

To: ACA Board of Directors Nominating Committee

From: Pamela Dillon
Ohiopyle, PA

RE: Application for ACA Board of Directors

I am submitting my application for your consideration for nomination to the ACA Board of Directors. I am a life member of the ACA, having first joined in the 1970's. I am a former Instructor, Trainer, and Instructor-Trainer Educator, served on the SEIC, and received the Excellence in Instruction Award in 2001. I served several terms on the ACA Board. In 2002, I was hired by the Board as ACA Executive Director and fulfilled a 5-year contract before returning to Ohio to complete my state service in the Department of Natural Resources (ODNR), where I retired as Chief of the Division of Watercraft and Ohio Boating Law Administrator in 2011.

- 1) Why are you interested in serving on ACA's Board?
 - As a volunteer, I wish to give back to the organization and the sport that means a great deal to me. The ACA has evolved much since my previous involvement. Therefore, I wish to learn, support, and contribute to the organization based on my experience and continuing work on a national level in public policy, safety, and non-profit governance.

- 2) What specific knowledge, skills, abilities and talents will you bring?
 - I was an active instructor trainer for several decades in rescue, kayak, and canoe. I completed several terms on the ACA Board, first in a chair-appointed position focused on youth development, and later as an elected member assisting with a wide-range of board topics.
 - As Ohio's Boating Law Administrator, my career involved public policy, program development, events, strategic planning, grant administration, policy development, education, training, facility development (e.g. water trails, access, signage, and mapping), hiring, fiscal oversight, volunteer recruiting, implementation of statewide boating safety education and training, and administration of the state's Wild and Scenic Rivers program. I worked with the state legislature, special interest groups, conducted public information sessions, and led a variety of efforts on behalf of the boating and paddling communities.
 - I completed two terms on the National Boating Safety Advisory Council, a federal advisory committee to the U.S. Coast Guard, and continue to work with the USCG's Boating Safety Division.
 - In my current employment with the National Association of State Boating Law Administrators (NASBLA), I staff the National Boating Education Standards Panel overseeing the development for ANSI (American National Standards Institute)-recognized American National Standards in Basic Boating Knowledge (Human-Propelled, Sail, Power, and Water-Jet Propelled). Additional initiatives include the development of national training programs (working with focus groups to develop program goals; drafting and field testing curricula;

development of training resources), and project director for *A Guide for Multiple Use Waterway Management (Third Edition)*, to be published in late 2021.

- I authored dozens of successful U.S. Coast Guard grant applications (receipts \$4 million+), serving as the director of numerous projects for the ACA, National Safe Boating Council, and NASBLA. In fact, my very first project, *The National Livery Safety System*, was developed in 1994 in partnership with the ACA, The National Association of Canoe Liveries and Outfitters, and Ohio DNR.

3) What do you believe are the most important challenges facing ACA at this time?

- Funding, reach, and relevance. Participation in paddlesports is at an all-time high. How does the ACA monetize this high level of interest in paddlesports to support and advance the ACA's mission, including Olympic sport? How can ACA continue to build its base of Instructors, Trainers, Clubs, Coaches, and Volunteers to introduce paddlesport into underserved and new communities, increasing diversity, recognition, and funding of its programs? How can ACA increase partnering opportunities with states, industry, other non-profits, and retail vendors to heighten recognition of, and support for, the ACA brand?

4) How would you address those challenges?

- The ACA is THE recognized authority in paddlesports in the United States and a leading authority around the world. The ACA brand must be marketed and magnified to generate additional recognition and financial support. Every paddler in the U.S. should contribute to, and realize the benefits of, ACA membership:
 - The ACA must continue developing and supporting the club network, providing insurance, training, direction, planning, and a feeder network for new club members.
 - ACA programs build the participation base by supporting events and training (instruction and competition), making it easy to introduce new participants to the activity, and providing incentives for ACA membership.
 - ACA must expand grant funding from U.S. Coast Guard grants to other relevant funding sources.
 - ACA should fill the current void in representation of the paddling industry, including serving as a communication arm on behalf of the industry in public policy issues.
 - ACA's State Director program is vital to advancing program relevance within each state and with state authorities. Therefore, enhance this program with specific guidance on how to work with state boating agencies.
- Create ACA national service projects. Paddlesport should be within reach of all populations. With the current numbers of retired baby boomers still active in paddling, the ACA has a golden opportunity to capture these individuals (who have means and income) as volunteers. Develop (or expand) a base of volunteers to work with school programs, youth clubs, scouts, and others, providing introductory programs, safety clinics, "fun run" community competitions, and other service programs attracting local sponsorship. Partner with local liveries and outfitters for equipment. Provide insurance coverage and program policies for these sanctioned events. The ACA then leverages data from these volunteer service projects to gain national-level program recognition and financial sponsorships to further the overall ACA mission. (To start, submit a U.S. Coast Guard grant application requesting seed money for this approach.)

