

US SAILING Yacht Club Summit 2011

- “SPEAK YOUNG”
- “IT’S ALL ABOUT THE KIDS”
 - 500 High School Sailing Teams
 - 214 College Sailing Teams
 - “Kids stop playing soccer after high school, but sail for the rest of their lives..!!
- “KIDS ON COMMITTEES”
 - Day Care in Regatta Room
 - Rain Cutter Regatta in the Pool
 - Young Members Night (25 to 45)
 - Family Night
 - Feed kids downstairs while parents eat upstairs
 - Kids Entertainment
 - Jugglers
 - Magicians
 - Movies
 - Games
 - Fishing Tournament
 - Boat Safety
 - Anchoring
 - Radio operation
 - Starting and stopping engine
 - Man Overboard
 - GPS
 - Flares
- Chicago Yacht Club
 - 1300 members down from 1700 members
 - Capital Assessment drove members away
 - Operating Budget had to be cut by \$1Million
 - Services were cut
 - Downward Spiral
 - \$4500 to join
 - \$300 per month
 - No waiting list
 - Currently recruiting members
 - Signature Regatta Chicago to Mackinaw 320 boats at \$14 per foot
- Signature Event at LYC (Annually)
 - Cape to Cape
 - Annual LYC Regatta
- Acknowledge Heroes
- Sailing Programs – “SAILING IS A LIFE STYLE NOT JUST A SPORT:”
 - Only 4 classes with a group of boats in each class
 - Decorate Regatta Room
 - Sailing Photos in Dining Room

- LYC FOUNDATION – ask for 25, 50 or 100 on Dues invoices.
 - Sponsors:
 - Lewes Auto Mall
 - IG Burton
 - Boulevard Ford
 - WSFS
 - PNC
 - JB Walsh
 - Jack Lingo Realtor - Jenkie Mason
 - Dog Fish Head – Sam C. is a new member
 - Cape May/Lewes Ferry
 - Irish Eyes
 - Parsons
 - Ted Becker
 - Chesapeake Utilities
- COMMUNICATIONS
 - With Members to encourage increased usage.
 - LYC Website was recognized as one of the best of over 100.
 - Website
 - Design for small screen, IPOD, IPAD, DROID, IPHONE, etc
 - Younger Generation Friendly
 - Videos on Website – start today...for future archives.
 - BUY A VIDEO CAMERA – “Go Pro” (\$300) - Film it today:
 - Swim meets
 - Sailing Camp
 - Sunfish Races
 - Beer Can Races
 - Fishing Tournaments
 - Ask members for old photos and videos, 8mm or 16mm
 - Elder Interviews
 - Roland Marshall
 - Rodney Evans
 - Jim Roberts
 - Paul Ives
 - Bill Reardon
 - Others....
 - Members like Hard Copies of newsletter – annually, quarterly..??
 - Media
 - WBOC
 - Cape Gazette
 - Summer Weekly Sailing Column
 - Sailing Report
 - Sailing Calendar
 - Coast Press
 - LYC Magazine
 - Annapolis Yacht Club has a Magazine

- 32 pages
 - \$5,000 per issue
 - Historical Review
 - Twice a Year or Quarterly
- Radio
 - Delaware Today
 - Send Word Documents for edition
 - Send JPEG Photos
- With Community regarding the LYC Foundation
 - Attract Corporate Sponsors
 - Sponsors especially like Hard Copy.
 - Docking Seminars
 - Fishing Tournaments
 - Chamber of Commerce
 - Chamber Sundowners
 - “Get in a Boat:”
 - High School
 - University of Delaware College of Marine Studies.
- With Waiting List regarding “THIER” Club.
 - Make them feel like they’re part of LYC.
- JUNIORS’ PROGRAMS – “Clever Pig”
 - Adventure Sailing
 - Junior Sailing Committee
 - Kayaking
 - Fishing, Boat Safety Programs and Picnic
 - 3 team invitational
 - Travel teams
 - Scavenger Hunts
 - Beach Relay Races
 - Triathlon for Teens
 - High School Sailing Team
 - University of Delaware Sailing Team
 - Olympic Class or Trials
 - Match Racing
 - Wind Surfing
 - Model Sailboat racing in Pool
 - Kids on Big Boat sailing (PHRF)
 - Get on the Circuit
 - CYA Wet Feet Program
 - CleverPig.org
 - “THE PLACES WE GO AND THE FRIENDS WE MEET ARE THE REAL TROPHIES OF OUR ON THE WATER EXPERIENCE.”
- SAILING EVENTS – get observation boats on the water for non-participants.
 - Race Calendar
 - Create LYC Calendar
 - Search other calendars

