



Certain people are called to do certain tasks. They're not always sure exactly why. But when the muse beckons, they are compelled to obey. A native of Florida, graduate of ***Nova Southeastern University*** and banker for over 25 years ***Mr. Barry W. Shaw*** is, as of last week's ***Association of Surfing Professionals*** competition, ***ranked 14<sup>th</sup> in the world for Men's Longboard Pro Division (41+)***. Comercia Bank Vice President in Private Banking Division, this Longboard Surf

Legend has successfully combined passion for the surf with good business planning mixing in a strong sense of ethics and love of community to create a powerful entrepreneurial elixir addressing the leading cause of death for children 0 – 4; drowning. With that formula in hand and with a little help from his friends Mr. Shaw became involved with water safety programming as an original founder and current ***President of the SWIMS Foundation***.

There is no question that one of Mr. Shaw's most fulfilling life moments was in ***October 2006 when SWIM Central passed the one million mark in lessons taught***. Since the inception of SWIM Central in 1999, the goal of SWIM Central has been to reduce the number of drownings in Broward County. The solution was to provide a minimum of eight water safety education lessons to pre-kindergarten and kindergarten children in the Broward County Schools system. Funding is provided by the Children's Services Council in the amount of \$400,000, with a cash match of \$400,000 from the Broward County Commission. The third partner is the School Board of Broward County, which contributes \$200,000 to the program. Broward County Commissioner Sue Gunzburger, a former board member on the Children's Service Council (CSC), said, "The collaboration between CSC, the School Board, and the Broward County Commission effectively provides Swim Safety Education lessons to thousands of children. As a result, the number of children drowning in Broward County, with the exception of 2003, has gone down every year since 1999."

Today, the scope of SWIM Central has been expanded to reach out to children from ages six months to 14 years old. The goal on a yearly basis is to educate 24,000 children about water safety. Currently, 100 schools participate, representing 23,000 children. Lessons are provided at 45 swimming pools throughout the County.

"The success of Swim Central, housed at Broward County Parks and Recreation, has meant heightened parent and community awareness regarding the importance of water safety," commented Matt Berman, director of SWIM Central. "Today, we are very pleased to report that more than one million lessons have benefited many thousands of children."