- 5) Do you have any previous experience serving on a non-profit Board? Are you currently serving on a Board?
- I am a Certified Association Executive recognized by the American Society of Association Executives. In addition to prior service on the ACA Board, I have served on other non-profit boards, including the National Safe Boating Council and (the former) Professional Paddlesports Association. Currently, I serve as Vice President of the World River Center and the International Whitewater Hall of Fame.
- 6) What do you expect from the ACA to make service on the Board personally rewarding for you?
- I am personally rewarded as a Board member when: there is shared Board and staff focus on mission and implementation of the organization's strategic plan; there are appropriate levels of pre-meeting communication and preparation; and (most importantly) when a culture of collaboration, collegiality, and respect exists among Board members, demonstrated by their willingness to share, and consider, diverse opinions on relevant issues before determining policy.
- 7) Have you reviewed the job description? Are you willing to make a commitment to the listed obligations, including time, work, and financial contributions?
- Yes. I am fully aware of the amount of time, energy and commitment required for voluntary service on a non-profit board, including committee work and due diligence for timely review and response of board documents and financial information. I am aware of and pledge to fulfill this position's time, work, and financial requirements.

Thank you kindly for your consideration of this information.

A handwritten signature in blue ink, appearing to read "Pamela Dillon". The signature is fluid and cursive, with a small mark above the "l" in "Dillon".

Professional Resume Attached

Professional Experience

Project Specialist, National Association of State Boating Law Administrators

Lexington, Kentucky -Certified Association Executive (CAE) Jan. 2020 to present

Serves as project manager for U.S. Coast Guard grants for development of national boating education standards. Project director - *A Guide for Multiple Use Waterway Management (Third Edition)* released in late 2021.

Education and Standards Director, National Association of State Boating Law Administrators

Lexington, Kentucky -Certified Association Executive (CAE)

Nov. 2011 to Dec. 2019 (Semi-Retired)

Served as the Association's lead staff on matters pertaining to state and national boater education programs, NASBLA's ANSI Accredited Standards Developer status, National Boating Education Standards and process, and the NASBLA Education Committee. Duties also included direct staff support for the NASBLA Education Committee Chair, managing and overseeing the NASBLA education course approval process, and representing NASBLA's education interest, as directed, before other national boater education forums. Serves as grant project manager for several U.S. Coast Guard grants.

Chief, Ohio Department of Natural Resources (ODNR) Division of Watercraft

Columbus, Ohio

2007 to 2011 (Retired)

Administer of the Ohio Recreational Boating Safety Program, including statewide boat registration (approximately 421,111 recreational watercraft), titling, law enforcement, search and rescue, mandatory boater education, aids to navigation and capital improvement programs. Acts as state's small boat harbor agency; approves and makes recommendations to the Director regarding biennial operating and capital improvement budget and administers expenditures made from the Waterways Safety Fund. Administrator for nine recreational grant programs. State Boating Law Administrator contact to U.S. Coast Guard. Administers division's role in state Homeland Security Strategic Plan dealing with border security issues and response to threats on the waterways, and to state Emergency Management Agency's plans for flood response. Administers the Scenic Rivers Program and the Scenic Rivers Protection Fund. Oversees Waterway Management initiatives.

