

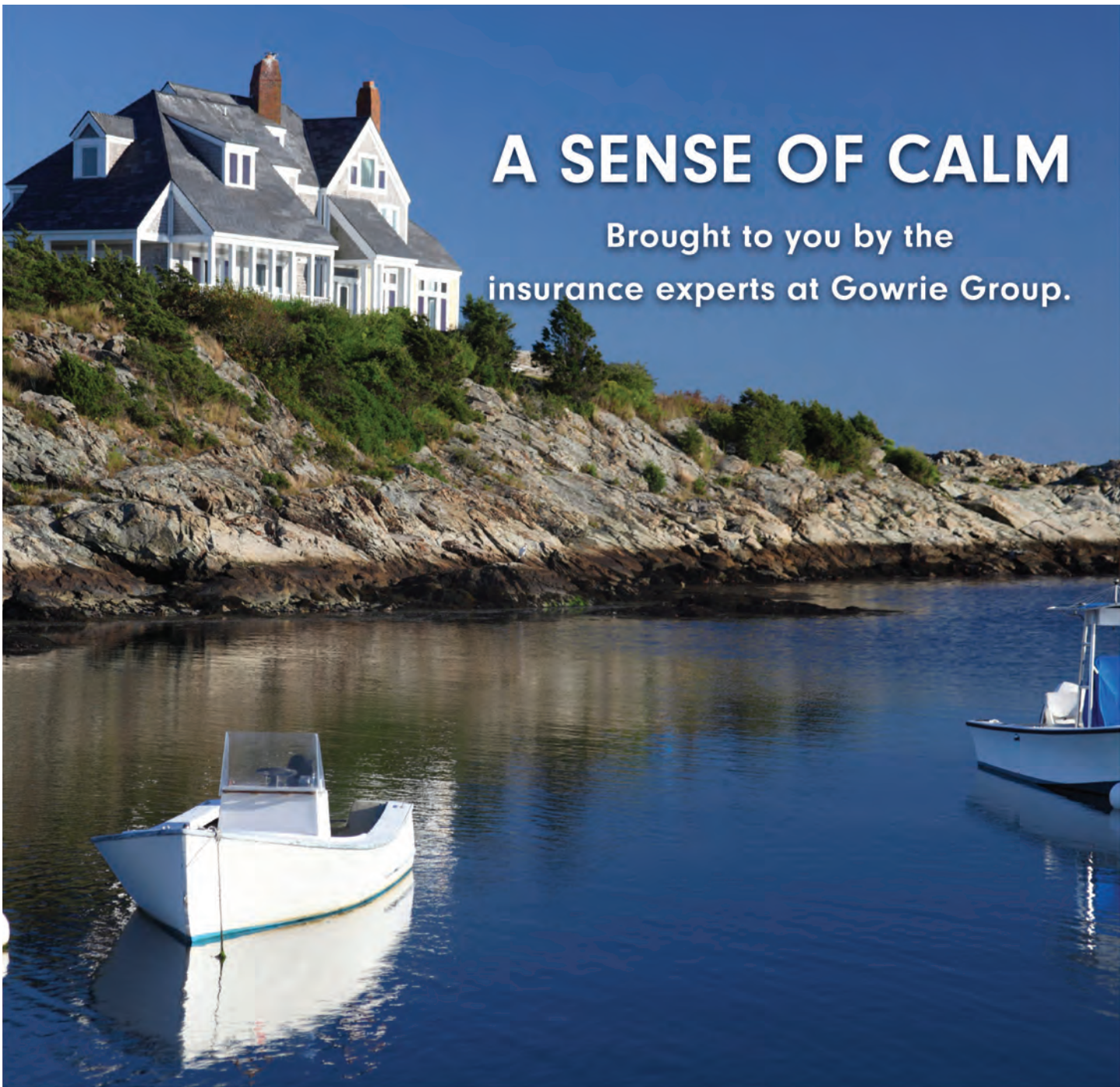


# ONE-DESIGN SAILING SYMPOSIUM

NOVEMBER 12-14, 2010 \* BALBOA YACHT CLUB



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www.ussailing.org



November 12, 2010

Dear One-Design Sailors and Supporters,

Welcome to US SAILING'S Sixth One-Design Sailing Symposium. We're glad you are here – we have planned a weekend packed with presentations and workshops. One-Design experts and leaders are here from around the country. The goal is to share ideas and experiences, to ask lots of questions and to get to know other participants. I know you'll come up with some new ideas by listening to others talk about their fleets and classes.

Fleet building is done at the local level. There is nothing better than an enthusiastic leader who is willing to take the extra steps to get new people sailing, and keep things fun for the whole fleet. Classes can help their local fleets, even if it is as simple as sharing information.

I hope you'll enjoy your weekend and will head home filled with lots of new information and contacts. When you get home, be sure to tell others what you learned. I will be at the Symposium on Saturday to debut my new one-design DVD, and I hope to meet you.

Smooth sailing,

A handwritten signature in black ink that reads "Gary Jobson". The signature is written in a cursive, flowing style.

Gary Jobson  
President  
US SAILING

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|----------------|-----------------|
| Jerelyn Biehl  | Matt Bounds     |
| Clark Chapin   | Jan Davis       |
| Susan Epstein  | Chris Ericksen  |
| Patty Lawrence | Mette Segerblom |
- All the speakers who paid their own way to get to the Symposium!

**Housing Hosts**

- |             |               |
|-------------|---------------|
| Paul Blank  | Doug Campbell |
| Jan Davis   | Ron Meyers    |
| Bev Roberts |               |



**BYC Staff**

- David Robinson, Russell Miller,  
Becky Lenhart & many others



LEADERSHIP, INTEGRITY AND ADVANCEMENT FOR THE SPORT OF SAILING

# 2010 ONE-DESIGN SAILING SYMPOSIUM

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## Why Join US SAILING?

- Support the programs that impact you
- Ensure the integrity of the sport
- Help cultivate the next generation of sailors
- Access a wealth of information and resources
- Take advantage of great benefits



## Plain and Simple...

## MEMBERSHIP

Our members make it possible for US SAILING to develop and maintain programs for instructors, race officials, volunteers, clubs, and sailors across the country. US SAILING most likely impacts your sailing activities, whether it is through your children's junior program, the regattas you sail, insurance and other services for your club, or resources for local community sailing programs.

Being part of US SAILING will bring you a strong sense of community and contribution. Whether you race, cruise or day sail, you can take pride in knowing you are part of an organization focused on encouraging advancement, promoting integrity and serving as guardians of the sport. You will help us connect the dots to motivate the next generation of sailors, to keep the racing fair, and to enable those who might not otherwise have the opportunity to go sailing.

**Membership Benefits:** (<http://membership.ussailing.org/sailors.htm>)

- Receive the latest copy of the [Racing Rules of Sailing](#)
- Discounted subscriptions to [Sailing World & Cruising World](#)
- Access to [Weather Information](#) and forecast modeling by Sailing Weather Service
- Save \$30 on North U Trim Seminars
- Discounted premiums on [One-Design Boat Insurance](#) through [Gowrie Group](#)
- 10% discount from [Kinder Industries](#) - offering premier canvas and one design products
- Enjoy discounts and coupons from our partners/sponsors
- Compete in US SAILING Championships (must qualify)
- Receive the weekly [e-US SAILING](#) Newsletter
- Enjoy discounts at the [US SAILING Store](#)
- Save on Admission to Strictly Sail and Sail America Boat Shows
- Enrollment in US SAILING [Accident Insurance Program](#) through [Gowrie Group](#)
- Access to Gowrie Group's boat, home/auto, and business [insurance programs](#)
- Eligible for [Group Health Insurance](#) through HTH Global. Restrictions apply
- Eligible to apply for US SAILING Platinum Plus Credit Card.
- Eligible for [US SAILING Certified](#) Instructors & Coaches



# ONE-DESIGN SAILING SYMPOSIUM

# SYMPOSIUM NAVIGATION

**“It was with a happy heart that the good Odysseus spread his sail to catch the wind and used his seamanship to keep his boat straight with the steering-oar”**

**Homer**

*Greek poet, ca. 8th century B.C.*



## Insurance solutions for US SAILING members by GowrieGroup.

Gowrie Group, the category leader in marine insurance, offers customized insurance programs to meet the unique needs of US SAILING members. From the one-design insurance program to protection for cruising boats and comprehensive insurance solutions for yacht clubs, Gowrie offers insurance to meet the needs of all members. Endorsed by US SAILING, Gowrie offers USS members the best insurance protection available.

### Insurance Solutions for US SAILING Members:

- The Burgee Program (for yacht clubs and sailing organizations)
- One-design program
- Racing sailboats
- Cruising boats
- Powerboats
- Home and auto
- Business
- Employee benefit solutions

### The Burgee Program, for Sailing Organizations

- Exclusive insurance program developed for yacht clubs
- Program endorsed by US SAILING
- Deep understanding of complicated yacht club risks
- Majority of yacht clubs in the US are part of the program
- Underwritten by Chubb Group, the premier marine underwriter
- Gowrie's proprietary Yacht Club and Junior Sailing Safety programs

### The Gowrie Advantage:

- Expert advisors. Team of expert marine insurance advisors who are yachtspeople themselves
- Service focus. Dedicated, licensed account manager for each client
- Customized solutions. Creative solutions for unique and complicated risks
- Choice. Through partnerships with all the leading "A" rated insurance companies
- Broad capabilities. Wide range of solutions provided in all 50 states, with international capabilities and worldwide navigation
- Speed. Can bind insurance coverage in less than 24 hours
- Analysis. Safety, loss, and risk management analysis and recommendations
- Claims advocates. Expert claims managers who ensure quick and fair resolutions
- Exclusivity. Exclusive programs available only through Gowrie
- Top ranked. Largest independent marine insurance group in US, largest privately held personal insurance agency in CT, ranked in Top 100 independent insurance agencies in US
- Elite affiliations. Endorsed by specialized national associations including US SAILING, The Greenwich Group, and The Sitkins Group
- Accessibility. Over 100 employees in CT, RI, PA, FL, NC, and GA; 24/7 access to customer service and claims reporting systems



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**2010 ONE-DESIGN SAILING SYMPOSIUM**

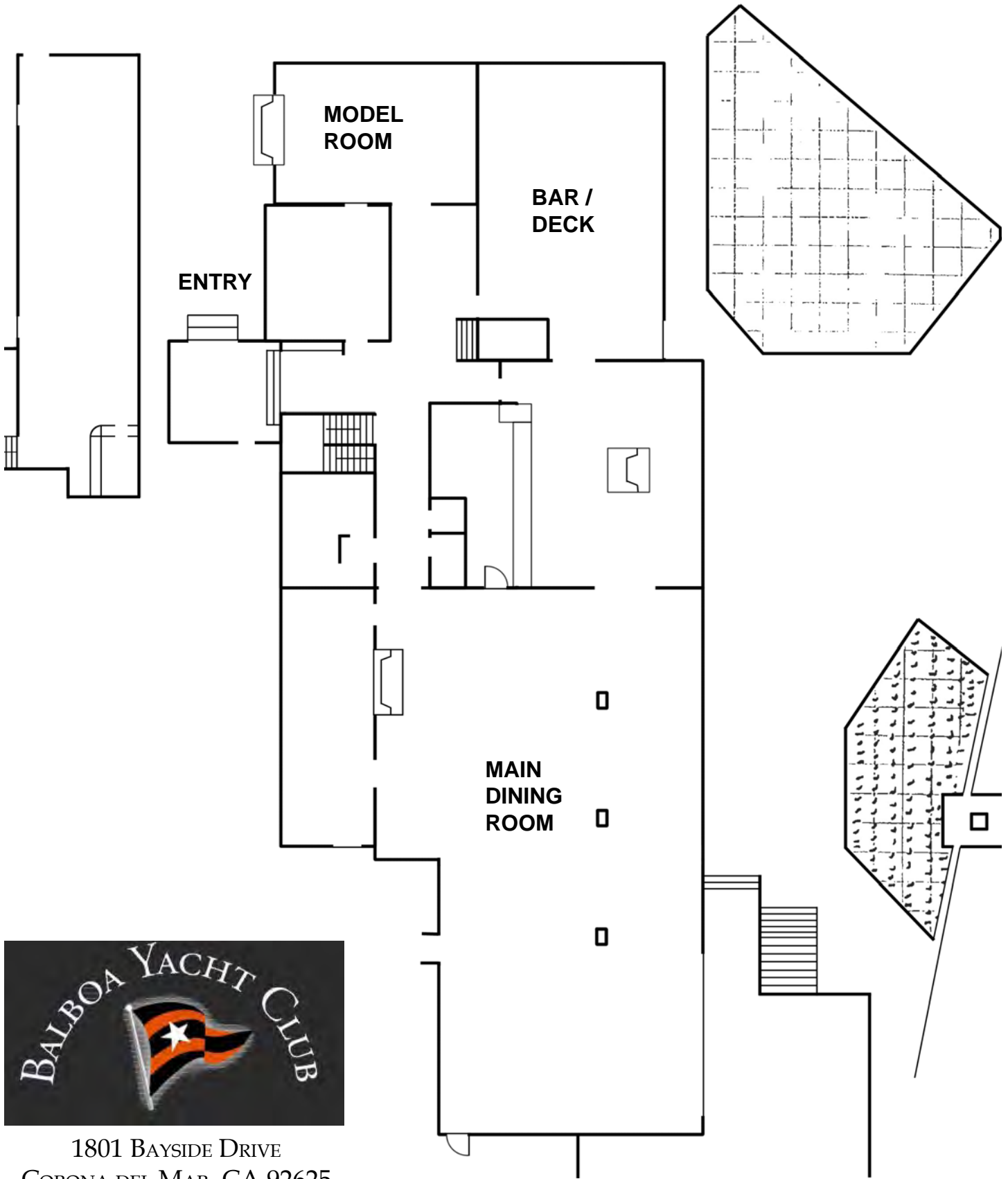
Time	Agenda Topic	Speakers	BYC Location
<b>FRIDAY November 12</b>			
8am-5pm	Club Judge Workshop	Don Becker, Chris Petracco	Commodore's Gallery
6-8pm	Welcome Cocktail Party and Registration		
	Harbor Tour aboard Duffy electric boats		
<b>SATURDAY November 13</b>			
7:45-8:15	Registration		
8:15-8:30	Welcome, Introductions, Door Prizes ODSS... What is it All About?	Patty Lawrence, Jerelyn Biehl, Lee Parks	Main Dining Room
8:30-9:00	One-Design Class Survey	Patty Lawrence	Main Dining Room
9:00-9:45	<b>Keynote Address: Make Your Class Attractive - Manage Your Image in Class Marketing &amp; Media</b>	Fried Elliott	Main Dining Room
9:45-10:00	Overview of morning workshops		
10:00-10:50	Video Is Not Just Eye Candy	Vince Casalaina	Main Dining Room
	Building Effective Class Websites	Doug Stumberger Dwayne Trummert	Commodore's Gallery
	Go Fast Workshop #1 - Sail Trim & Shape Analysis	Nick Turney	Spinnaker Room
10:50-11:00	Move to workshops		
11:00-11:50	Regatta PR 101	Dieter Loibner	Main Dining Room
	Making Smart Insurance Decisions for your One-Design Boat and Class Association	Sarah Davidson	Commodore's Gallery
	Go Fast #2 - Reading the Wind & Weather Patterns	Nick Turney	Spinnaker Room
11:50-12:00	Move back to General Session		
12:00-12:10	Networking Lunch Overview	Mary Buckley, Jan Davis, Laura Jeffers	Main Dining Room
12:10-12:50	Networking Lunch (included in your registration fee)		Main Dining Room
12:50-1:00	Move to General Session		
1:00-1:40	<b>Keynote Address: The Law of Unintended Consequences</b>	Tom Leweck	Main Dining Room
1:40-1:50	Overview of afternoon workshops		
1:50-2:40	Sponsorship 101	Jack Gierhart	Main Dining Room
	Sailing Photography Workshop - Principles, Composition, Techniques ( <b>BRING CAMERA</b> )	Fried Elliott	Commodore's Gallery
	Go Fast #3 - Event Preparation	Nick Turney	Spinnaker Room
2:40-2:50	Move to workshops		
2:50-3:40	Panel Discussion: Clubs/Classes Working Together to Create Great Regattas	Bill Stump, moderator Panelist: Jeff Johnson, Jenn Lancaster, Jerelyn Biehl	Main Dining Room
	Photography Shooting Clinic ( <b>BRING CAMERA</b> )	Fried Elliott	Commodore's Gallery
	Go Fast #4 - Tactics and Strategy	Nick Turney	Spinnaker Room
3:40-3:50	Move to workshops		
3:50-4:40	Maximizing Your Internet Traffic	Craig Leweck	Main Dining Room
	Photography Shooting Clinic ( <b>BRING CAMERA</b> )	Fried Elliott	Commodore's Gallery
	Crew U & How to Increase Sailing in Your Area in 12 Easy Steps, Guaranteed!	Jorge Martin-de-Nicolas Janet Baxter	Spinnaker Room
4:40-4:50	Move back to General Session		
4:50-5:30	<b>Keynote Address: Builder working with Classes &amp; Clubs to Grow Sailing</b>	Tom Schock	Main Dining Room
5:30-7:00	Cocktails & hors d'oeuvres (cash bar)		
7:00-9:00	Dinner, US SAILING One-Design Awards		Main Dining Room
	<b>Keynote Address: Why One-Design is Important and Essential in this Country</b>	Gary Jobson	



