Girl Scout camp in Alabama; she was instantly captivated by swamping an aluminum canoe, getting back in, and hand paddling back to shore. Her introduction to whitewater came in high school on the Potomac River in Maryland, when she and her three sisters took American Red Cross paddling classes from Tom Shean. She paddled only occasionally after that experience, but took up whitewater canoeing in 1997 after failed attempts to get comfortable in a kayak. For her, getting back in the canoe felt like coming home. Two years later, she became an ACA certified whitewater canoe instructor, and later certified as a Level 5 Advanced Whitewater Solo Canoe instructor (one of the only two female L5 Advanced Whitewater Canoe instructors in the country!).



A former president of the Georgia Canoeing Association (an ACA PAC), Marvine now teaches for the club. “I love teaching. By sharing my knowledge, skills and enthusiasm, I hope to give my students that sense of adventure and wonder that I feel when I’m on the river.”

Despite her love of whitewater paddling, Marvine has paddled her share of flatwater. She and her sisters raced four times in the

Texas Water Safari, a 260-mile day and night race from San Marcos to the coast. “I love the calming rhythm of flatwater paddling. And I love a challenge, whether it’s a tough rapid or a long and arduous race.”



# Adaptive Paddling Summit

Sept 15-17, 2014

Grand Rapids, Michigan



The inaugural Adaptive Paddling Summit will bring together industry leaders in a collaborative environment to learn from each other, refine best practices, and celebrate the latest innovations in the field of adaptive paddling.

Whether you are a paddlesport professional looking to expand your working knowledge of adaptive paddling, or a recreational paddler looking for inspiration and camaraderie, the 2014 ACA Adaptive Paddling Summit will reinforce the bonds of an energetic, friendly, and inclusive paddling community.

[www.americancanoe.org/adaptivesummit](http://www.americancanoe.org/adaptivesummit)



The inaugural ACA Adaptive Paddling Summit was a huge success! In addition to the ACA annual meeting and awards ceremony, attendees had the opportunity to speak with adaptive sports industry leaders, and try the latest & greatest products on the market for adaptive paddling. To find out more about the ACA's adaptive program, please click [here](#).



[Become a Subaru VIP](#)

October 2014





**YOLO\***

**#YOU ONLY LIVE ONCE**

**#WEARIT  
& LIVE LONG**

**ACA | Canoe - Kayak - SUP - Raft - Rescue**

**Submit  
An article**

**Want to submit an article and be featured in the ACA Journal of Paddlesport Education?**

**Learn more at: [www.americancanoe.org/JPE](http://www.americancanoe.org/JPE)**

**Submit articles to [www.americancanoe.org/JPE/submission](http://www.americancanoe.org/JPE/submission)**



**SUBARU**

[Become a Subaru VIP](#)

October 2014

8





# QUICK FACTS

## About your ACA Office Staff

**Wade Blackwood** Executive Director

Writes Poetry

**Chris Stec** Chief Operating Officer

**Amy Ellis** Membership Coordinator

**Candy Patten** Insurance Coordinator

**Catharine Lloyd** Communications Coordinator

**Kelsey Bracewell** SEI Coordinator

**Zane Havens** Stewardship Coordinator

**Cireena Katto** Office Manager

**Hillary Chesson** Membership Coordinator

**T.J. Turner** Education & Outreach Coordinator

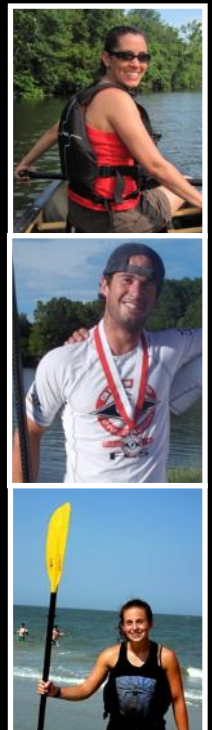
**Joe Moore** Education & Outreach Coordinator

**Dave Burden** International Paddlesport Ambassador

Award winning  
artist

Competitive  
synchronized  
swimmer

Has been to 31  
countries and all  
50 states



**Did you know?** The ACA Office is dog friendly!

Can you guess how many canine companions spend their days working beside the ACA staff?

We'll tell you the answer in the November JPE!





CANOE · KAYAK · SUP · RAFT · RESCUE

# INSTRUCTOR TRAINER CONFERENCE

HOSTED BY:



## CHARLESTON, SC • OCTOBER 23-25, 2015

[www.americancanoe.org](http://www.americancanoe.org)



OCTOBER 9-11, 2015

## Swiftwater Rescue Conference

Western North Carolina

[WWW.AMERICANCANOE.ORG/SWR\\_CONFERENCE](http://WWW.AMERICANCANOE.ORG/SWR_CONFERENCE)



CANOE · KAYAK · SUP · RAFT · RESCUE

**LANDMARK LEARNING**  
Learning Specialists for the Outdoor Community.

**Dillsboro  
River  
Company**





# Explore & Add ACA Recommended Water Trails



*Bahia de los Angeles, Mexico*

The ACA has a new [Water Trail Directory](#) making it easier for paddlers and Water Trail Managers to create and find recreational waterways. The ACA Recommended Water Trail directory is now available to the public, featuring water trails from across the United States. Use this resource to obtain more information about the trails in your state, or in the state where you are planning your next paddling trip!