Executive Director, American Canoe Association

Chief Executive Officer, Paddlesport Publishing Incorporated

Springfield, VA and Seattle, WA

2002 to 2007

Top administrator for national non-profit 501(c)3 charitable organization and it's majority owned for-profit publishing subsidiary. The ACA is funded by membership dues, contributions, grants, and sponsorships. The ACA represents canoeists, kayakers, and rafters as the national advocate for safe recreation on and access to clean waterways. Paddlesport Publishing Inc. publishes magazine titles: *Paddler, Paddle Dealer, and Kayak.*

*Deputy Chief, Ohio Department of Natural Resources (ODNR) Division of Watercraft
Columbus, Ohio* *1996 to 2002*

Deputy to State Boating Law Administrator. Career administrator in the agency responsible for all aspects of boating program including facilities, public safety, legislation, boater education, and information. Agency funded solely on boater revenues. An annual budget of \$24 million with \$10 million budgeted in programs of direct oversight, including nine field offices and two additional centralized programs. Directed 120 permanent staff and 15 program managers in law enforcement, education, public information, professional training, marine patrol, education grant administration/implementation, and operational planning/implementation.

Public Information and Education Manager, ODNR Watercraft *1984 to 1996*

Managed public information, communication, media staff, graphic design staff, state education programs including skill development and certifications; Web site; publications including newsletters, annual reports, brochures, videos, training manuals. Developed marketing and communication campaigns. Administered education grant program.

Special Programs Coordinator, ODNR Watercraft *1981 to 1984*

Developed and administered Ohio's state river rescue training program for first responders. Administered navigation aids and marine patrol grant programs, including grant awards, officer training, and certification.

State Watercraft Officer, Assistant District Supervisor, ODNR Watercraft *1977 to 1981*

Education

- The Ohio State University - School of Natural Resources: B.S. Environmental Interpretation with Distinction; Parks and Recreation Administration

Professional Affiliations and Leadership (past and current)

- *National Boating Safety Advisory Council*- Appointed Member (2 terms)
- *International Whitewater Hall of Fame* – Board of Governors
- *Paddlesports Industry Association* - Board of Directors
- *Outdoor Alliance* - Founding Member; Board of Directors, Steering Committee
- *American Canoe Association* - Board of Directors; Executive Committee; Safety Education and Instruction Council
- *Ohio Peace Officer Training Council* - Peace Officer Certificate
- *National Association of State Boating Law Administrators* – Committee chair
- *National Safe Boating Council* - Chair 1992-1994; Vice-Chair 1991
- *Northern Association of Boating Administrators* - Executive Committee
- *American Red Cross Delaware County (Ohio) Chapter* – Certified Canoe and Kayak Instructor Trainer
- *Whitewater World Championships* -1989 Rescue Team Member, Maryland
- *National Livery Safety System* - Project Director
- *National Research Institute Transportation Research Board* - Steering Committee Member - *Alcohol Related Accidents in Recreational Boating* report
- *USCG National Boating Safety Course* -Yorktown, VA –Trainer
- *World River Center* – Vice President

National, Regional, and State Awards and Recognition

American Canoe Association

- President's Award (2008)
- Excellence in Instruction Award (2001)
- Commodore Award (1993)

National Association of Canoe Liveries and Outfitters

- Recognition Award (2003)

National Association of State Boating Law Administrators

- Boating Safety Educator Award (1993)
- Lifetime Achievement Award (2010)
- NASBLA Boating Educator of the Year Award renamed as the "*Pamela S. Dillon Boating Educator of the Year Award*" (2019)

National Safe Boating Council

- Leadership Award (2010, 2019)
- Horizon Award (2013)
- Boating Safety Hall of Fame (2006 Inductee)

National Water Safety Congress

- National Recognition Award (1994, 2019)

Ohio Department of Natural Resources

- The administrator of Year (1991, 2002)
- Professional Recognition Award
- Meritorious Service Award

Ohio State University School of Natural Resources

- Distinguished Student Leader Award

Professional Paddlesports Association

- Outstanding Member Award (2003)

United Safe Boating Institute

- Silver Schooner Award (2010)

United States Army Corps of Engineers

- Commendation (1986)

United States Canoe Association

- Mike Fremont International Conservation Award (2012)

United States Coast Guard

- National Certificate of Merit (1990)
- National Public Safety Award (2006, 2010)
- Distinguished Public Service Award (2019)
- Boating Safety Division Award of Excellence (2019)

United States Power Squadrons National Governing Board

- Honorary Member Achievement (1992, 2002, 2005, 2007)