LEADERSHIP, INTEGRITY AND ADVANCEMENT FOR THE SPORT OF SAILING  
**2010 ONE-DESIGN SAILING SYMPOSIUM**

Time	Agenda Topic	Speakers	BYC Location
<b>SUNDAY November 14</b>			
8:15-8:30	Welcome, Announcements, and Door Prizes		
8:30-9:30	Town Hall Forum: What Can US SAILING Do for One-Design?	Jack Gierhart	Main Dining Room
9:30-9:40	Overview of morning workshops		
9:40-10:30	Community Sailing & One-Designs	Diane Wenzel	Main Dining Room
	Lightning Boat Grant Program	Jan Davis & Laura Jeffers	Spinnaker Room
	Photography Post Processing Workshop	Fried Elliott	Commodore's Gallery
10:30-10:40	Move to workshops		
10:40-11:30	Database Management for One Design Classes & Regattas; Database 101	Ken Taylor	Main Dining Room
	Wooden Boats/Collaboration of Classes to Build Members & Enthusiasm	Aimee Graham Heim	Spinnaker Room
	Small Boat Safety and Preparedness	Chuck Hawley & Dave Rosekrans	Commodore's Gallery
11:30-11:40	Move to General Session		
11:40-12:40	Panel Discussion: One-Design Connecting with Industry	Bill Stump, moderator Panelists: Bruce Cooper, Ullman Sails; Chuck Hawley, West Marine; Tom Schock, WD Schock Corp.; Nick Turney, North Sails & more	Main Dining Room
12:40-1:00	Wrap Up, Raffle, Big Door Prizes		Main Dining Room



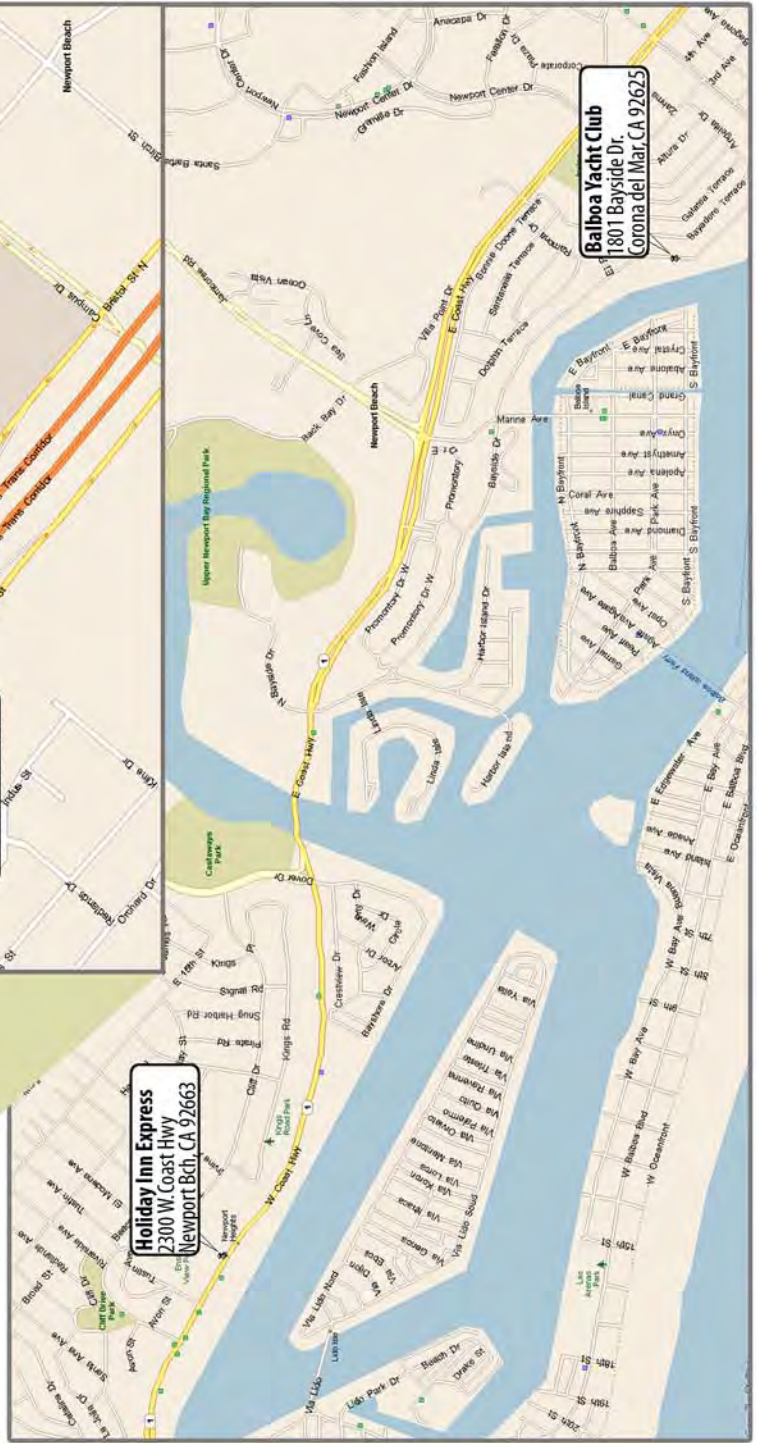


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# 2010 ONE-DESIGN SAILING SYMPOSIUM

NOVEMBER 12 - 14  
BALBOA YACHT CLUB - CORONA DEL MAR, CALIFORNIA



# Participant Roster

First Name	Last Name	Address	City	ST	ZIP	Email
Janet	Baxter	3200 N Lake Shore Dr #1002	Chicago	IL	60657	janetcbaxter@cs.com
Don	Becker	PO Box 1201	Corona del Mar	CA	92625	ayedoc@att.net
Jerelyn	Biehl	2812 Canon St	San Diego	CA	92106	jerelyn@odmsail.com
Kevin	Black	9808 East Troy Ave	Indianapolis	IN	46239	kblack@simon.com
Elizabeth	Brincklow	736 Scotland St	Dunedin	FL	34698	Elizabeth@EnsignSpars.com
Tom	Brott	10232 Mardel Dr.	Cypress	CA	90630	tombrott@prodigy.net
Mary	Buckley	7300 NW 112th St.	Lincoln	NE	68524	direx@inebraska.com
Tim	Carter	1424 W. 251st St	Harbor City	CA	90710	tlcarter@earthlink.net
Vincent	Casalaina	2619 Benvenue Ave, Apt. A	Berkeley	CA	94704	VinceSail@aol.com
David	Collins	537 N. Sweetzer Ave	West Hollywood	CA	90048	davidcollins@mindspring.com
Bruce	Cooper	Ullman Sails, 2710 S. Croddy Way	Santa Ana	CA	92704	bcooper@ullmansails.com
Sarah	Davidson	Gowrie Group, 70 Essex Rd	Westbrook	CT	06498	sarahd@gowrie.com
Jan	Davis	7625 South Yampa St	Centennial	CO	80016	janisedavis@gmail.com
Deneen B.	Demourkas	1187 Coast Village Rd 1-364	Santa Barbara	CA	93108	ddemourkas@gmail.com
Zeke	Durica	736 Scotland St	Dunedin	FL	34698	zeke@ensignspars.com
Michelle	Eatough	82 Narcissa Dr	Rancho Palos Verdes	CA	90275	meatough@effectivegraphics.com
Fried	Elliott	PO Box 191365	Dallas	TX	75219	ftelliott@gmail.com
Susan	Epstein	138 East St	Sharon	MA	02067	sjeppa@aol.com
Chris	Ericksen	2032 E. Bermuda St #107	Long Beach	CA	90814	chris491@earthlink.net
Bruce	Fleck	10125 Desot #33	Chatsworth	CA	91311	Bruce@BruceFleck.com
Yvonne Heusler	Galvez	31 Montgomery	Mission Viejo	CA	92692	ymgalvez@hotmail.com
Jack	Gierhart	US SAILING, 15 Maritime Dr	Portsmouth	RI	02871	JackGierhart@ussailing.org
Berkeley	Green	2224 Laurel Pl	Newport Beach	CA	92663	ama826255@gmail.com
Chuck	Hawley	West Marine, 500 Westridge Dr	Watsonville	CA	95076	chuckh@westmarine.com
Peter	Haynes	943 Dogwood St	Costa Mesa	CA	92627	peter.haynes@3ds.com
Aimee	Heim	NASSCO, 2789 Harbor Dr	San Diego	CA	92113	Aimee.Heim@nassco.com
Mark	Hunter	1211 Alabama St	Huntington Beach	CA	92648	Mark@HarbourElectric.com
Laura	Jeffers	1528 Big Bass Dr	Tarpon Springs	FL	34689	Ljeffers11@gmail.com
Gary	Jobson	3 Church Cir	Annapolis	MD	21401	garyjobson1@verizon.net
Jeff	Johnson	SDYC, 1011 Anchorage Ln	San Diego	CA	92106	sailing@sdyc.org
Kelly	Jordan	US SAILING, 15 Maritime Dr	Portsmouth	RI	02871	kellyjordan@ussailing.org
Diane	Kampf	185 Union St	Whitinsville	MA	01588	dianekampf@charter.net
Greg	Kampf	185 Union St	Whitinsville	MA	01588	gregorykampf@charter.net
Tracey	Kenney	5515 Pacific Ave., #3	Marina del Rey	CA	90292	traceykenney@yahoo.com

# Participant Roster

First Name	Last Name	Address	City	ST	ZIP	Email
Jenn	Lancaster	NHYC, 720 W Bay Ave	Newport Beach	CA	92661	racing@nhyc.org
Bob	Larzelere	18249 Solano River Ct	Fountain Valley	CA	92708	blarzelere@deltronic.com
Patty	Lawrence	6758 Little River Ln	Loveland	OH	45140	p.lawrence@fuse.net
Craig	Leweck	4104 Eagle St	San Diego	CA	92103	craig@sailingscuttlebutt.com
Tom	Leweck	630 Harbor St. No. 5	Venice	CA	90291	leweck#gmail.com
Dieter	Loibner	2550 SW 83rd Ave	Portland	OR	97225	editor@sailing-news.us
Jorge	Martin-de-Nicolas	9429 Spring Hollow Dr.	Austin	TX	78750	jorgemdn@gmail.com
Bruce	Martinson	5255 Edsall Rd	Minnetrista	MN	55364	bruce_martinson@yahoo.com
Brian	Mason	1300 Manzanita Ln	Manhattan Beach	CA	90266	thistle3500@verizon.net
Bruce	McArthur	44 Brookside Rd	Darien	CT	06820	2bruce@optonline.net
Jim	Murrell	PO Box 7000-450	Redondo Beach	CA	90277	jimmurrell30@hotmail.com
Jeff	Newsome	82 Narcissa Dr	Rancho Palos Verdes	CA	90275	jeff.newsome@schawk.com
John	Papadopoulos	20242 Spruce Ave	Newport Beach	CA	92660	jakp@mindspring.com
Lee	Parks	US SAILING, 15 Maritime Dr	Portsmouth	RI	02871	leeparks@ussailing.org
Chris	Petracco	US SAILING, 15 Maritime Dr	Portsmouth	RI	02871	ChrisPetracco@ussailing.org
Scott	Poe	188 Monte Vista #C	Costa Mesa	CA	92627	poeman@me.com
John	Richardson	6126 Annan Way	Los Angeles	CA	90042	jrplatinum@gmail.com
Dave	Rosekrans	3256 Hardisty Ave	Cincinnati	OH	45208	daverosekrans@ussailing.net
Tom	Schock	23125 Temescal Canyon Rd	Corona	CA	92883	schock@wdschock.com
Mette	Segerblom	1801 W Coast Hwy	Newport Beach	CA	92663	mettes@occsailing.com
Caroline	Slee	142 Mill St	Newport	RI	02840	cslee@cox.net
Jan D.	Slee	142 Mill St	Newport	RI	02840	slee142@cox.net
Doug	Stumberger	7307 44th Ave NE	Seattle	WA	98115	dstumberger@hotmail.com
Bill	Stump	620 Harbor Street	Venice	CA	90291	BillStump2002@aol.com
Ken	Taylor	215 W. San Antonio, Ste 2106	San Marcos	TX	78666	taylor@regattanetwork.com
Lori	Thompson	602 N Guadalupe Ave	Redondo Beach	CA	92649	lori@reedex.com
Pete	Troin	9541 Stanford Ave	Garden Grove	CA	92841	troianpm@earthlink.net
Dwaine	Trummert	9628 57th St ct W.	University Place	WA	98467	dwaine@harbornet.com
Nick	Turney	2606 Cove View	Toledo	OH	43611	nick@od.northsails.com
Charlie	Underwood	1309 West Bay	Newport Beach	CA	92661	raceadmin@nhyc.org
Karen	Upham	7171 US 23 S	Ossineke	MI	49766	upham@chartermi.net
Mark	Upham	7171 US 23 S	Ossineke	MI	49766	upham@chartermi.net
Judy	Weightman	2001 Cliff Dr	Newport Beach	CA	92663	judyweightman@yahoo.com
Diane	Wenzel	PO Box 62	San Juan Capistrano	CA	92693	diane@westwindsailing.com



# ONE-DESIGN SAILING SYMPOSIUM

## WHO'S WHO

**“No matter how important a man at sea may consider himself, unless he is fundamentally worthy the sea will someday find him out.”**

**Felix Riesenberg**

*American author 1879 – 1939*



## The Burgee Program by GowrieGroup.

The Burgee Program offers comprehensive insurance designed specifically for yacht clubs, class associations, and sailing programs. Endorsed by US SAILING and underwritten by Chubb Group, the program is managed exclusively by marine insurance experts at Gowrie. Policies are customized to meet the unique needs of each specific sailing organization. The majority of yacht clubs in the US are currently part of The Burgee Program.

### Types of sailing organizations protected:

Yacht clubs · Class associations · Sailing schools · Regional associations · Powerboat associations · Paper clubs

#### Sampling of available protection:

- Liability for races, regattas and cruises
- Hull and liability for club-owned and borrowed boats
- Sailing instruction, for teaching juniors and adults
- Race management errors and omissions
- Buildings, contents and historical assets of the club
- Piers and docks, including damage from waves and floods
- Workers compensation for employees and volunteers
- Auto liability for club-owned vehicles and trailers
- Umbrella liability that extends over the D&O policy
- Jones Act for employees working on the water
- Pollution and fuel spill (accidental and sudden)
- Club members, employees and volunteers named as additional insureds
- Liability coverage for directors and officers, employment practices, fiduciary and crime

#### The Burgee Program Advantage:

- Exclusivity. Exclusive insurance program developed for sailing organizations, available only through Gowrie Group
- Elite affiliations. Endorsed by US SAILING and underwritten by Chubb Group, the premier marine underwriter
- Expert advisors. Team of expert marine insurance advisors who are yachtspeople themselves
- Service focus. Dedicated, licensed account manager for each client
- Customized solutions. Creative solutions for the unique and complicated risks faced by sailing organizations
- Safety programs. Access to Gowrie's proprietary Yacht Club and Junior Sailing Safety programs
- Analysis. Safety, loss, and risk management analysis and recommendations
- Claims advocates. Expert claims managers who ensure quick and fair resolutions
- Top ranked. Largest independent marine insurance group in US, largest privately held personal insurance agency in CT, ranked in Top 100 independent insurance agencies in US
- Accessibility. Over 100 employees in CT, RI, PA, FL, NC, and GA; 24/7 access to customer service and claims reporting systems



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## **Janet Baxter** **Crew School/ “Crew U”**

Janet Baxter was President of US SAILING from 2003 through 2007. She joined the Board in 1987, representing the One-Design Class Council. Her first duties included seminars on fleet building and sportsmanship. She learned to sail at Chicago Yacht Club, and raced dinghies in college and frostbiting

(Lehman 10, 420, FJ, Coronado 15, Laser, etc). Now Janet races primarily on one design keelboats, particularly Beneteau 36.7s and T-10s and enjoys learning and sharing techniques for building local fleets, involving industry professionals and engaging women in sailing.



## **Don Becker** **Club Judge Workshop**

Don Becker is a US SAILING Senior Judge and Umpire and has been appointed by ISAF as an International Judge and International Umpire. He has worked at high level events in California and around the world both as a judge and umpire. He

also serves as Chair of the US SAILING Judges Committee, and is a member of the US SAILING Umpires Committee. He is a retired Optometrist, still an active sailor in southern California, and enjoys messing around with old cars in his spare time



## **Jerelyn Biehl** **Welcome, Introductions, Door Prizes – ODSS ... What’s it All About?** **Panelist: vClubs/Classes Working Together to Create Great Regattas**

Jerelyn has been sailing dinghies since before she was born. Having competed in four Snipe Women’s World Championships, two Rolex IWKC and as US Women’s Snipe National Champion, her roots are solely one-design. Sean & Jerelyn have two boys that

are also dinghy sailors: Graham (2008 Olympian!) & Cameron. Jerelyn is a partner in One Design Management, which focuses on managing various one design classes.



## **Vincent Casalaina** **Video is More Than Just Eye Candy**

Vincent has been shooting and producing video of sailboat racing for more than 35 years. He’s won two Emmys for his sailing work. He’s also been team videographer for two America’s Cup teams. Vincent also sails Snipes. He’s had success on the

race course as Season Champion three times and has been active at in class administration at the club, district and national level for 20 years. He sees video as a powerful tool for small boat classes that can reach out with compelling stories and dramatic pictures.



## **Mary Buckley** **Networking Lunch Overview**

Mary’s introduction to sailing was at the age of 25 when John – later to become her husband — had gone sailing with some friends and returned with a trophy. John purchased an old Snipe and rejoined the local Fleet in Lincoln NE, and she became his crew. Over the years, they’ve had the pleasure of traveling to many regattas and have made some wonderful

friends. Mary’s now the Executive Administrator for Snipe Class International Racing Assn. - USA, Mary considers serving as Executive Administrator her opportunity to give back to the Class and to the sport of sailing in general, so that others can experience the fun and camaraderie she has known from the Snipe family!