The value of this directory goes beyond simply offering a comprehensive listing. The ACA uses this tool to assist groups in establishing their own water trails, helping to not only increase waterway access, but to protect important environmental resources.

Do you have a water trail in your community? [Add a Water Trail](#) and become a Water Trail Manager to establish and promote your ACA Recommended Water Trail through our online directory.





# SUP YOGA



Throughout 2013 and 2014, the ACA SUP Yoga Advisory Workgroup, a volunteer sub-committee of the ACA's SUP Discipline Committee, worked on developing a SUP Yoga program that would be nationally recognized. The curriculum was finalized at a two day workshop in Maitland, FL, then vetted by the ACA's Safety Education & Instruction Council, the SUP Discipline Committee, and ultimately was approved by the Board of Directors.

The SUP Yoga Skills Course is designed to introduce/expose the participant to sufficient skills and knowledge so they can enjoy yoga while on a Stand Up Paddleboard.

For more information, go to [www.americancanoe.org/SupYoga](http://www.americancanoe.org/SupYoga)





DID YOU  
**KNOW**



For the last several years, the U.S. Coast Guard has been working to redesign the labeling for personal flotation devices to more effectively convey safety information. The current proposal removes type codes, aka Type I, II, III, IV and V, in regulations on the carriage and labeling of U.S. Coast Guard-approved personal flotation devices.

PFD type codes are unique to Coast Guard approval and are not well understood by the public. Removing these type codes from the regulations would facilitate future incorporation by reference of new industry consensus standards for PFD labeling that will more effectively convey safety information and is a step toward harmonization of our regulations with PFD requirements in Canada and in other countries.

**As of September 22, 2014, a final rule was issued to remove PFD Type codes in federal regulations.**

Personal Flotation Devices Labeling & Standards ([PDF](#) / [Online](#))

### **What does this mean for the paddling community?**

Over time, the terminology of Type I, II, III, IV and V will no longer appear on lifejacket labels and in literature. Once the new standard wording or icons for lifejackets are finalized, instructors and clubs will then need to share this updated information with the public.

[Become a Subaru VIP](#)

October 2014

13

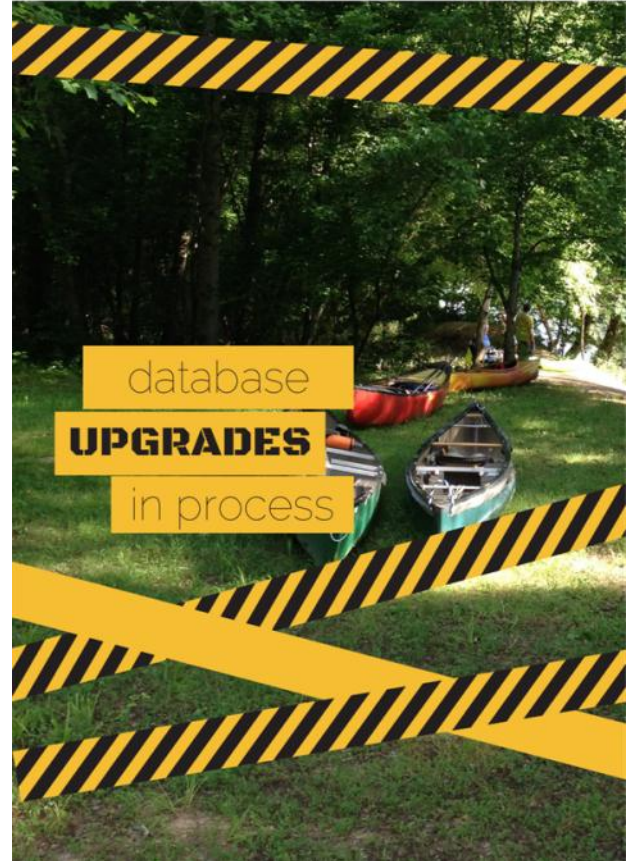


## Membership changes??

*In July of 2014, the ACA database was restructured and enhanced to better serve our members!*

### What upgrades were implemented?

- \*Several membership types were consolidated
- \*The number of steps to join or renew was reduced
- \*It is now easier to sign up family members
- \*There is now an auto-renewal option available



### A special note for ACA Instructors/ITs/ITEs:

If you hold a current ACA Instructor certification, your membership type was changed to 'Instructors & Families'. If you are a student, a senior, or a member of a PAC, you will still receive that discount. The discount will show up in the payment screen during the renewal process. Your annual SEIC dues (\$25) will also show up in the payment processing screen. Your current Instructor certifications, assessments and endorsements were not changed or altered during this process.

If you hold a current ACA Instructor Trainer or Educator certification, your membership type was changed to 'Instructor Trainer/ Educators & Families'. If you are a senior, or a member of a PAC, you will still receive that discount. The discount will show up in the payment screen during the renewal process. Your annual SEIC dues (\$75) will also show up in the payment processing screen.