- One Designs
- Mid Atlantic Ocean Racing Association (MAORA)
- Have Skipper Meeting
- CLINEGATTA – (Clinic and Regatta)
- Match Racing – “All you need are 2 boats”
 - Graded Events ISAF MR
 - US Sailing website
- Large Regattas
- PHRF Fleet
 - Racing Fleet
 - Non-Racing Fleet
 - Cruising Fleet
 - Over 10 years old
 - No new sails
- Crew Rotation Events (6 crew, 6 legs, 6 skippers)
- Single Handed Events
- Double Handed Events
- Stag
- Couples only
- Women only
- Father, son, mother daughter
- Partner with other Maritime Foundations:
 - Overfalls Lightship
 - River and Bay Pilots Association
 - Lewes Historical Society
- Make it fun for all and video tape it for display on website or live at LYC
- SPECTACTOR FLEET
 - Chase Boat
 - Observation Boat
 - Fire Boat
 - Media
 - City Officials
 - Commentator
 - Live Video
- SPONSORSHIP
 - Corporate Hospitality
 - Prominent Sponsorship Displays
 - Participation Favors promoting Sponsors
- “WHO ARE WE CLUB”
 - LYC Mission – LIVE IT and REPEAT IT
 - Open To Year Round Members?
 - 5 same Guys at the same spot at the Bar who Disagree with Everything – CURMUGEONS?
 - Create “FRESH CREW” – Youth Committees who create their own programs
 - Other Events

- Ski Trip
 - NYC Trip
 - Baseball Game
 - Football Game
 - Golf Outing
 - Kayaking
- Do we have a ‘Club within a Club’ like most clubs..??
 - How about a Junior Club Board?
 - Under 40 and Under 20
- Is there a Border or Turf War within the Club for parking, money, etc?
- Is there a Vocal Minority.
- CREATE A HAPPY HEALTHY CLUB
- D.E.E.P.
 - Development of a strong membership:
 - Are we growing?
 - Why did you join?
 - What do you want in the club?
 - Engage on the water and on shore programs for kids and adults:
 - How do we deliver our services?
 - I’m happy, I get good service, I’m satisfied
 - How do we deliver/promote our Activities, Events, and Programs?
 - “ADULT DAY CAMP”
 - What do we want that we don’t have?
 - “A COMPLAINT IS NOT A TREND”
 - Enrich member outreach:
 - What do we stand for?
 - What is our DISTINCTIVE APPEAL?
 - REINFORCE PRIDE in the LYC BURGEE...!!
 - Informal vs. Formal
 - Uniform for Special Events
 - Flag Officers in some distinctive uniform or identifying attire.
 - Long sleeve white Oxford cotton button down shirts with Burgee and Lewes Yacht Club inscribed.
 - Jacket patches, stars, epaulets, coat and tie?
 - Blue blazers
 - Perpetuation of the CLUB
 - Strong Leadership.
 - Responsible Management of Assets.
 - Do Flags and Committees work well together?
 - NEVER FORGET WHY WE DO THIS:
 - Kids and Grandkids
 - History
 - Trills

- Friends
 - Memories
 - Tradition
- FINANCIAL
 - DUES INCREASES – CPI Annually no matter what.
 - CRF = 1 years of Dues
 - Is our Club in better shape this year than last year – YES
 - What is the Debt to Equity Ratio
 - Many Clubs have NO DEBT
 - Most Clubs use Assessments for large Capital Improvements
 - Many Clubs solicit members for Capital Funding Items
 - Bonds and/or Debentures
 - Pay off the Debt for future Capital Item Requirements
 - Assessments cause members to leave the Club
 - \$2,800,000 divided by 675 = \$4,148.15 per member at LYC
 - NYYC and CYC have no debt.
 - Capital Plan = 5 years
 - Long Range Planning = Sinking Fund = 20 years
- DEMOGRAPHICS – member questionnaire:
 - Working members
 - Retired members
 - Over 65
 - 25 to 45
 - 45 to 55
 - Children under 20
 - Most Important LYC service
 - Pool
 - Marina
 - Sailing
 - Dining
 - Boat Owners, size
 - Sail
 - Power
 - Slip Users
 - Slip Waiting List
- WHAT NOT TO DO:
 - DON'T Drop Services
 - DON'T Slash fees
 - DON'T Advertise Publicly
- ALWAYS PROTECT VALUE
- MEMBER MARKETING
 - Each member gets 2 New Member Certificates - “Buddy Pass”
 - One Year dues Trial Period Initiations due at the end of 12 months.
 - Mentor Program (Active Members)
 - Marina
 - Fishermen