## **Sarah Davidson** **One-Design & Insurance 101**

Sarah is the Program Manager, One-Design Insurance Program for the Gowrie Group. She has been at the agency since 1999. She got deeply involved with junior sailing through her four children, ran the junior sailing program at Madison Beach Club, Madison, CT for six years as well as served for a brief time on the USODA and ISSA boards.

As the 'go to' person for US SAILING members, Sarah helps first time boat owners navigate insurance, and to delivering last minute insurance requests for the Olympic team. "I thoroughly enjoy working with the entire membership, and being a sailor helps to anticipate what my clients need."



## **Jan Davis** **Networking Lunch Overview** **Lightning Boat Grant Program**

Jan was born into a sailing family in Southern California; she learned to sail while visiting grandparents in Newport Harbor. Life brought Jan and her husband Steve to Denver and away from the world of sailing. They raised their children, and came to the time when it was clear the children were going to indeed leave the nest. They saw boats racing one evening on the local reservoir and went

down, met the gang and bought their first Lightning a week later. They started traveling to national and world events, and loved meeting the class members and returning to the world of sailing.

Jan is the former Lightning Class Secretary. She loves traveling around the world meeting wonderful people and hopefully sharing her enthusiasm for this wonderful sport and the class.



## **Fried Elliott** **Making Your Class Attractive—Photos Enhance Class Marketing Efforts** **Photography Workshops**

Fried Elliott is the Snipe and Star class photographer, which entails capturing and producing photographs and multimedia used for class communications, press coverage, advertising, fleet

building, and regatta participation. His photographs have appeared in publications and websites all over the world and his multimedia presentations of major events are not to be missed.



## **Jack Gierhart** **E-Marketing and Sponsorship** **Town Hall Forum: What Can US SAILING Do For One-Design?**

Jack is the acting Executive Director of US SAILING. Jack has over 20 years of sales, marketing, and general management experience in the technology and marine industries. In his 5+ years at US SAILING, Jack has lead the Marketing, Membership and IT departments, focusing on growing the organization's membership base, marketing US SAILING's broad array of services and products, growing sponsorship and licensing programs, as well as and improving the overall information technology infrastructure, content management and outgoing communications initiatives. Jack was also the founder and CEO of MessageSherpa, an online communications

company, and the executive vice president of Nautor's Swan USA responsible for developing strategies and implementing sales, marketing, and customer service plans in the U.S. Jack served for as a global sales and business development manager for IBM where he developed worldwide sales strategies and enablement programs.

An avid sailor, Gierhart sails both competitively and recreationally. In addition to circumnavigating Alaska and sailing much of the east and west coasts of the US, he has participated in the Fastnet race, numerous Bermuda races and enjoys racing Lasers, H12s, Shields, J/105s, and J/80s. He lives with his wife, two daughters and son in Marion, MA.



## Chuck Hawley

### Panelist: One-Design Connecting with Industry

Chuck Hawley is lifelong sailor, having sailed approximately 40,000 miles on vessels ranging from ultralight “sleds” to single-handed sailboats to the maxi-catamaran PlayStation.

Chuck is one of five moderators of the U.S. Sailing Safety at Sea Seminars, and is also a Powerboat Instructor for US Sailing. He has done extensive research into crew overboard recovery, life raft design,

anchor design, and storm tactics.

Chuck has worked for West Marine for 27 years, and wrote many of the West Advisor articles that appear in West Marine’s catalogs and web sites. He is currently responsible for the product content on [www.westmarine.com](http://www.westmarine.com). He lives in Santa Cruz, CA with his wife Susan and five daughters, and currently owns a Megabyte 14 sailboat and a 21’ Zodiac RIB.



## Aimee Graham Heim

### Wooden Boats – Collaboration of Classes to Build Members and Enthusiasm



## Laura Jeffers

### Networking Lunch Overview Lightning Boat Grant Program

Laura has been actively racing Lightnings for over 20 years in the New England Area and more recently in Florida. She sails at the Fleet, Regional, National and International levels within many one-design

classes. She has volunteered and worked for non-profit organizations over the past 10 years and she is the new Executive Secretary for the International Lightning Class Association.



## Gary Jobson

### Why One-Design is Important and Essential in this Country

US SAILING president Gary Jobson is a world class sailor, television commentator and author. Gary has authored 16 sailing books and is Editor at Large of Sailing World and Cruising World magazines. Jobson produced the television broadcast of sailing at the 2008 Olympic Games on NBC. He

has won many championships in one design classes, the America’s Cup with Ted Turner in 1977, the infamous Fastnet Race and many of the world’s ocean races. In college he was an All-American sailor three times and was twice named College Sailor of the Year (1972, 1973).



## Patty Lawrence

### Welcome, Introductions, Door Prizes, ODSS ... What’s it All About? Annual Industry Report and One-Design Survey Panelist: Clubs/Classes Working Together to Create Great Regattas

Patty Lawrence races Thistles with her family and would like to share that should one find sailboat racing growing stale, adding a six and eight year old to the crew will add zest to any race course. Patty is

thrilled to have served on the US SAILING Board of Directors. She has served as One-Design Class Council Chair and Thistle Class President, and is the current secretary-treasurer of the TCA.

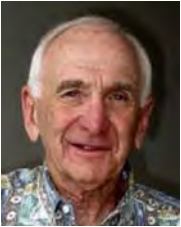


## **Craig Leweck**

### **Maximizing Your Internet Traffic**

Craig is best known as the editor and publisher of Scuttlebutt, a racing newsletter that has been providing daily sailing news by both e-newsletter and website since 1997. After 12 years in the one-design sail making industry, came to understand the dynamics of fleet building and class communication.

Craig's own successes include multiple national titles, an Olympic Tornado campaign and a victory at the 1990 US SAILING Championship of Champions on Lake Tahoe, CA in Hobie 21s. Craig grew up in Los Angeles and Columbus, OH, and now resides in San Diego with his wife and two boys.



## **Tom Leweck**

### **The Law of Unintended Consequences**

Tom Leweck has been one of Southern California's most visible sailing personalities for the more than four decades. He's won ten National and North American Championships in one-design competition and is also a sought-after offshore navigator who's completed seven Transpac Races and 60 long-distance races to Mexico.

Tom was a public relations executive for more than three decades. For five years he was the West Coast editor of Sailing World magazine and was the Press Officer for Team Dennis Conner's 2000 America's Cup campaign. Citing his "outstanding Contributions to Yachting," in 2003 Leweck was honored with US SAILING's President's Award.



## **Dieter Loibner**

### **Class PR Manual**

Dieter Loibner is the sailing editor for Soundings magazine and the editor of [www.sailing-news.us](http://www.sailing-news.us). He was the North American correspondent of YACHT and YACHT Classic (Germany) and his work appeared in Cruising World, Sailing World, Sailing, Sea Kayaker, Trade Only, Wooden Boat (US),

Classic Boat (UK), Nautique (Netherlands), Yachting News (Switzerland) and Yacht Revue (Austria). In his racing days he sailed Laser, Finn Dinghy, Star, Tornado, Hobie Cat, and the Nordic Folkboat. He is the author of Sustainable Sailing, The Folkboat Story and lives in Portland, Ore.



## **Jorge Martin-de-Nicolas**

### **How to Increase Sailing in Your Area in 12 Easy Steps, Guaranteed!**

When Jorge read the bios of the other ODSS presenters, he decided the best course of action was to admit that his greatest sailing accomplishment is that he was once in the same room as Gary Jobson.

Jorge has not participated in a Transpac race (yet) but he once set foot on a sailboat that did. Jorge has not built a robotic sailboat to sail across the Atlantic

Ocean in the Microtransat race (yet) but he once built a robotic car with his brothers and his friends for the DARPA Grand Challenge race sponsored by the U.S. Department of Defense.

Jorge races his J/24 in every regatta he gets a chance, and he once rounded the windward mark in fifth place!



## **Lee Parks**

### **Welcome, Introductions, Door Prizes – ODSS ... What's it All About?**

Lee started in the marine industry in the early 80's working for AMF Alcort. For more than 20 years, she has been US SAILING's Inshore Director, working with yacht clubs, one-design classes and sailing organizations nationwide. Lee has extensive experience in event management in sailing as well as

other sports. She serves on several community sailing boards. She has been an active one-design racer for more than 40 years. Lee never out grown her junior boat, a Sunfish, which she campaigns on the local circuit as well as the World level.



## **Chris Pretracco** **Club Judge Workshop**

Chris is a life-long sailor from Bay Head, NJ. Chris started out in small one-designs on the Metedeconk River and progressed into windsurfing and then collegiate sailing at St. Mary's College of MD. Lately, he has raced various OD keelboats.

Since attending college and running his first team race over 20 years ago, Chris has been involved in

race administration. He is a Certified Regional Race Officer, Senior Judge and National Umpire. He has served on the Judges Committee, chaired the BBYRA Appeals Committee, and has taught many Judges Workshops. Chris is now the US SAILING Race Administration Director. Chris' goal is to streamline the race administration process.



## **Dave Rosekrans** **Small Boat Safety and Preparedness**

Dave's interest in safety developed over 20 years with the National Ski Patrol including patrol director and as an Outdoor Emergency Care instructor. For three years, Dave was Chair of the Cincinnati Chapter of the American Red Cross First Aid Committee, which provided first responder care to 100 events each year including Riverfest with 500,000 people attending. The committee also

covered the many courses taught by the Red Cross. Dave, a retired product development engineer from Procter & Gamble, is a Past-President of US SAILING and current President of the US SAILING Foundation. Dave is a 45 year Thistle racer at Cowan Lake Sailing Association, a small club near Cincinnati, OH. Dave has participated in the ISAF and the US Olympic Committees.



## **Tom Schock** **Builder Working with Classes & Clubs to Grow the Sport** **Panelist: One-Design Connecting with Industry**

Tom Schock, president of the W.D. Schock Corporation, has been responsible for bringing to market about forty sailboats designs. Over the years, he has built approximately 13,000 sailboats. He has been intimately involved with the production of the innovative Schock 40, a high performance sport boat which is equipped with twin foils and canting ballast. This high-tech design received Sailing World Magazine's 2001 "Boat of the Year" Award, "Most Innovative" boat and "Best Sport Boat" awards.

An extremely accomplished sailor, Tom crewed on the Columbia in the 1967 America's Cup trials. He has actively campaigned many one-design boats and has won class championship regattas in Thistles, I-14s, Lido 14's, Snowbirds, Santana 22's, Santana 20's, and Schock 35. He has competed as the skipper of various offshore designs in numerous long distance races including two Transpacs, two Bermuda races, two Chicago-Mac events and approximately twenty-five Newport Beach to Ensenada races.



## **Doug Strumberger** **Buliding Effective Class Websitesv**

Doug Stumberger has been active in the one design racing community for over 20 years, racing in a variety of classes including the Thistle, J/24, and Laser. He is a past winner of the Thistle Hard Novice trophy, part of the winning crew in the Olson 30 class at 1999 SF NOODS, and a regular competitor as both driver and tactician on the Pacific Northwest Thistle circuit. He can also be found bashing

about Seattle's Shilshole Bay on his Laser for winter training. Stumberger has developed and marketed software for more years than he can remember, and four years ago started his third startup company, developing web sites using open source technology. He is one of the founders of the one design racing and sailing weather site [www.raceonedesign.com](http://www.raceonedesign.com). He lives in Seattle with his wife and daughter.



## Bill Stump

**Moderator: Clubs/Classes Working Together to Create Great Regattas**  
**Moderator: One-Design Connecting with Industry**

Bill has been on the US SAILING Board of Directors since 2006. He is a National Race Officer and Judge and a two-time winner of the St. Petersburg Trophy for the 2002 Star Worlds and 2005 Star North Americans. He races a Star and was previously an A level Sailor-Athlete.

Bill is a principal in Mindshare International, a business recovery consultancy. Previously he was President and CFO, construction equipment dealerships; CFO/COO, general contractor – public sector construction; Operations Officer, US Navy; and Commodore of the California Yacht Club.



## Ken Taylor

**Online Registration & Class Database Management**

Ken is President and founder of US SAILING Regatta Network which provides online registration and event management services for competitive sailing events. Ken is an active member of the Austin Yacht Club, actively campaigns a J/22 in the Southwest circuit and has been a member of the J/22

class since 2003, and sailed Hobie 18s in Division 6 of the North American Hobie Class association, for six years. The heart of US SAILING Regatta Network was developed during Ken's tenure as the Race Chairman at a central Texas yacht club.



## Dwaine Trummert

**Buliding Effective Class Websites**

Dwaine Trummert's one design racing is usually from the helm position of his Thistle or Laser. Other hobbies include cycling, photography, and soccer. Professionally, Trummert has worked as a software engineer for over 15 years, and brings wide experience

in Web technologies to his clients. Dwaine and his wife, Deanne, a second generation Thistler, live in Tacoma, WA with their daughter, Dana. He is one of the founders of the one design racing and sailing weather site [www.raceonedesign.com](http://www.raceonedesign.com)



## Nick Turney

**Go Fast Workshops**

Nick grew up sailing on western Lake Erie out of North Cape Yacht Club. As a young kid he decided he wanted to learn how to be a sail maker. Working for John Greiner and later Skip Dieball, he learned a lot about the profession and really enjoyed it. He then took all those skills and applied them to my sailing. Today he is the manager of North

Sails Cleveland. Besides running a sail loft he also races and coaches professionally. He's been in the sail making industry for about 10 years now, having helped many teams to the podium. Classes he primarily races in include Lightning, Thistle, J22, J24, Highlander, Interlake, Melges 24, and Farr 40.



## Diane Wenzel

**Community Sailing & One-Designs**

Diane established Westwind Sailing in 1987 to provide public access, community sailing and safe boating education at the Dana Point Youth & Group Facility. Her award winning school has taught more than 30,000 students at the Dana Point location and an additional 3500 at extension sites in Southern

California. Her US Sailing affiliations include Chair of the Community Sailing Council, member of the HOD, level 1 Instructor Trainer & Powerboat Instructor. Diane earned her BA in Recreation and Business Economics from CSULB and holds a USCG Master license.



# ONE-DESIGN SAILING SYMPOSIUM SEMINAR OUTLINES

**“We enter races to find an atmosphere which, like combat, stretches ability and endurance to the limit and allows character to emerge which can reach beyond those previous limits for that extra margin required for victory, where decisions must be made instantly and be coupled with competent execution of complex evolutions. Where numerous variables must be integrated to derive tactics and strategy in interaction.”**

**Captain John B. Bonds, USN**

*Former Executive Director of US SAILING, 1940 – 2010*

# US SAILING Yacht Club Summit

April 2 - 3, 2011  
Fairmont Hotel - Chicago, IL

Connect with leaders from yacht clubs across the country and network with experts from a broad spectrum of organizations. Learn about best practices, innovative programs, how clubs are prospering in today's environment and how you can improve the services at your organization.



## Saturday April 2, 2011

8:00-9:00	Registration (Breakfast on-own)			
9:00 - 9:45	<u>Opening Remarks</u> Making Yacht Clubs Essential Gary Jobson, US SAILING President			
9:45-10:45	<u>Communications Panel</u> Moderator: Gary Jobson			
11:00 - 12:15	<u>Signature Event</u>	<u>Relurbishment of Club</u> Moderator: John Dane	<u>Information Technology</u> Moderator: Stan Honey	<u>Regulatory Issues</u> Moderator: Bill Stump
12:15 - 12:45	Lunch			
12:45 - 1:15	<u>Long Range Planning</u> Speaker: Clay Deutsch			
1:30-2:45	<u>Community Access</u> Moderator: Dawn Riley	<u>Financial Stability</u> Moderator: Dan Cooney	<u>Regatta Management</u> Moderator: John Craig	<u>Yacht Club Branding</u> Moderator: Bob James
3:00 - 4:15	<u>Junior Program Panel</u> Moderator: Dave Perry			
5:30	Cocktails			
7:00	Dinner Keynote Speaker: Ted Turner			

## Sunday April 3, 2011

7:30 - 8:30	Breakfast on-own			
8:30 - 9:00	<u>Sailing Around the World</u> Speaker: Stan Honey			
9:00 - 10:00	<u>Membership Panel</u> Moderator: Gary Jobson			
10:15 - 11:30	<u>Yacht Club Foundation</u> Moderator: Jim Tichenor	<u>Waterfront Management</u> Moderator: Dawn Riley	<u>Club Owned Fleet</u>	<u>Increase Race Participation</u> Moderator: Stan Honey
11:45 - 12:15	Lunch			
12:15 - 12:45	<u>Insurance</u> Speaker: Carter Gowrie, The Gowrie Group			
1:00 - 1:45	<u>Recruiting and Change of Volunteers &amp; Staff Panel</u> Moderator: Charlie Leighton			
1:45 - 2:30	<u>Governance</u> Speaker: Kurt Stocker			
2:30 - 3:00	<u>Final Thoughts / Wrap-Up</u> Speaker: Gary Jobson			
3:30 - 4:30	<u>Post-Script</u> Speakers: Gary Jobson and Charlie Leighton We invite a representative from each club to join us in a discussion about the state-of and views-of our sport			





LEADERSHIP, INTEGRITY AND ADVANCEMENT FOR THE SPORT OF SAILING

# 2010 ONE-DESIGN SAILING SYMPOSIUM Seminar Outlines

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# One-Design Class Survey

Patty Lawrence

## The Leaky Bucket



- Time to Benchmark: You can't monitor what you can't measure
- More fact based and less anecdotal
- 8 is the MAGIC NUMBER for Sailing
- Develop a specific strategy designed to push the infrequent or people sailing 7 times or less up to the magic number and watch the sport grow from within

US SAILING One-Design Class Survey  
Patty Lawrence, Analyst  
Neil Schwartz, Sports Marketing Services




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# Keynote Address: Making Your Class Attractive – Manage Your Image in Class Marketing & Media

Fried Elliott

## Fried Elliott

*ISCYRA Director, Marketing & Media  
Star, 49er, Snipe & WIMRA Class Photographer*

[www.friedbits.com](http://www.friedbits.com)

[fried@friedbits.com](mailto:fried@friedbits.com)

Download a PDF of this presentation at:

<http://www.friedbits.com/downloads/2010-ODSS-Keynote.zip>



## Exercise #1: Image Assimilation

- Slow down and observe your mind's behavior as you "look at" the next few images
- What did you "see" first? Second?
- Number those places on your image
- At each point you were aware of "seeing":
  - Why was that the thing you saw?
  - What did it cause you to remember (if anything)?
  - How did you respond physically? Intellectually? Emotionally?