For more information about our database upgrades, please visit [www.americancanoe.org/DatabaseUpgrade](http://www.americancanoe.org/DatabaseUpgrade).





# WERNER PADDLES



800.275.3311  
[www.wernerpaddles.com](http://www.wernerpaddles.com)



**American Rivers**  
*Rivers Connect Us*



PUGET SOUNDKEEPER® ALLIANCE



**HEALTHY  
WATERS**



When you purchase a Werner Paddle you are helping to support our non-profit partners through Werner's Healthy Waters program. Our Healthy Waters partners do great work to help with access to paddling, water quality and educational initiatives that benefit us all.





ACA Instructors are eligible to receive discounts on Astral lifejackets, shoes, and paddling accessories.

Check out their product line, [here](#).

Email [kbracewell@americancanoe.org](mailto:kbracewell@americancanoe.org) for your promo code!

**Hobie**  
POLARIZED

INTRODUCING THE NEW [HOBIEPOLARIZED.COM](http://HOBIEPOLARIZED.COM)

SHOP NOW

SHOP WITH YOUR EXCLUSIVE AMERICAN CANOE ASSOCIATION 20% OFF MEMBER DISCOUNT

USE CODE **HPACA14Q2** AT CHECKOUT





**YOUR CERTIFICATION WITH**  
*American Canoe Association*  
*has earned you*

# EXCLUSIVE REWARDS

**Hundreds of Top Brands Want to Reward Your Expertise on ProMotive.com**

ProMotive.com — the online network for industry experts and influencers—matches qualified experts such as yourself with top brands offering exclusive discounts on products you will love.

## **Join the ACA Team to Access Exclusive Discounts**

1. Visit [www.ProMotive.com/aca](http://www.ProMotive.com/aca)
2. Select “Join This Team” and complete application
3. Enjoy exclusive discounts

**Receive great deals on products from brands like:**

**e-trasport.**

**carlisle.**

**Old Town**  
CANOES X KAYAKS

**Aqua-Bound**

**bending branches**

**NECKY KAYAKS**

**YAKIMA**

**Questions?** Contact: | Kelsey – [kbracewell@americancanoe.org](mailto:kbracewell@americancanoe.org)



# Built to take you to the place you've never been.



Remember fun? The all-new 2015 Outback® brings it all back. Symmetrical All-Wheel Drive with X-MODE™ has the capability to take you almost anywhere. At 33 mpg\*, it's the most fuel-efficient midsize crossover in America†. It's what your adventurous side has been waiting for. **Love. It's what makes a Subaru, a Subaru.**



**SUBARU.**

*Confidence in Motion*



**Subaru is a proud partner of the American Canoe Association.  
Learn more at [subaru.com/partners](http://subaru.com/partners).**

Subaru, SUBARU BOXER, and Outback are registered trademarks. \*EPA-estimated hwy fuel economy for 2015 Subaru Outback 2.5i models. Actual mileage may vary. †Based on EPA-estimated hwy fuel economy for 2015 model vehicles within the IHS Automotive, Polk Non-Luxury Midsize CUV segment.





### Something Brand New in the Paddling Safety World!

What's one thing that all paddling instructors need? Safety information, presented to viewers in an entertaining way! Paddling safety is our #1 priority, so we've created two **animated videos** in an effort to deliver fun and engaging safety messages that stick.

[Click here](http://www.americancanoe.org/animatedvideos) to check out the new animated videos or visit [www.americancanoe.org/animatedvideos](http://www.americancanoe.org/animatedvideos)

We believe the simple messages contained in these humorous videos have the power to save lives. But we need your help. **Please show the videos to your students, email them to family and friends, share them on your social media accounts, and post them to your website or blog.**

[Become a Subaru VIP](#)

October 2014

19





# THE JPE IS BROUGHT TO YOU BY:

*Kelsey*

**KELSEY BRACEWELL**  
**SAFETY, EDUCATION & INSTRUCTION COORDINATOR**  
[KBRACEWELL@AMERICANCANOE.ORG](mailto:KBRACEWELL@AMERICANCANOE.ORG)  
**540-907-4460 x 105**



*T.J.*

**T.J. TURNER**  
**EDUCATION & OUTREACH COORDINATOR**  
[TJTURNER@AMERICANCANOE.ORG](mailto:TJTURNER@AMERICANCANOE.ORG)  
**540-907-4460 x 103**



*Joe*

**JOE MOORE**  
**EDUCATION & OUTREACH COORDINATOR**  
[JMOORE@AMERICANCANOE.ORG](mailto:JMOORE@AMERICANCANOE.ORG)  
**540-907-4460 x 102**



[Become a Subaru VIP](#)

October 2014





live. love. life [jackets].

**20% Discount for ACA Instructors**  
**For a Limited Time:**

**30% off Fluid Inflatable** (pictured below)

**Contact:** [joe@mtiadventurewear.com](mailto:joe@mtiadventurewear.com)