- Sailors
 - Pool
 - Clubhouse – Dining
 - Youth Programs
- HIRE GOOD STAFF
 - Give Key People Help
 - Club Mangers Association of America - CMAA.org
- STAFF and VOLUNTEERS
 - Employee Manuals
 - Standard Operating Procedures
 - Job Descriptions
 - Flag Officers
 - Committee Chairs
 - Employees
 - Managers
 - Treasurer
 - Assistant
 - Accountant
 - Bookkeeper
 - Audit
- EMPLOYEES
 - Hire Good Staff
 - Alcohol Awareness Program
 - Employee Manual
 - Each employee must:
 - Read it.
 - Sign it.
- LEADERSHIP
 - Say “We” not “I”
 - Talk “With” staff and volunteers not “At” or “To” them
 - Ask Staff for input - “How can the Club help you Improve your Service?”
 - Say “Thank you”...!!
 - Praise in Public.
 - Reprimand in Private.
 - TREASURER and an Assistant
- NOMINATING COMMITTEE
 - Term Limits
 - Nominating Committee
 - Chairman
 - Flag Officers
 - Committee Chairs
 - Nomination Guidelines
 - Create Value
 - Think Young
 - Forward Vision
 - Financially responsible

- NC creates the Future Value for LYC
 - “Members Yet to Come OWN LYC”
 - Former Commodores
 - Mission Statement is Where we are Going.
 - MISSION STATEMENT - USE IT, REPEAT IT, IMPLIMENT IT
- INSURANCE – BURGEE PROGRAM - CHUBB
- SAFETY MANUAL – Adopt One
 - Pool
 - Dock
 - Sailing
 - Junior Sailing Safety Program
 - Clubhouse
 - Emergency Medical
 - Storm Preparedness
 - CYA - Lawsuits
 - Settlement - \$40,000 to \$50,000
 - Awards - \$200,000
- HALL OF FAME
 - Annapolis Waterfront
 - Founding Clubs can contribute
 - Donations
 - 20 members at \$500
 - 10 members at \$1000
- SPONSORS:
 - US SAILING
 - Rolex
 - Gowrie Group – Burgee Program, Chubb Insurance
 - Mount Gay Rum
 - Sunsail Sailing Vacations
 - Cruising World Magazine
 - Sailing World Magazine
- Panel Members:
 - Gary Jobson - Moderator, President US SAILING
 - Dean Brenner – Chairman Olympic Sailing Committee, President Latimer Group
 - Geoff Mason – Senior Production Specialist, ESPN, Director America’s Cup Television
 - Kurt Stocker – Principal, CCO Story Trading, Past Commodore Chicago Yacht Club
 - Sally Helme – Group Publisher, Sailing World Magazine, Bonnier Marine Group

- Dave Perry – Lead Coach US SAILING Team, Alpha graphics. Racing Tacktics and rules expert
- Tom Ehman – Moderator America’s Cup Committee
- Dave Elwell – Commodore New York Yacht Club 2009 – 2010
- Greg Miarecki - Rear Commodore Chicago Yacht Club, past chair Mackinac Race
- Bill Hardesty - Sailing Director Chicago Match Race Center
- Randy Draftz - Race Director, Charleston Yacht Club
- Lud Kimbrough - Long Range Planning, Fishing Bay Yacht Club, VA
- Dorothy Latham – Commodore Port Huron Yacht Club
- Stan Honey – CoFounder Sportvision, Volvo Ocean Race and Jules Verne Trophy Navigator
- Ken Taylor – Founder, Regatta Network
- Jack Gierhart – Executive Director US SAILING
- Dawn Riley – America’s Cup and Volvo Sailor
- Jeff Johnstone – President, J Boats, Inc.
- John Craig – Race Officer 34th America’s Cup
- Wes Richardson – Manager Hyannis Yacht Club
- Michael Zavell – Director LaserPerformance
- Carter Gowrie - Founder Gowrie Group, Burgee Insurance Plan
- Rives Potts – Rear Commodore New York Yacht Club
- Phil Smith – Commodore Easter Yacht Club (MA)
- Leslie Keller – Treasurer US SAILING
- Nancy Glover – Treasurer Chicago Yacht Club
- George Brengle – Marketing Director Sperry Nood Regattas
- Brad Read – Director Sail Newport (RI)
- Bob James – past Commodore New York Yacht Club
- Jay Kehoe – Waterfront director Annapolis Yacht Club
- Bryan McDonald – Chairman Windsurfing Task Force
- John McNeill – Vice President, America International Council of Yacht Clubs
- Bill Kirk – Chairman Membership Committee US SAILING
- TED TURNER – Guest Speaker