# Keynote Address: Making Your Class Attractive – Manage Your Image in Class Marketing & Media

Fried Elliot



## Exercise #2: Word Association

- Observe and jot down your emotional responses, mental reaction, or associated memories
- React with an open mind, don't "think" or interpret based on what you think you "know"
- 3-6 words or "ideas" are enough
- Try to avoid writing down "facts"

Sequence #1

1 \_\_\_\_\_ 1 \_\_\_\_\_

2 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_ 3 \_\_\_\_\_

4 \_\_\_\_\_ 4 \_\_\_\_\_

5 \_\_\_\_\_ 5 \_\_\_\_\_

6 \_\_\_\_\_ 6 \_\_\_\_\_

7 \_\_\_\_\_ 7 \_\_\_\_\_

8 \_\_\_\_\_ 8 \_\_\_\_\_

Sequence #2

Sequence #3

## Sailing Media Survey

The Star Class has recently developed an online Sailing Media Survey with the following objectives:

- Establish Star class priorities for developing new capabilities in support of media coverage for our championship events
- Provide a tool for other classes to use in soliciting feedback from their own members for similar purposes
- Consolidate feedback across the larger sailing community concerning their views of sailing media coverage
- Gather quantitative information relating to certain issues raised in the recent ISAF Olympic Commissions Report

We'd like to invite your class or club to consider participating in the survey. You can review and practice taking the survey or discuss with others by following this link (the results are not counted):

<http://www.surveymonkey.com/s/smsv2-beta>

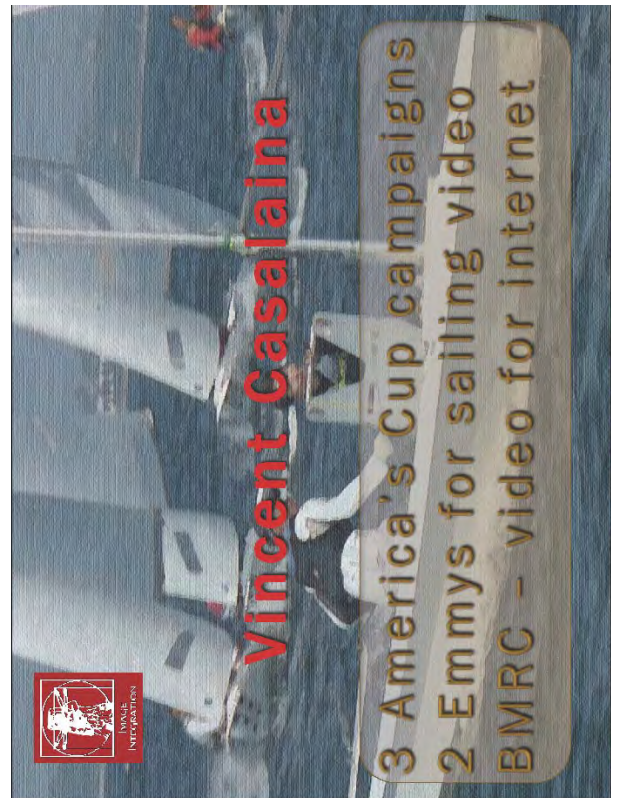
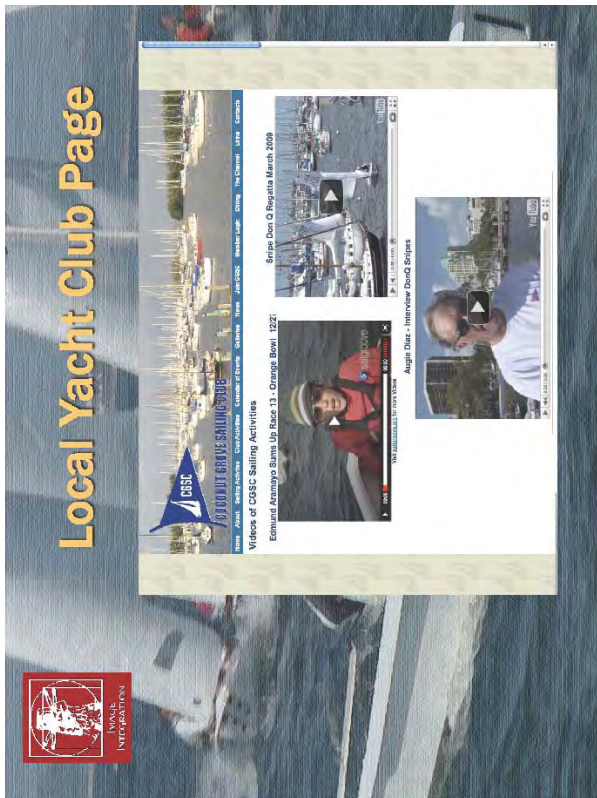
When you launch the survey using the link above this is exactly as it would be presented to anyone taking the survey when released to a larger group. The survey link can be published on a web page or in an email, and a wide variety of other online publishing methods. You must click on an answer to the questions with a red \* as they are required.

Here is how it would work. The survey tool allows the survey administrator (that would be me) to create a "collector", which is a unique version of the survey's link referencing the same survey. Responses are then "collected" into a unique set for everyone who participates using that link, which can then be analyzed separately from the rest of the responses. I can also report on the combined results of two or more collectors, which will allow us to report on the aggregate response across all classes and participants. In other words, I would create your own custom entry link into the survey that you would use to promote the survey within your own organization. I would then be able to report your results separately to you, as well as in combination with one or more other survey groups.

Please consider participating! Contact me here at ODSS or email to [fried@friedbits.com](mailto:fried@friedbits.com) if you're interested. Thank you!

# Video Is Not Just Eye Candy

## Vincent Casalaina

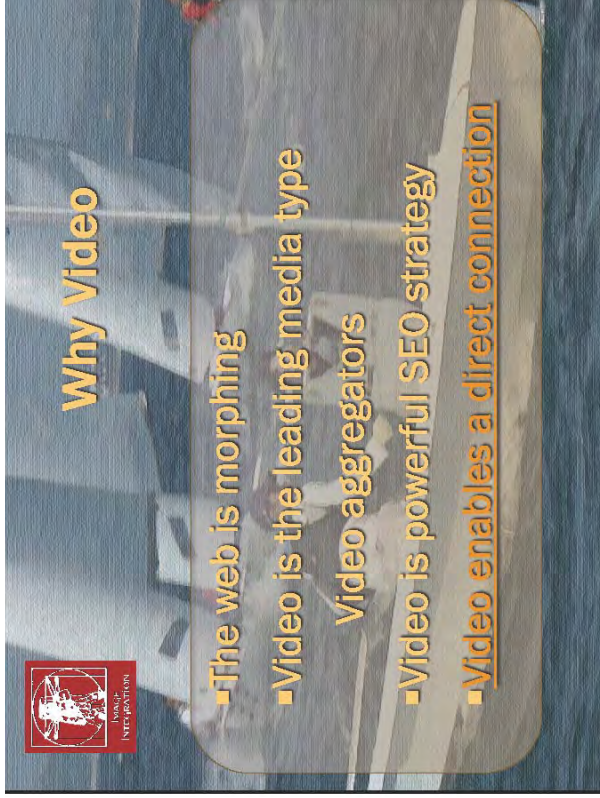




**Melges 32 Worlds**

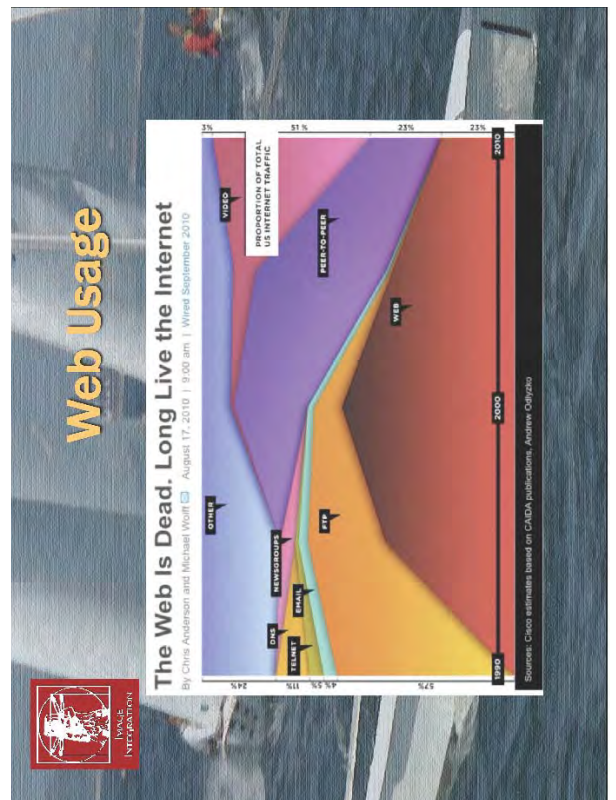
**2010 Melges 32 World Championship**

Hosted by **St. Francis Yacht Club**

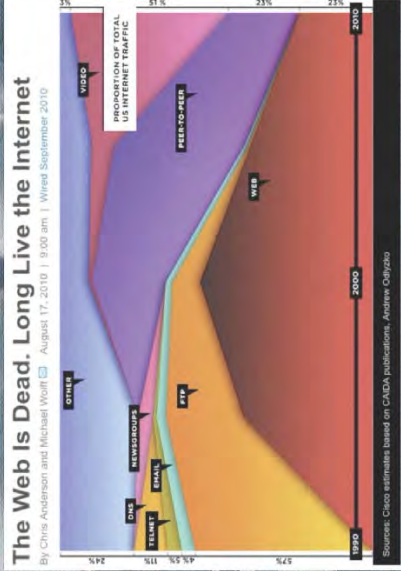
**Why Video**

- The web is morphing
- Video is the leading media type
- Video aggregators
- Video is powerful SEO strategy
- Video enables a direct connection





**Web Usage**

**The Web Is Dead. Long Live the Internet**  
 By Chris Anderson and Michael Wort | August 17, 2010 | 9:00 am | Wired September 2010



Source: Cisco estimates based on CAIDA publications, Anirvan Choudhry

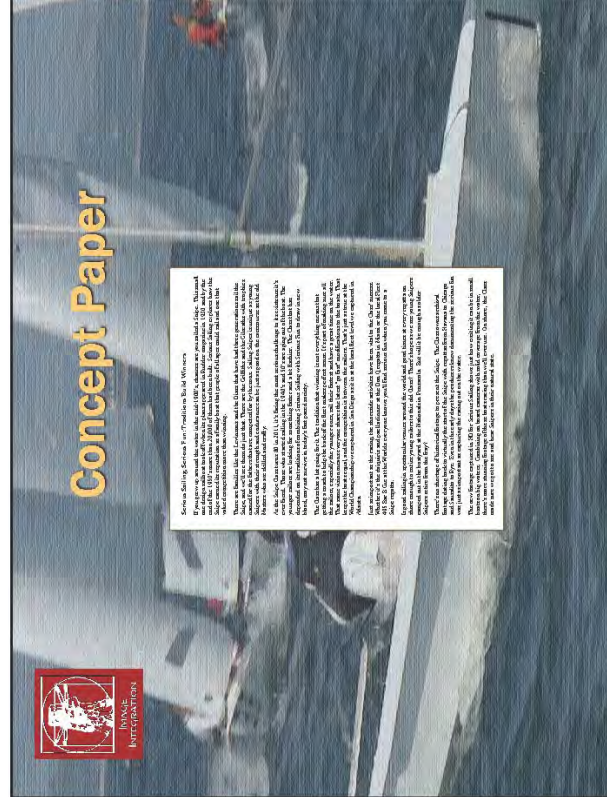
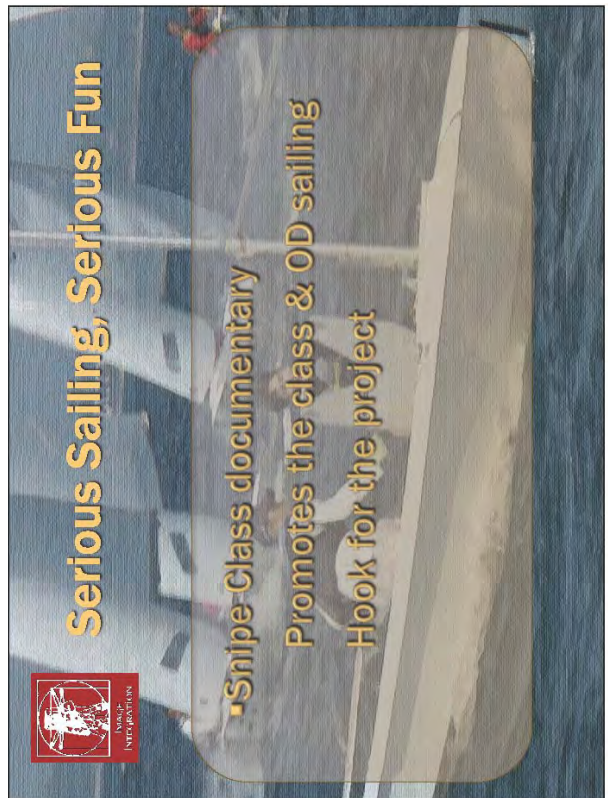



**Sailing Aggregators**




# Video Is Not Just Eye Candy

## Vincent Casalaina





## Serious Sailing, Serious Fun: Traditions Build Winners

If you grew up around the water in the mid-1900's, chances are you sailed a Snipe. This small one design sailboat took off when its plans appeared in Rudder magazine in 1930 and by the end of the 1950's more than 20,000 of them had been built. Serious Sailing explores how the Snipe earned its reputation as a family boat that people of all ages could sail and one that valued competition more than winning.

There are families like the Levinsons and the Diazs that have had three generations sail the Snipe, and we'll see them do just that. There are the Griffiths and the Gilreaths with trophies named for the fathers that are competed for by the sons. Sailing Snipes is unique as young Snipers with their strength and endurance can be just as good on the racecourse as the old Masters who are skilled and crafty.

As the Snipe Class turns 80 in 2011, it's facing the most serious challenge to its existence it's ever faced. Those who started sailing in the 1940's and 50's are aging out of the boat. The younger sailors are looking for something faster and a lot flashier. The Class that has depended on its traditions of combining Serious Sailing with Serious Fun to draw in new blood, may not survive in today's fast paced society.

The Class has a lot going for it. The tradition that winning is not everything means that getting a coach to help the back of the fleet makes perfect sense. It's part of making sure all the sailors, especially the younger ones, sail their fastest and have a great time on the water. That same vision means everyone shares the latest "go fast" modifications to the boats. That keeps the boats equal, and the competition is between the sailors. That's just as true at the World Championship we captured in San Diego as it is at the local fleet level we captured in Atlanta.

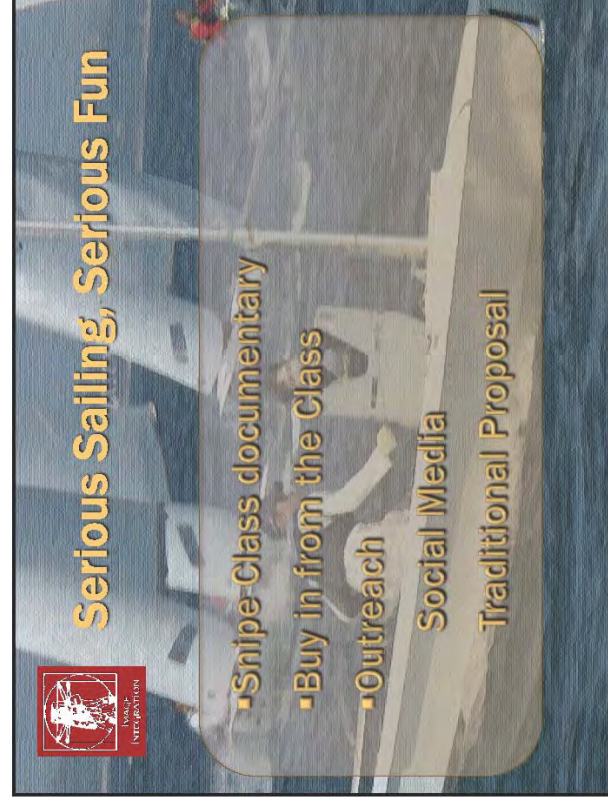
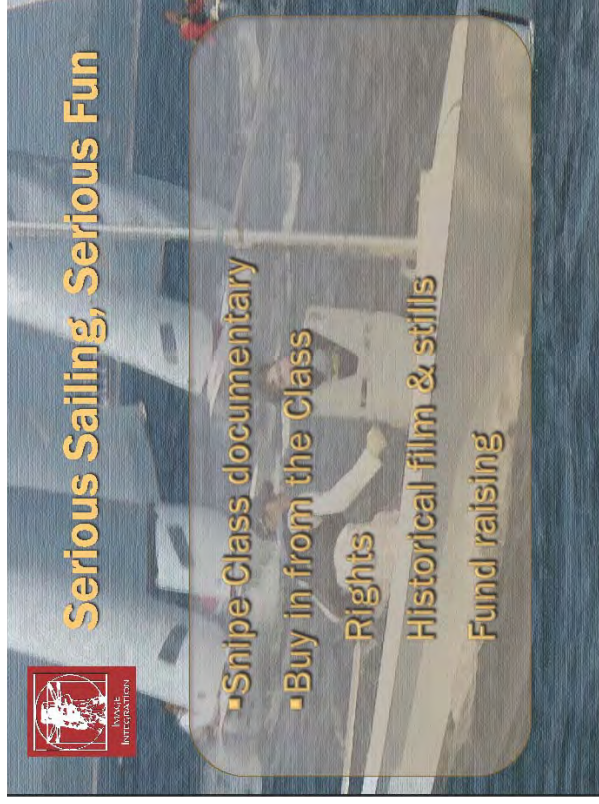
Just as important as the racing, the shoreside activities have been vital to the Class' success. Whether it's the daiquiris and paella dinner at the Don Q regatta in Miami or the local Fleet 495 Bar B Cue at the Worlds everyone knows you'll find serious fun when you come to a Snipe regatta.

Is good sailing in spectacular venues around the world and good times at every regatta on shore enough to entice young sailors to this old Class? There's hope as we see young Snipers camped out in the booyard at the '09 Nationals in Pensacola and their strong competitive showing at the '10 Nationals in Annapolis. But will that momentum be enough as older Snipers retire from the fray?

There's no shortage of historical footage to present the Snipe. The Class owns archival footage dating back to virtually the start of the Snipe with regattas from Havana to Chicago and Sausalito to Rye. Even in the early days the producers knew documenting the serious fun was just as important as capturing the racing out on the water.

The new footage captured in HD for Serious Sailing shows just how exciting it can be in small boats on big waters. Combining on board cameras with solid coverage from the water, there's more stunning footage of these boats racing than we'll ever use. On shore, the Class made sure we got to see and hear Snipers in their natural state.

With just pick up shooting left to do, Serious Sailing is looking at telling the story we've captured. The Class has helped keep the real costs on location down by offering in kind support and by opening its doors to individual donations to support the filming. The crew has made a commitment to complete the project, deferring full payment until the documentary sees distribution. Almost half the real cost budget has been raised to date. The remaining fundraising is targeted to institutional sources that will cover completion costs.



# Video Is Not Just Eye Candy

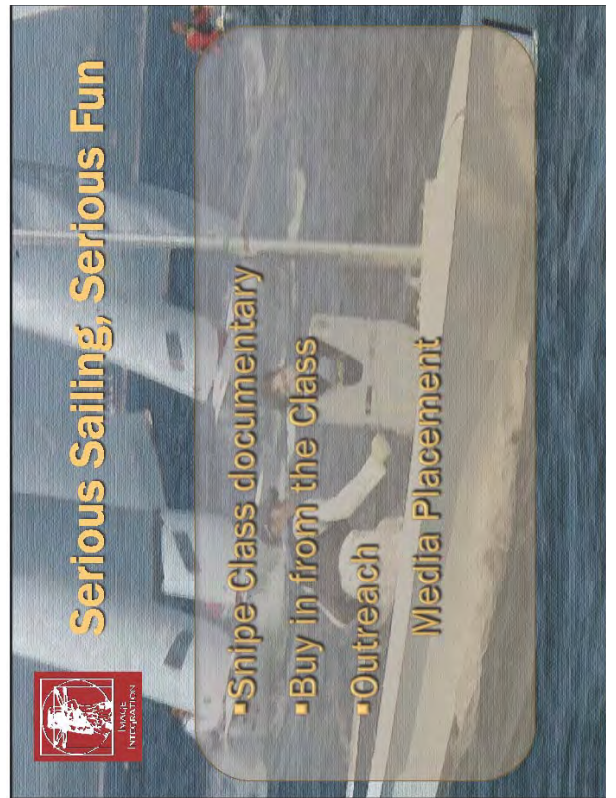
Vincent Casalaina



## Interactive Media



## Promotional Video



## Serious Sailing, Serious Fun

- Snipe-Class documentary
- Buy in from the Class
- Outreach

## Media Placement



## Print Media

**ELECTRIC SAIL TRIM, FAST & EASY**

# Sailing WORLD

## ATTACK & DEFEND

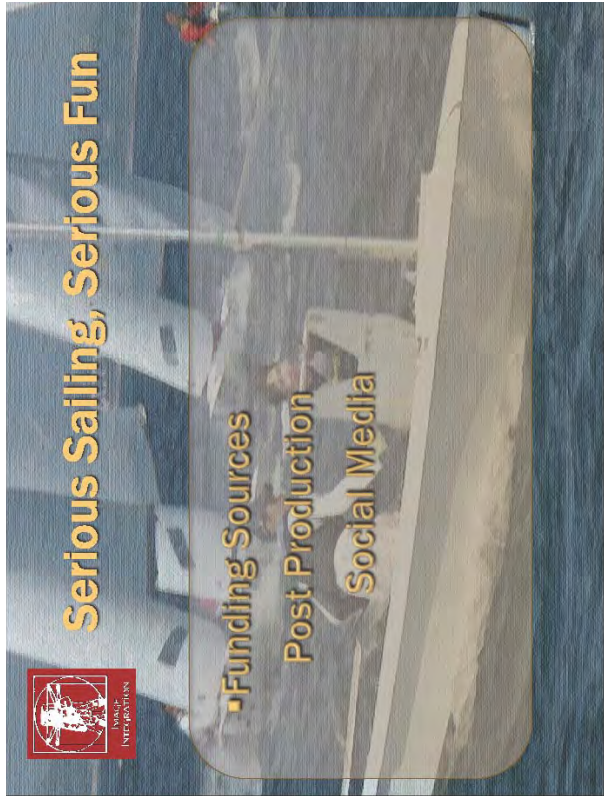
How to win your next racing duel!

**STICK WITH THE RIGS: THE SILVER SQUAD**

**Erisco Flasco**  
San Francisco's Westlight annual sailboat regatta

**THE RACING SHEET**

After a full day of racing, the crew of the San Francisco Westlight regatta... [text continues]



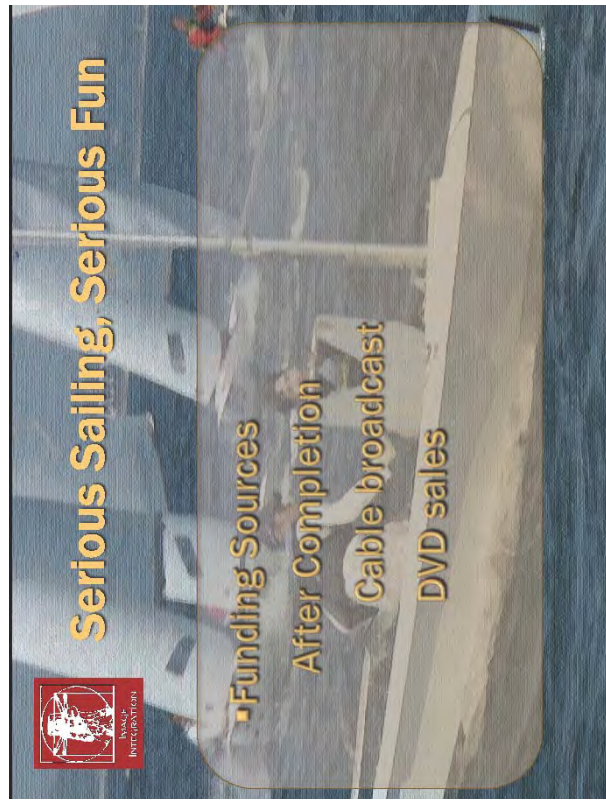
**Serious Sailing, Serious Fun**

- Funding Sources
- Post Production
- Social Media



**Serious Sailing, Serious Fun**

- Funding Sources
- Production and beyond
- Individuals
- Yacht Clubs
- Sponsors & Grants



**Serious Sailing, Serious Fun**

- Funding Sources
- After Completion
- Cable broadcast
- DVD sales



**Interactive Media**

**KICKSTARTER** | **Serious Sailing, Serious Fun - final round of videotaping**

4 backers \$280 pledged in 24 hours

**FUNDING UNSUCCESSFUL**  
The campaign you're viewing is not eligible for a refund.

**PLEASE DONATE MORE**  
Signed 4 out of 5 of 5 backers to allow for the video

**PLEASE DONATE MORE**  
Signed 0 out of 0 of 0 backers to allow for the video

**PLEASE DONATE MORE**  
Signed 0 out of 0 of 0 backers to allow for the video

**ABOUT THE PROJECT**  
Come watch the film production for yourself, but we're not just sailing. We're making the most fun thing you can do with your camera. We're making the most fun thing you can do with your camera. We're making the most fun thing you can do with your camera.

# Video Is Not Just Eye Candy

## Vincent Casalaina

**Budget**

Overhead Rate -built in: 1.00  
Real Cost Rate: 0.25

PROJECT: Snipes: A Family History in HD  
BUDGET BREAKDOWN

Line	Job Cat.	Name	Num	Time	Unit	Rate	Cost	Real Cost
102	Producer	Casalaina	1	2.0	dy	500.00	1000.00	250.00
102a	Producer	Casalaina	1	1.0	dy	500.00	500.00	125.00
103	Writer		0	0.0		500.00	0.00	0.00
104	Co-Producer	Greene	1	2.0	dy	400.00	800.00	200.00
SUB TOTAL							2300.00	575.00

\* Items in Red = expenses incurred  
\* Items in Green = expenses paid

**Application to other classes and regattas**

- Star Class
- Rolux Olympic Classes Regatta
- Any class or event looking for more exposure in the sailing community

# Building Effective Class Websites

## Doug Stumberger and Dwaine Trummert

Doug Stumberger [dstumberger@hotmail.com](mailto:dstumberger@hotmail.com) Dwaine Trummert [dwaine@harbornet.com](mailto:dwaine@harbornet.com)

### STRATEGY (New opportunities and key benefits for your website)

#### Know your users! (and provide the content they are searching for)

- Visitors who are looking to learn more, the casually interested
- People on a mission: buy/sell a boat, sign up as crew, find a local sailor
- Core users: occasional, participating, (a few) heavy hitters
- Don't forget friends and family!

#### "Web 2.0" technology can broaden the reach of your website and create a richer user experience

- Integrated media (image, video, podcast) keeps users returning to your site
- Community features (blogging, comments, forums) increase involvement and shared knowledge
- Integration with social media extends the marketing reach of your class
- User interaction (login, registration, e-commerce) makes class administration easier

#### Leverage your website as a marketing tool ... and for generating ad revenue

- Build your website designed for maximum "SEO" (Search Engine Optimization)
- Use RSS (Really Simple Syndication) to spread the word when you post new content
- Integrate with social media services such as Facebook and Twitter to enhance visibility
- Integrate your traditional print advertisers or utilize new ad & affiliate platforms

#### Provide a richer, more integrated experience for regatta participants

- Modern web systems make it easier to create "sub sites" for specific events
- Integration and link opportunities with US Sailing, Regatta Network, etc.
- "Micro-reporting", blogging, podcasting, video embedding can build participation
- Weather data available including current conditions, forecasts, tides

#### Integrate the online and print worlds

- Print is not going away -- print and web will be side-by-side for a long time to come
- Augment print communications (e.g., class magazine) with email newsletters, online versions
- Refer to "Bonus Features" (additional interviews, etc.) only available online
- Talk to your print advertisers about additional opportunities for online advertising

#### Summary

- Know your audiences, know your content, build your community
- Explore the Web 2.0 possibilities and determine what's possible given your time & budget
- Evaluate the class admin, marketing, and advertising opportunities against costs

### TACTICS & TECHNOLOGY (Tips on getting your website updated, revamped, improved)

#### Establish a roadmap for the growth of your website

- Investigate a lot of sites (not just sailing) to know what you want and like
- Content is king, but design is important too (and an opportunity to promote your "brand")
- Think about new content and new features, at both strategic and tactical levels
- "Crowdsourcing" your requirements: let your community play a role in design and review

#### Finding help, getting started

- The days of the volunteer/part-time HTML developer are numbered
- Network among friends, members, nearby businesses to find developers; get references!
- Know your budget and get (several) fixed price bids for your project
- It may be more cost effective to replace a site and migrate your data than to jury-rig new pieces

#### Don't forget about hosting, administration, and security

- How much are you paying? \$20/month buys a LOT of server power these days
- Budget time and money to managing system updates and performing routine maintenance
- If you're accepting user input you MUST secure your website

#### Previous generation = HTML; This generation = Content Management Systems

- Provide a unified framework for building, administering, and maintaining a website
- Make it easy to add and modify content on the site (no need to know "code")
- "Out of the box" features such as full-text search, user administration, rich content creation, etc.
- Provide a framework for adding new technologies and features -- "future proofing"

#### "Open source" solutions for building web applications

- Typically can be downloaded, installed, used, and modified without licensing costs
- Examples: Drupal, Joomla, Wordpress, Ruby on Rails
- Built, extended, maintained by a community of volunteers
- Rich libraries of (sometimes buggy) new features, layouts, designs (Drupal: 7000 modules!)

#### Proprietary solutions for building web applications

- Frameworks & toolsets from Microsoft (ASP.NET), Oracle (JavaServer Pages), Invision Power
- Can provide a more "turn-key and robust solution with clearer technology roadmap
- Locks you into particular technology/company, can be difficult to modify or enhance
- Can have higher licensing and operating costs

#### Summary

- Evaluate what you have and develop a roadmap for new features & content for your site
- Look carefully at the "fix vs. rebuild" decision to take advantage of new technology
- Pick good partners and be diligent when implementing a project to reduce 'detours'

**DND Communications**

(206) 302 - 8061

# Go Fast #1 - Sail Trim and Shape

Nick Turney

## Mainsail Trim

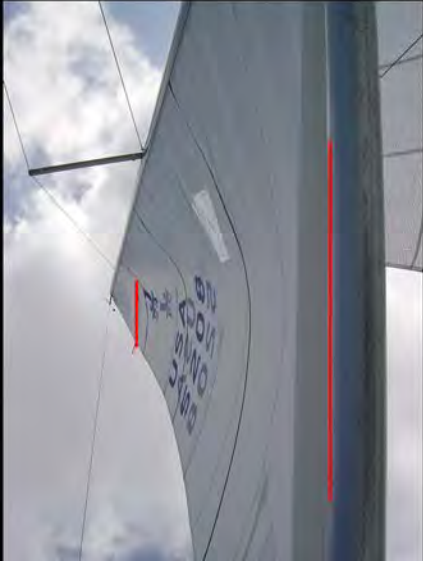
Oversheeting the mainsheet will close the leech, increasing weather helm and making the bow want to point up

Easing the mainsheet opens the leech and decrease weather helm, making the boat easier to sail straight



NORTH SAILS

## Sail Trim

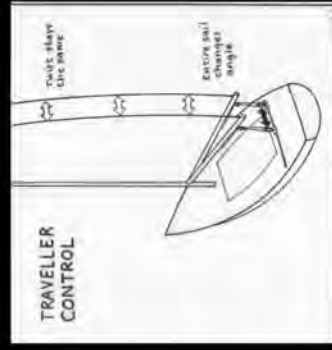


Basic Rule-  
Top Batten  
Position

NORTH SAILS

## Traveler

- The traveler changes power in the mainsail by changing the angle to the wind
- The traveler will also affect pointing ability



NORTH SAILS

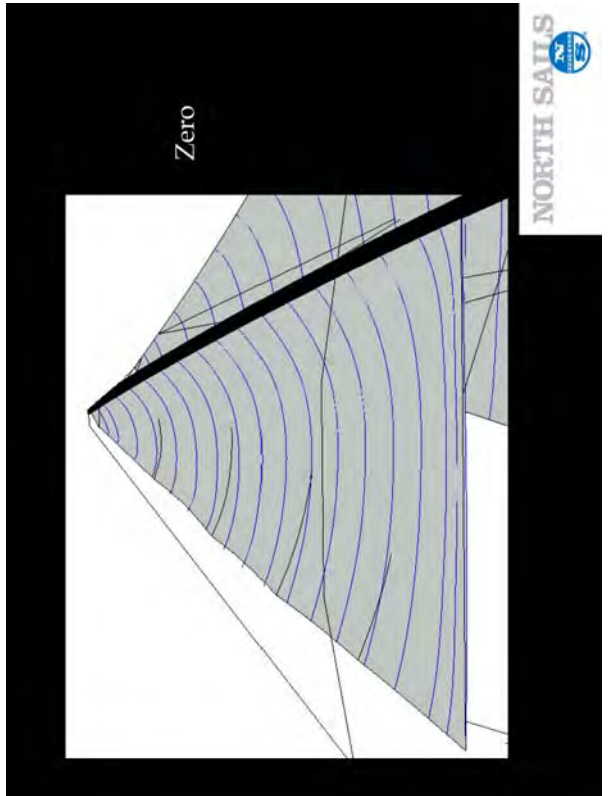


NORTH SAILS



Boom on center line  
Adjust to keep helm  
Neutral  
Up in light air  
Down in heavy air

NORTH SAILS

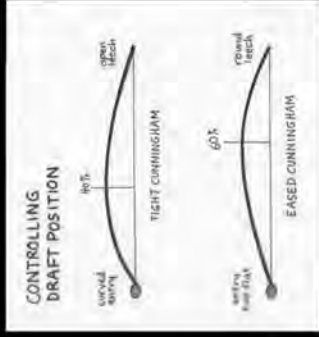


NORTH SAILS

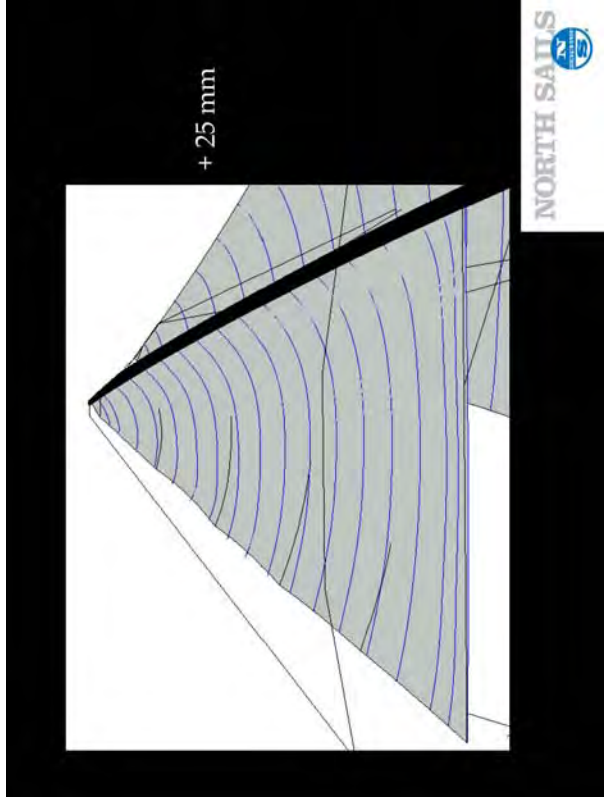
# Cunningham

Draft forward is a better heavy air shape, keeping the leech more open to depower

Draft aft is a better light air shape, firming the leech for power



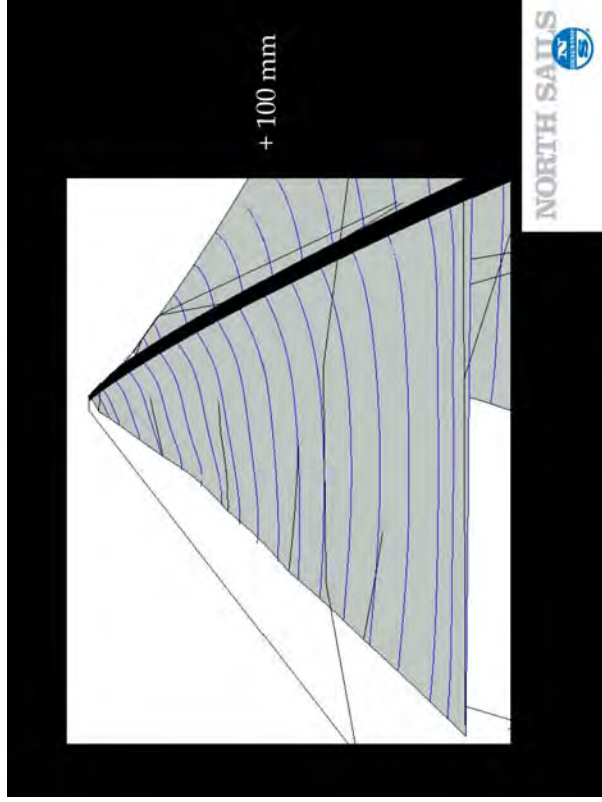
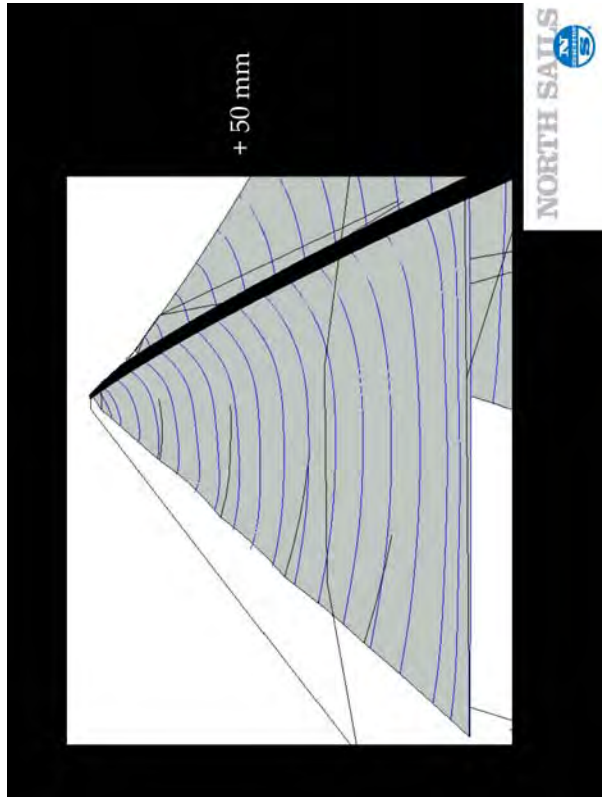
NORTH SAILS



NORTH SAILS

# Go Fast #1 - Sail Trim and Shape

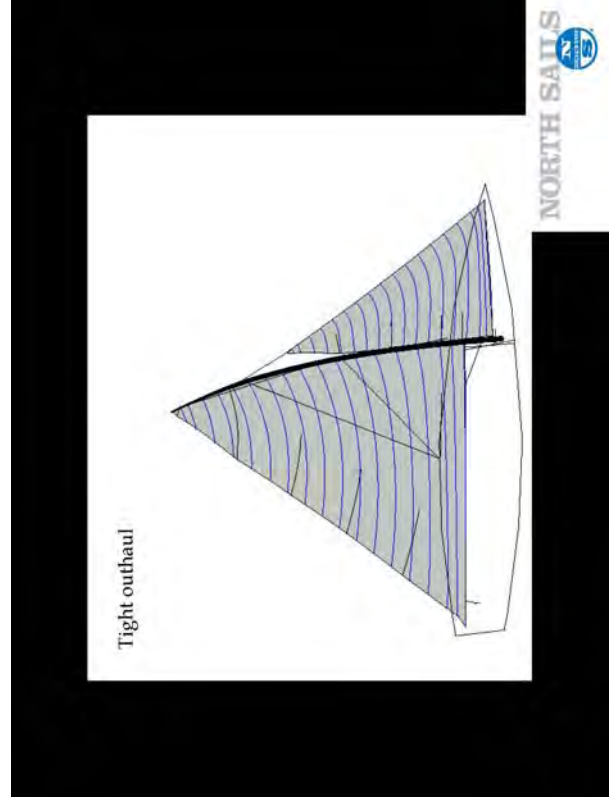
Nick Turney



## Outhaul

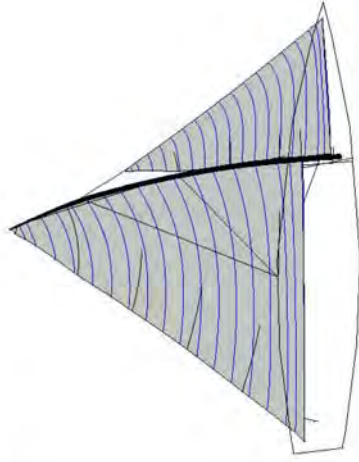
- Loose outhaul makes the lower main fuller for more power
- Tighter outhaul flattens lower main and opens leech

The diagram shows a sail with labels: "loose" with an arrow pointing left, "tight" with an arrow pointing right, and "flattens bottom" pointing to the lower part of the sail. Below the sail, the text "TIGHT OUTHAUL" is written. The North Sails logo is in the bottom right corner.





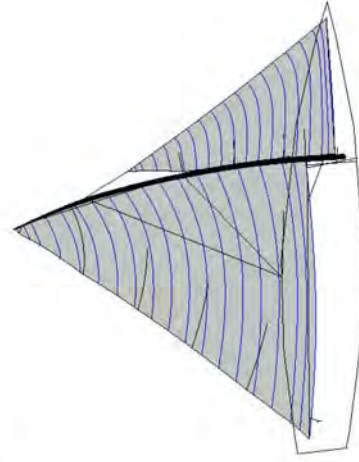
40 mm looser



NORTH SAILS



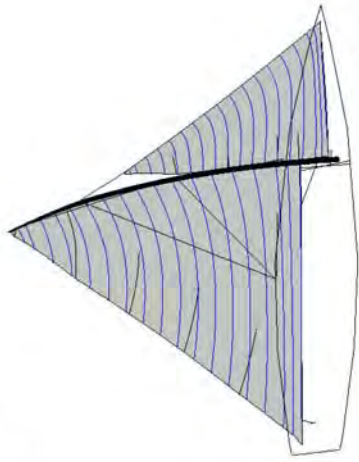
80 mm looser



NORTH SAILS



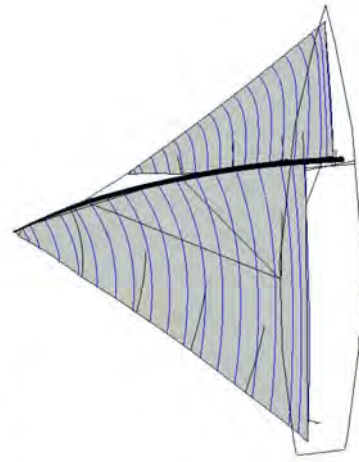
20 mm looser



NORTH SAILS



60 mm looser



NORTH SAILS

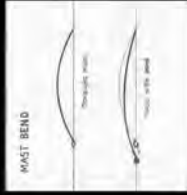


# Go Fast #1 - Sail Trim and Shape

Nick Turney

## Vang

- Upwind-
  - Controls mast bend
  - Flatness of sail



NORTH SAILS

## Main Sail Trim

- Light Air
  - Outhaul Loose
  - Cunningham off
  - Vang Loose
  - Backstay, loose
  - Traveler up to boom on C/L.
  - Mainsheet- Top Batten parallel
- Moderate
  - Outhaul Max
  - Cunningham loose
  - Vang Snug, no slack
  - Backstay, adjust power to keep boat flat
  - Traveler, keep boat flat
  - Mainsheet top parallel or slightly open

NORTH SAILS

## Main Sail Trim

- Heavy Air
  - Outhaul Max
  - Cunningham, no wrinkles
  - Vang very firm
  - Backstay on hard
  - Traveler, down, below C/L
  - Mainsheet, top batten open 5- 10 degrees

NORTH SAILS

## Ben. 36.7 Main



## Etchells



## Head Sail Trim

- Jib Lead
  - Controls Twist
  - Forward=more power, less twist
  - Back= less power, more twist
- Jib Halyard
  - Entry Position
  - Full Entry is better for chop
  - Fine Entry is better for flat water

## Controls

- Jib Sheet
  - Controls Over all shape and depth
  - Inboard and Outboard position

## Head Sail Trim

- Light Air
- Medium halyard- finer entry, looser in chop
  - Lead Forward
  - Eased Sheet
- Medium Air
- Tighter Halyard in flat water, looser in chop
  - Lead Middle
  - Tighter Sheet

# Go Fast #1 - Sail Trim and Shape

Nick Turney

## Light/Moderate



## Heavy



## Head Sail Trim

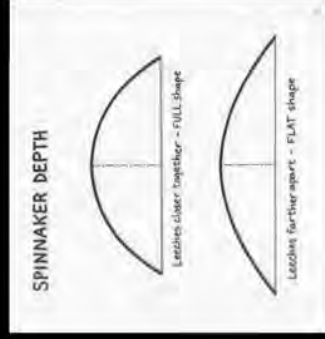
Heavy Air

- Really Tight Halyard all the time
- Lead Aft
- Sheet eased



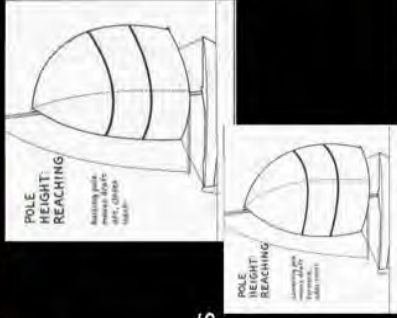
## Spinnaker Trim

- A full shape is good for power in chop or when pumping
- A flatter shape provides more exposed area and is most effective in flat water



## Spinnaker Trim

- Pole too high flattens the luff and moves the draft aft, closing the leech
- 2. Lowering the pole moves the draft forward and opens the leech



NORTH SAILS

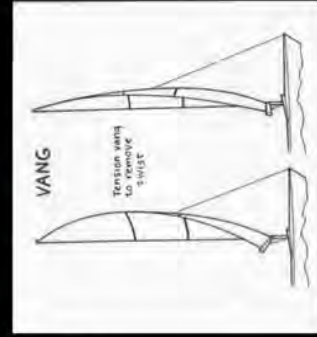
## Spinnaker Checklist

- Pole Height, Inboard and Outboard
- Sheet Tension Discussion
- Pole angle
- Keep sheet moving

NORTH SAILS

## Downwind Trim

- Too little vang allows too much twist and flattens the top of the main, depowering the sail
- Vang on decreases twist and makes the top of the main deeper and more powerful



NORTH SAILS

## Differences?



# Regatta PR 101

Dieter Loibner



## Regatta PR 101

How to maximize exposure  
without breaking the bank



## Why bother?

"If a tree falls in a forest and no one is around to hear it,  
does it make a sound?"

- It's about people!
- Reach your constituents and outside audiences
- Attract and satisfy sponsors
- Attract participants to your club, class, venue
- Validate/acknowledge competitors, organizers and volunteers



## What has changed?

- The Internet was "made for sailing"
- "Next week" is too late
- Individuals build their own news networks
- Big events with PR \$\$\$ hog the headlines



## Typical Challenges

- Going from recipient to producer/publisher
- Prioritizing/coordinating/preparing PR effort
- Not enough resources/budget/experience
- Technology (WiFi, cell phone coverage, Starbucks)
- Quick turnarounds (protest hearings, results)



## Wrestling the Bear

- Establish communication plan/schedule/distribution
- Choose communication channels
- Post them in calendar, NOR, newsletter, Web site
- Assign PR as a responsibility, not an afterthought
- KISS wins



## The Elements

- Numbers – The results
- Images – Photos or videos
- Words – The event report (or a daily report)




## Social Media

- Facebook/Blogspot: Post daily reports and images from Web, smart phone
- Twitter: Live ticker for commentary, updates to advise # of races sailed and when report/results will be up
- Picasa or Flickr: Image galleries (public access!)
- YouTube/Vimeo: Event/class/club video channel.



# Making Smart Insurance Decisions for your One-Design Boat and Class Association

Sarah Davidson




**Smart Insurance Decision Making: Part 1**

→ **Part 1. Class Association Insurance (The Burgee Program)**

**Part 2: One-Design Insurance (One-Design Program)**

**GowrieGroup** ALWAYS ON WATCH  
Insurance • Claims • Claims



**Common Myths about Insurance for Class Associations**

**Myth 1:** The venue/yacht club provides coverage to the Class Association  
**Reality:** Not True  
-----

**Myth 2:** A Class Association does not own property, so it does not need insurance  
**Reality:** Not True  
-----

**Myth 3:** A Regatta Liability Policy covers everything the Class Association does on race days  
**Reality:** Not True

**GowrieGroup** ALWAYS ON WATCH  
Insurance • Claims • Claims

**BURGEE PROGRAM**  
By Underwriting



**Class Associations and Sailing Clubs Need Comprehensive Coverage**

Class Associations and Sailing Clubs undertake complex activities on a regular and routine basis. These organizations need to be prepared and protected for everything.

Activities typical for Class Association and Sailing Clubs & Yacht Clubs	Type of Insurance Coverage Needed	Burgee Program Coverage
Running on the water racing	Regatta/ Commercial Yacht	Yes
Using docks and piers (at events)	Property/ Marine General Liability	Yes
Borrowing boats (at events)	Commercial Yacht/Borrowed Boat	Yes
Hosting picnics, parties, race cookouts	General Liability	Yes
Running charitable events and regattas	Regatta/ Commercial Yacht	Yes
Facilitating class meetings	General Liability	Yes
Providing sailing instructors/instruction	Commercial Yacht	Yes
Having class owned boats	Commercial Yacht	Yes
Running races	Race management E&O	Yes
Owning perpetual trophies and prizes	Fire Arts	Yes

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**BURGEE PROGRAM**  
By Underwriting



**Advantages of The Burgee Program**

Advantages of working with Gowrie Group and The Burgee Program.

- **Exclusivity.** Access to Gowrie's exclusive insurance program developed specifically for sailing organizations
- **Elite affiliations.** Gowrie is endorsed by US SAILING. The Burgee Program is underwritten by Chubb Group, the premier marine underwriter
- **Expert advisors.** Gowrie's team of marine insurance advisors are insurance experts and boaters themselves
- **Service focus.** Gowrie assigns a dedicated, licensed account manager to each sailing organization in The Burgee Program
- **Customized solutions.** The Burgee Program is customized to meet the unique and complicated risks faced by each specific sailing organization
- **Safety programs.** Each club in The Burgee Program is given access to Gowrie's proprietary Yacht Club and Junior Sailing Safety programs
- **Analysis.** Each year, clubs in the program are provided safety, loss, and risk management analysis and recommendations
- **Claims advocates.** If a claim happens, Gowrie's expert claim managers help to ensure quick and fair resolutions
- **Top ranked.** Gowrie is the largest independent marine insurance group in the US and ranked in Top 100 independent insurance agencies in US
- **Accessibility.** With over 100 employees in CT, RI, PA, FL, NC, and GA, Gowrie offers 24/7 access to customer service and claims reporting systems

**GowrieGroup** ALWAYS ON WATCH  
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**BURGEE PROGRAM**  
By Underwriting



### Some Testimonials from Burgee Program Clients

**Claims Expertise.**

*"You have consistently taken care of us with every question, concern and claim in a manner that is exceptional in today's business world. Your personal treatment of our small club makes us feel like a million dollar account. As the commodore, I have repeatedly been able to tell concerned members, "Relax, we have great insurance." I will always recommend Burgee and Gowrie Group."*

**Responsiveness.**

*"I cannot begin to tell you how responsive and reliable the team at Gowrie has been for us. We've been dealing with them for at least 15 years. They have helped us out on many occasions. We had significant damage after a storm and they worked a miracle on that claim. They also understand that we are all volunteers and do this in our spare time. They also keep us straight and don't let anything important slip by."*

**Advisors.**

*"You really are a truly valuable resource. Your performance is a welcome change to the services we've had in the past. You are one of the very finest insurance agents I've ever encountered during my practice."*



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6

### Smart Insurance Decision Making: Part 2



## Part 1. Class Association Insurance (The Burgee Program) → Part 2: One-Design Insurance (One-Design Program)



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### Common Myths About Boat Insurance

- Myth 1:** Assuming your homeowners agent understands your sailing and racing coverage needs  
**Reality:** Typically they do not.
- Myth 2:** Assuming your homeowners insurance provides complete protection for your boat.  
**Reality:** Typically it does not.
- Myth 3:** Assuming someone with marine knowledge and understanding will assess and settle your claim.  
**Reality:** Typically not the case.



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\*Assumes a typical homeowners policy, however all policies differ.

8

### Comparison: The One-Design Insurance Program vs. Your Home Owners Policy



Coverage Needs of One-Design Sailors	Homeowner policy* coverage	One-Design Program coverage
Boat, rig and equipment	Limited to \$1500*	YES
Theft of boat	Only if stored on homeowner's premises*	YES
Chartering to others	NOT covered	YES (if added)
Lending to others	NOT covered	YES
Multiple owners	NOT covered	YES
Salvage	NOT covered	YES
Boats longer than 26'	NOT covered	YES



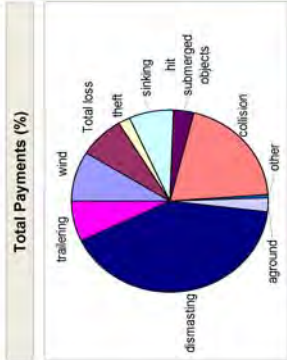
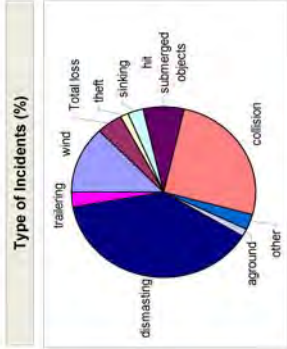
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9

# Making Smart Insurance Decisions and Class Association

Sarah Davidson

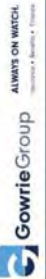
Looking at Claims Data Shows the Range of Incident Types You Need Coverage For



The One-Design Program provides coverage for all of these types of common claims.



Instant Online Quoting and Purchasing Available on [www.gowrie.com](http://www.gowrie.com) in Early 2011



# Making Smart Insurance Decisions for your One-Design Boat

Different Programs Available within the One-Design Program to Match Your Needs

The One-Design Program has different programs and cost structures primarily based on two factors.

- 1. Type of Boat.** Generally the 150+ classes of boats in the program are divided into 3 categories.
  - Centerboard boats
  - Keel boats and boats with carbon fiber masts/ribs
  - Multi-hulls and boats with carbon fiber masts/ribs
- 2. Geographic Usage Area.** There is a choice of usage areas to accommodate the different types of sailors - from those who race locally to those who are campaigning on a worldwide scale.
  - Local: Within a 100 miles radius of your Summer Location (zip code). This includes all usage for a full 12-months (racing, training, touring, storing, etc.)
  - North America: Includes continental United States, Canada, and Mexico, but does include USVI, Puerto Rico, Bahamas, Hawaii.
  - Worldwide: Worldwide usage, which includes USVI, Puerto Rico, Bahamas, and Hawaii.

Example Annual Premium (by type of boat and usage area)	J22 (\$20,000 value)	Laser (\$4,000 value)
Local usage	\$ 280	\$ 200
North America usage	\$ 428	\$ 214
Worldwide usage	\$ 545	\$ 307



\*Assumes \$500,000 liability and claim free status

Approved Classes in the One-Design Program

To be included in the One-Design Insurance program, classes must meet the following:

- Recognized One-Design class
- Have a US class association
- Not wooden
- Current class builder
- 30 feet or less in length
- No onboard engine

Add your class to the program: If you don't see your class on the list, contact Sarah Davidson at [onedesign@gowrie.com](mailto:onedesign@gowrie.com)

Included one-design classes:

- 2.4, 28er, 420, 470, 48er, 505, Albacore, Atlantic
- Blue-Jay, Bongo, Buccaneer, Bilibseyer, Butterfly, Byle
- C-Scow, Cape Cod Knockabout, Capri 22, Capri 25, Catalina 22, Cigarette 26, Contender
- Day Sailer 16, Daughditch, E-Scow, Elmer Gm, Ensign, Etchells, Europa
- Finn, Fireball, FJ, Flying Dutchman, Flying Scot, Folkboat, Formula 16, Formula 17, Formula 18
- Hobie 16, Hobie 18, Hobie 20, Hobie 24, Hobie 30, Hobie 33, Hobie 36, Hobie 40, Hobie 42, Hobie 44, Hobie 46, Hobie 48, Hobie 50, Hobie 55, Hobie 60, Hobie 63, Hobie 65, Hobie 68, Hobie 70, Hobie 72, Hobie 76, Hobie 80, Hobie 82, Hobie 84, Hobie 86, Hobie 88, Hobie 90, Hobie 92, Hobie 94, Hobie 96, Hobie 98, Hobie 100, Hobie 104, Hobie 106, Hobie 108, Hobie 110, Hobie 112, Hobie 114, Hobie 116, Hobie 118, Hobie 120, Hobie 124, Hobie 126, Hobie 128, Hobie 130, Hobie 132, Hobie 134, Hobie 136, Hobie 138, Hobie 140, Hobie 142, Hobie 144, Hobie 146, Hobie 148, Hobie 150, Hobie 152, Hobie 154, Hobie 156, Hobie 158, Hobie 160, Hobie 162, Hobie 164, Hobie 166, Hobie 168, Hobie 170, Hobie 172, Hobie 174, Hobie 176, Hobie 178, Hobie 180, Hobie 182, Hobie 184, Hobie 186, Hobie 188, Hobie 190, Hobie 192, Hobie 194, Hobie 196, Hobie 198, Hobie 200
- J/20, J/24, J/28, J/32, J/36, J/40, J/44, J/48, J/52, J/56, J/60, J/64, J/68, J/70, J/74, J/78, J/80, J/84, J/88, J/90, J/92, J/94, J/96, J/98, J/100, J/104, J/106, J/108, J/110, J/112, J/114, J/116, J/118, J/120, J/124, J/126, J/128, J/130, J/132, J/134, J/136, J/138, J/140, J/142, J/144, J/146, J/148, J/150, J/152, J/154, J/156, J/158, J/160, J/162, J/164, J/166, J/168, J/170, J/172, J/174, J/176, J/178, J/180, J/182, J/184, J/186, J/188, J/190, J/192, J/194, J/196, J/198, J/200
- J/22, J/24, J/28, J/32, J/36, J/40, J/44, J/48, J/52, J/56, J/60, J/64, J/68, J/70, J/74, J/78, J/80, J/84, J/88, J/90, J/92, J/94, J/96, J/98, J/100, J/104, J/106, J/108, J/110, J/112, J/114, J/116, J/118, J/120, J/124, J/126, J/128, J/130, J/132, J/134, J/136, J/138, J/140, J/142, J/144, J/146, J/148, J/150, J/152, J/154, J/156, J/158, J/160, J/162, J/164, J/166, J/168, J/170, J/172, J/174, J/176, J/178, J/180, J/182, J/184, J/186, J/188, J/190, J/192, J/194, J/196, J/198, J/200
- Laser, Laser 2, Laser 4, Laser 4.7, Laser Radial, Laser 383, Laser Stratos, Laser Vago AD, Libe 14, Lightning
- M20, J/24, J/28, J/32, J/36, J/40, J/44, J/48, J/52, J/56, J/60, J/64, J/68, J/70, J/74, J/78, J/80, J/84, J/88, J/90, J/92, J/94, J/96, J/98, J/100, J/104, J/106, J/108, J/110, J/112, J/114, J/116, J/118, J/120, J/124, J/126, J/128, J/130, J/132, J/134, J/136, J/138, J/140, J/142, J/144, J/146, J/148, J/150, J/152, J/154, J/156, J/158, J/160, J/162, J/164, J/166, J/168, J/170, J/172, J/174, J/176, J/178, J/180, J/182, J/184, J/186, J/188, J/190, J/192, J/194, J/196, J/198, J/200
- Maru 5.8, Nomad, Oday Manner, Open 5.70, Optimist, Olin 25
- Pico, Puel, Pram, Raven, Rhodes 18, Rhodes 19, RS K6, RDX
- S2 6.7, S2 7.9, Sabot, San Juan 21, Santa Cruz 27, Santana 20, Santana 22, Santana 32S, Shark, Shields, SKUD 18, SL 16, Strip, Strong, Sunair, Sunair Sunair Pro
- Taser, Theale, Tomaco, Ultimate 20
- Vanguard 15, Vector Victory 21, Viper 640, Wannac 25, Wendell, Y-Pier, Yigling, Zima






## Summary: One-Design Insurance Program Advantages

Gowrie Group's One-Design Program is designed to meet the needs of all One-Design sailors – from those who sail for fun, to those who race occasionally, to those who are pursuing an Olympic gold medal

**Program Advantage Points:**

- Racing is permitted
- 10% discount for US SAILING members
- Price options available for local, national, or worldwide sailing
- High limits of liability are available: up to \$2,000,000 US
- Charter coverage can be purchased
- Program manager has expert knowledge and experience in One-Design sailing
- Event insurance is available for regattas hosted in the United States
- All claims handled by Gowrie's marine specialists

**Gowrie Group** ALWAYS ON WATCH



## Some Testimonials from Sailors Like You

**Industry Knowledge.**

- "Gowrie has the exact product we need: specialized racing sailing insurance. Gowrie's people know sailing."

**Service Focused.**

- "...and of course I will recommend you guys to all my friends at the Yacht Club!"
- "Once again I can't thank you enough for all you do for me. It is a great pleasure doing business with someone who gets the job done at the best price. You are one in a million – without a doubt the best Insurance Broker I have ever dealt with."

**Claims Experts.**

- "A quick note to say thanks for your quick claims response. Our sailors went on to win three medals and are in good shape for the Olympics thanks to your help."

**Responsive.**

- "I needed a boat insurance policy with an Additional Insured endorsement. I emailed the agent and she emailed me back the application and credit card authorization form immediately. I sent it back, and got a policy bound literally within 15 minutes of the first contact from 3000 miles away. I don't know why anyone would call anyone other than Gowrie for the One-Design Program."

**Gowrie Group** ALWAYS ON WATCH



## Appendix: What is Available and how to Apply for it

Your Situation	What you Need	How to Do It
You own a boat and want to buy comprehensive insurance that includes property and liability	<b>Full Policy.</b> If your class is in the program, you can apply by filling out the PDF application and emailing or faxing a copy to the One-Design program manager.	Download* a one page application at <a href="http://gowrie.com/onedesign">gowrie.com/onedesign</a>
You own a boat and have a one-design policy. You want to charter your boat to another sailor.	<b>Charter Insurance.</b> You can add charter coverage to your policy for a flat fee of \$100 or the person chartering your boat can buy event insurance which is limited to the specific regatta dates.	Contact* the program manager at <a href="mailto:onedesign@gowrie.com">onedesign@gowrie.com</a>
You need insurance because the regatta NOR requires proof of third party liability.	<b>Event Insurance.</b> You can purchase 'event insurance' which is limited to the regatta dates and only available on the continental United States. This can be done by the regatta organizer in coordination with the One-Design program manager or individually with the sailor and the owner filling out a one page 'event insurance' application.	Contact* the program manager at <a href="mailto:onedesign@gowrie.com">onedesign@gowrie.com</a>

**Gowrie Group** ALWAYS ON WATCH

\*In early 2011 you will be able to use the new One-Design Program online web tool to get a quote and buy the policy.

## Thank You!



**Gowrie Group**


Sarah Davidson  
 One-Design Program Manager  
[sarahd@gowrie.com](mailto:sarahd@gowrie.com)  
[onedesign@gowrie.com](mailto:onedesign@gowrie.com)  
 p: 860.399.3627  
 f: 860.262.8911 x1627  
 c: 860.227.5266

# Go Fast #2 - Reading Wind and Weather Patterns

Nick Turney

## Lifts and Headers

- **Lifting puff**
  - Bow sails up
- **Heading Puff**
  - Bow sails down



## Reading Wind

- **Types of puffs**
  - Helicopter Puffs
  - Wind lines
  - Swirls
- **Reading the puffs**
  - What will this puff do?
- **Predicting the wind**
  - Collecting Data
  - Visual observations

## Types of Puffs

- **Helicopter Puff**
  - Random in location and frequency
  - Usually drop from clouds
  - Will not travel far
  - Various angles



## Types of Puffs

- **Wind lines**
  - Sea breeze
  - Drastic shift
  - Persistent shift
  - Continuous



## Types of Puffs

- Swirls
  - Un Stable Weather
  - Be prepared



## Reading Puffs

- Visually seeing the breeze
  - Darker water
  - More ripples



## Reading Puffs

- Get as high up in the boat as possible
  - Elevated view of the race course



## Reading Puffs

- How do you know what it is?
  - **Lifting Puff**
    - When a puff approaches from a side angle
  - **Heading Puff**
    - When a puff approaches more head on



# Go Fast #2 - Reading Wind and Weather Patterns

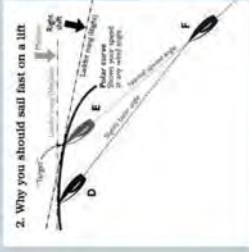
Nick Turney

## Sailing Lifts and Headers

- How do you sail on a lift?
  - Oscillating breeze?
  - Persistent shift?
- How do take a header
  - Oscillating Breeze?
  - Persistent shift
  - Fleet position

## Oscillating Breeze

- Sail fast thru the lift
  - Creates leverage on the boats inside you
  - Distance gained forward



## Persistent Shift

- Maintain the inside position
  - Tack on a median number
  - Tack in more pressure



## Predicting the Wind

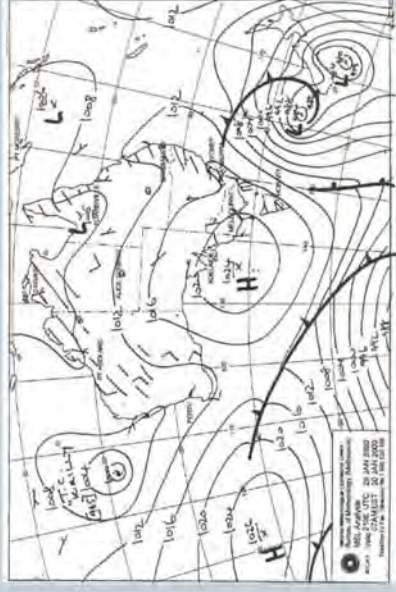
- Weather Forecasts
  - NOAA- [www.noaa.gov](http://www.noaa.gov)
  - Sail Flow- [www.sailflow.com](http://www.sailflow.com)
  - Intellicast- [www.intellicast.com](http://www.intellicast.com)
- Weather Maps
  - Lee Chesneau- [www.weatherbylee.com](http://www.weatherbylee.com)
  - NOAA

## Collecting Data

- **Predict and follow Trends**
  - When the breeze is out of 220 degrees and 65 degrees out side at 230pm it will shift right and build
- **Tactical advantage**
  - Anticipate where you need to go
- **Take the guessing out**



## Weather Maps



## Isobar maps

- Closer bars indicate more pressure
- Surrounding a low pressure system
- Distant bars indicate less pressure
- Surrounding a high pressure system

## Putting it all Together

1. Research your venue
2. Collect your data
3. Analyze the current conditions
4. Compare to your research
5. Apply to your Strategy



# Networking Lunch Overview

## Mary Buckley, Jan Davis, & Laura Jeffers

The networking lunch is designed to provide an opportunity for you to interact with others in a similar role; to share successes and suggestions for improving the sailing experience at your home clubs.

The networking lunch will be organized into four categories. Tentatively, the categories are:

- A. Class officers
- B. Fleet officers
- C. Regatta Organizers & Race Management
- D. Members & Competitors

Everyone will select one of the categories. Find a seat (preferably not with your friends) at a table with a sign for your selected category.

To network:

- A. Introduce everyone around the table, include name, hometown, number of years involved in sailing, current position/level of involvement in the sailing community.
- B. Using the list of questions/topics provided, hold a brief discussion, allowing everyone the opportunity to comment and ask follow-up questions.

### Questions for Class Officers

- A. What role do industry professionals play in your class management structure/management?
- B. What does your Class do well to develop future Class leaders?
- C. What has your Class done to promote increase participation at major events? Was it successful – why or why not?
- D. What steps are you taking to promote growth in your Class?

### Questions for Fleet Officers

- A. What does your Fleet do well to develop future Fleet leaders?
- B. What successful and fun social activities have been the most successful in building camaraderie?
- C. What does your fleet do well to help the bottom of the Fleet get better?

### Questions for Regatta Organizers & Race Management

- A. What have you done, or seen done, to promote increased participation at the event? Was it successful – why or why not?
- B. How do you recruit, recognize and show appreciation for your team?

### Questions for Competitors/Members

- A. How did you get involved in sailing and what have you done to introduce others to our sport?
- B. What has your class or fleet done to help you become a better sailor?



# Keynote Address: The Law of Unintended Consequences

Tom Leweck

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# Sponsorship 101

## Jack Gierhart



### Sponsorship – Why Bother?

- ✦ Generates revenue
- ✦ Relieves expenses
- ✦ Reduce financial risks
- ✦ Raises your visibility
- ✦ Extends and differentiates your brand
- ✦ Builds long-term relationships with partners outside of your organization
- ✦ Forces your class to think more creatively
- ✦ (Possibly) Better parties ☺

2



### Who to Target?

- | <b>Old Salts</b> | <b>New Blood</b>               |
|------------------|--------------------------------|
| ✦ Acura          | ✦ Banks/Financial Services     |
| ✦ Rolex          | ✦ Restaurants                  |
| ✦ Gill           | ✦ Auto Dealers                 |
| ✦ Sperry         | ✦ Realtors                     |
| ✦ Harken         | ✦ Beer/Liquor Distributors     |
| ✦ Extrasport     | ✦ Wine Vineyards               |
| ✦ Vanguard       | ✦ Clothing                     |
| ✦ Mount Gay Rum  | ✦ <b>Who is the next Puma?</b> |
| ✦ West Marine    |                                |

4



### Two Kinds of Sponsors

- ✦ Value-in-kind Sponsors
  - ✦ Food
  - ✦ Apparel
  - ✦ Soft drinks/water
  - ✦ Transportation
  - ✦ Tents
  - ✦ Skipper bags
  - ✦ Stuff in the skipper bags (sun-block, coupons)
  - ✦ Entertainment
  - ✦ Not-so-soft drinks
  - ✦ Prizes
- ✦ Cash Sponsors

3



### What are Sponsors Looking for..... ROI

- ✦ **They want to achieve business objectives**
  - ✦ Enhance and extend their brand image
  - ✦ Sell products and services
  - ✦ Extend advertising campaigns
  - ✦ Access target audiences directly
  - ✦ Deepen customer loyalty
  - ✦ Conduct product research
  - ✦ Demonstrate dedication to community
  - ✦ Obtain media exposure
  - ✦ Extend hospitality to customers and VIPs
  - ✦ Associate their brand with your members/event

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## What is an impression worth?

Description	Guaranteed Sponsor ID in Non-Measured Media- Publications and Collateral	Reach	Amount	Notes
Program	Number of books printed		\$ .0025-\$ .05	<ul style="list-style-type: none"> <li>Logo on cover more valuable than Logo on inside</li> <li>Multiply value only by number of program books printed</li> </ul>
Event Schedule	Number of pieces printed		\$ .0025-\$ .05	<ul style="list-style-type: none"> <li>If schedule is season long, more valuable than one day event schedule</li> <li>Multiply value by number of schedules printed</li> <li>Rarely more than \$.01</li> </ul>
Web Site	Number of unique users		\$ .0025-\$ .10	<ul style="list-style-type: none"> <li>Unique users is the proper number to calculate value against</li> </ul>

Information from: IEG WEBINAR SERIES™



## What is an impression worth?

Description	Guaranteed Sponsor ID in Measured Media	Reach	Amount	Notes
Property's Media Buy	Value of ad buy with sponsor ID		5-10%	<ul style="list-style-type: none"> <li>Value at between 5 and 10% of rate card value of media that includes sponsor ID</li> <li>Generally value at 10% of media equivalency value</li> </ul>
Event Broadcasts	Equivalent value of televised signage time		10%	<ul style="list-style-type: none"> <li>Generally value at 10% of media equivalency value</li> </ul>

Information from: IEG WEBINAR SERIES™



## What is an impression worth?

Description	Guaranteed Sponsor ID in Non-Measured Media- On-Site Signage or Mentions	Reach	Amount	Notes
Signer/Banners	Number of attendees who will see		\$ .0025-\$ .05	<ul style="list-style-type: none"> <li>Static signage most often worth \$.0025</li> <li>Multiply value by the number of attendees that will see the sign</li> <li>More or longer they will see, more valuable</li> <li>Rarely worth more than \$.02</li> </ul>

Advertising in Measured Media		Notes
Description	Reach	Amount
Ad in Audited Media	Rate card value of ad	100%
		<ul style="list-style-type: none"> <li>Value at rate card and unbundled from the sponsorship benefits so as to make offer as transparent as possible</li> </ul>

Information from: IEG WEBINAR SERIES™



## What is an impression worth?

Mailing Lists		Notes
Description	Reach	Amount
Use of Property Mailing List	Number of names mailed	\$ .075-\$ .15
		<ul style="list-style-type: none"> <li>Use \$.15 if list is not compiled, not sold in a card and is fairly well targeted</li> <li>Can be more valuable if names are not available elsewhere and are of a highly loyal constituency</li> </ul>

Sampling		Notes
Description	Reach	Amount
Product Sampling	Number of people sampled	\$ .04-\$ .15
		<ul style="list-style-type: none"> <li>Inserts in goody-bags; generally \$.04</li> <li>Face-to-face sampling; generally \$.15</li> <li>Count only the number of people likely to be sampled, not necessarily total number of attendees</li> </ul>

Information from: IEG WEBINAR SERIES™

# Sponsorship 101

## Jack Gierhart



### What is an impression worth?

Description Ticket to Event	Tickets and Hospitality		Notes
	Reach Number of tickets	Amount Face value or percent of capacity	
			<ul style="list-style-type: none"> <li>If ticket has face value, use unless event gets less than %70 capacity, then discount</li> <li>If ticket has no face value, use range of \$25 to \$750 depending on desirability of ticket or pass.</li> </ul>
Facility Usage for Sponsor Function	Number of days	Face value or sponsor discount	<ul style="list-style-type: none"> <li>If facility is rented out, use standard rental fee</li> <li>If no face value, base on comparables</li> </ul>

Information from IEG WEBINAR SERIES™

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### Keys to Success

- ✦ Assign the right volunteer
  - ❖ Organized, tenacious
- ✦ Know what you are selling
  - ❖ Access to a target market
  - ❖ Association with your brand
  - ❖ Access to tangible benefits
- ✦ Develop sponsor-centric mindset
  - ❖ Understand sponsorship is a business transaction not a donation
  - ❖ Always be thinking of sponsor's objectives
  - ❖ Create a package that's easy to buy
  - ❖ Understand and avoid sponsor conflicts
  - ❖ Provide a post-event summary
  - ❖ Remember to say Thank You
- ✦ Add heaping amount of common sense and golden rule

12



### Tools to Help Sponsors Achieve Objectives

- ✦ Naming rights, official designations
- ✦ Exclusivity
- ✦ License to use logos and image
- ✦ Right to help create unique "joint logo" with class
- ✦ Product sampling or exhibiting opportunities
- ✦ Distribution of coupons
- ✦ Hospitality/Social Events – Spectator Boats
- ✦ General visibility – Signage, Banners, Flags, Race Documents, Race Marks, Event Programs
- ✦ Advertising (Print and Web)
- ✦ Access to sailors at events, and mailing/emailing lists
- ✦ Inclusion in Media Release
- ✦ Promotions to class members (sent by class)
- ✦ Opportunity to provide trophies, raffle prizes
- ✦ Opportunity to involve employees, customers and VIPs

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### Look for the right volunteer

- ✦ Organized (Plan the work, work the plan)
- ✦ Professional
- ✦ Willing to make the calls - Even Cold Calls
- ✦ Willing to call on their contacts - And ask others to call on their contacts
- ✦ Listens to sponsor needs (Sponsor-centric mindset)
- ✦ Willing to follow-up religiously (a differentiator)
- ✦ Organized/administratively gifted
- ✦ Won't take no for an answer - At least not the first time

13



## Know what you are selling

- ✦ Know thyself! Sponsors are interested in a fit.
  - ✦ What are your core values
  - ✦ What's the personality of your class
  - ✦ Know the demographics of your class
- ✦ Take inventory of what you have to offer.
  - ✦ Are there a lot of social events to leverage or do people leave the scene right after racing
  - ✦ Will your venue be cooperative on signage
  - ✦ Will your members think web advertising is a good idea



## Easy to Sell Easy to Buy

- ✦ Package benefits and present briefly
- ✦ Overview
- ✦ Dates, times, venue
- ✦ Demographic info on participants
- ✦ Other sponsors
- ✦ Complete list of benefits
- ✦ Specific amount of investment required
- ✦ Contact information



## Easy to Sell Easy to Buy

**U.S. SAILING** U.S. YOUTH SAILING CHAMPIONSHIP  
 Sailing Championship **USPC**  
 June 23-30, 2005

Hosted by the U.S. Sailing Team at the U.S. Sailing Center, Annapolis, MD

Registration is open for all youth sailors (13-17 years old) in the following classes:  
 • Laser  
 • Laser 4.7  
 • Laser 2.4  
 • Laser 2.2  
 • Laser 1.9  
 • Laser 1.6  
 • Laser 1.4  
 • Laser 1.2  
 • Laser 1.0  
 • Laser 0.9  
 • Laser 0.8  
 • Laser 0.7  
 • Laser 0.6  
 • Laser 0.5  
 • Laser 0.4  
 • Laser 0.3  
 • Laser 0.2  
 • Laser 0.1

Registration fee: \$100 (includes entry, start, and race kit)

For more information, visit [www.usasailing.org](http://www.usasailing.org)

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 • Laser 1.0  
 • Laser 0.9  
 • Laser 0.8  
 • Laser 0.7  
 • Laser 0.6  
 • Laser 0.5  
 • Laser 0.4  
 • Laser 0.3  
 • Laser 0.2  
 • Laser 0.1

Registration fee: \$100 (includes entry, start, and race kit)

For more information, visit [www.usasailing.org](http://www.usasailing.org)



## How to present your benefits package

- ✦ US Sailing Team AlphaGraphics uses three levels:
  - ✦ Gold
  - ✦ Silver
  - ✦ Bronze
- ✦ Sponsorship document outlines what is covered in each level:
  - ✦ Partnership Level
  - ✦ Agreement Duration
  - ✦ Partnership Fee
  - ✦ Naming and Brand Identity Rights
  - ✦ Brand Visibility Rights
  - ✦ PR/Marketing/Communications Appearances
  - ✦ Photography/Video/TV Events

# Sponsorship 101

## Jack Gierhart



### Post Event

- ✦ Your event isn't over when the racing stops.
- ✦ Create a sponsor report that includes:
  - ✦ Photographs of signage
  - ✦ Photographs of attendees with their product
  - ✦ Media hits (web and press articles)
  - ✦ Racing results
  - ✦ Event program
  - ✦ Note from the class chair and event chair
  - ✦ Copy of the webpage
  - ✦ Signed and framed photo



### Online Activation Techniques

- ✦ Your event can easily compile many of the sponsorship fulfillment aspects from your event and show them in online videos, electronic newsletters or social media.
- ✦ These three techniques offer a cost effect way to distribute to a large group and show value for a sponsor



### Video Coverage



On the Water Coverage or land based interviews

Video can be done by a professional or a volunteer with editing experience through iMovie



### Video

- ✦ **9 Billion reasons why online video is worth marketers' attention**
  - ✦ Americans watched online videos more than 9 billion times in July.
  - ✦ Almost 70% of online viewers 35 or older
  - ✦ Older viewers prefer news clips over any other type of video, an Advertising.com study found.
- ✦ **Sailors are wired!**
  - ✦ 95% of US Sailing Members have high-speed Internet.
- ✦ There are many online video platforms to host your media that make it easy to embed video players on your website:
  - ✦ Brightcove.com – a paid platform
  - ✦ Vimeo.com – paid and free platform
  - ✦ Youtube.com – free platform



## Electronic Newsletters

### New e-USSAILING Format – August 2010



- Track deliveries versus sends
  - Track opens, Forward to a friend
  - Easy Unsubscribe
  - Track click and trends in newsletters
  - For smaller distribution lists, it may be free
- E-Newsletter providers
- Constant Contact
  - Mail Chimp
  - Exact Target



## Why use an email platform?

An email service tool ensures you can create, target, deliver, integrate, track, and manage email campaigns.

- ✦ Preview/test capability
- ✦ Ensure that your emails work with hotmail, aol, yahoo
- ✦ Easy opt-in and opt-out
- ✦ Creative tools - WYSIWYG editors, working with HTML
- ✦ Content Syndication (web content embedded)
- ✦ Allows for personalization
- ✦ Forward to a friend capability



## Why use an email platform (cont)?

- ✦ Deliverability team focused on ISP relations, trouble-shooting, email filtering, stuff like that
- ✦ Real-time tracking on critical campaign data.
- ✦ Export lists based on results and send targeted follow-ups to subscribers who did or did not take action.
- ✦ Profile Management/Personalization
- ✦ Custom Surveys
- ✦ Document library – allows you to store PDFs to link to from your emails
- ✦ Comply with legal legislations (CAN SPAM Act)



## Social Media

- ✦ It is very easy to promote sponsors through your organization's Facebook Page, Twitter Feed or Flickr photo galleries
- ✦ Most of the brands that you associate your club with have their own pages, that could help promote your event.
- ✦ Social Media is a great tool to expand your club's reach outside of your membership base.

# Sponsorship 101

## Jack Gierhart



**2010 J/80 World Championship**  
Newport, Rhode Island USA  
October 3 – 8, 2010

### Sponsorship Opportunities

## VENUE

**NEWPORT - City-by-the-Sea**  
Newport has long been referred to as the sailing capital of the world. No other area has hosted more America's Cup campaigns and yachting events than Newport. The city-by-the sea has been the home and sailing waters of such sailing luminaries Harold "Mike" Vanderbilt, Sir Thomas Lipton, Rod Stephens, Ted Hood, Ted Turner, Dennis Corner and Olin Stephens. Thousands of world-class sailing events have been held in Newport where the J/80 Worlds will race.

**SAIL, NEWPORT - Organizing Authority and Sailing Center Site**  
Regatta activities are centered at The Sail Newport Sailing Center, the site of many national and international sailing events including the 2008 Olympic Sailing Trials. The six-acre waterfront facility stretches along Newport Harbor from Breton Cove to the Northeast tip of Fort Adams State Park, with docks, hoists, ramps, sail measurement facilities and race committee headquarters. The J/80 fleet will be docked at this location and open daily to the public for viewing.

**IDA LEWIS YACHT CLUB - Host Yacht Club**  
Ida Lewis Yacht Club is located on Wellington Avenue overlooking picturesque Newport Harbor with panoramic views of the Newport Bridge and the Newport harbor front. Ida Lewis has previously hosted the J/24 Worlds, J/80 Worlds and the Rolex Int'l Women's Keelboat Champs. The club's World Organizing Committee is organizing all land-based activities including a cocktail party for international competitors and VIPs, the opening and closing ceremonies and after-race socials "about town."

**Newport**  
The back drop for the J/80 Worlds is the picturesque seaside village of Newport. The area is busy about dusk with its colorful, sea captain homes, beaches, marinas, walking taverns, restaurants, clubs, shops, jazz clubs and waterfront activities.

## BACKGROUND

**WHO**  
**Sail Newport** – J/80 Worlds Organizing Authority  
Renowned regatta management, non-profit organization with World Class race officials and International judges.

**Ida Lewis Yacht Club** – J/80 Worlds Host Yacht Club  
Founded in 1928, Ida Lewis is one of the most highly respected yacht clubs in New England.

**J/80 Class Organizations**  
International J/80 Class Association  
USA J/80 Class Association

**WHAT**

- Five-day yacht racing series in Rhode Island Sound
- Annual world competition, 1st time in Newport in 10 years
- Pinnacle event on the international racing calendar
- Professionally managed international sailing event.

**WHERE**  
Newport, Rhode Island the City-by-the-Sea  
Regatta HQ, Sail Newport, Fort Adams State Park

**WHEN**  
October 3-8, 2010

**WHY**

- To determine the top J/80 sailors in the world.
- To enjoy racing on spectacular Narragansett Bay.
- To showcase the fastest growing keelboat class in the world.

**THE BOATS**  
The International J/80 is a 28', 3,100lb high performance keelboat with nearly 1,300 boats sailing in 15+ countries. The design features a carbon fiber retractable keelport which allows a large sprinker to be flown while sailing downwind. Top speeds can hit 20 knots on a windy day. The J/80 is typically crewed with four sailors, the crewer, jib trimmer, sprinker trimmer and foredeck. The class crew weight limit (745lbs) encourages both men and women of a wide range of ages and sizes. The boats are trailered behind a mid to large-size SUV.

## SPONSOR OPPORTUNITY PACKAGES

**TITLE SPONSOR - \$25,000**

- Naming rights to the 2010 J/80 Worlds
- On-the-water exclusive branding of race marks, Race Committee boats and racing yachts
- Organizer-provided spectator boat for race-day entertaining
- Premiere signage on boat flags at docks
- Name/logo on 2010 Worlds Trophies
- Sponsor name on web site and all event materials
- Year-long promotional campaign through web site and email marketing with sponsor link
- Premiere Signage at all social events, skippers' meetings and Newport hospitality locations
- Opportunity to entertain guests at social events
- Full-page ad (cover position) in event program
- Exhibit and product sampling opportunities

**PRESENTING SPONSOR - \$15,000**

- Tag line of event "presented by..." included in all materials and web marketing
- Branding on racing yachts
- Name/Logo on web site and all event materials
- Logo in promotional campaign through web site and email marketing with sponsor link
- Signage at all social events, skippers' meetings and Newport hospitality locations
- Spectator boat for 4 people for each day
- Opportunity to entertain guests at social events
- Full-page ad in event program
- Exhibit and product sampling opportunities



## OTHER SPONSOR BENEFITS & OPPORTUNITIES



A partnership with this event will include a tailored sponsorship portfolio to provide your organization with the business solutions you need. Let us know how we can help you.

- Exclusive access to rights-free content: Current and historical photos, stories, video & people associated with the class.
- Virtual "ownership" of Newport and its attention for one week with no other significant events or activities taking place
- Access to one of the country's most picturesque and exclusive venues for corporate hospitality or employee team building, with nearly unlimited capacity for guests.
- Opportunities to partner with the world class association, representing thousands of sailors and venues in over ten countries. (USA, GBR, NED, GER, CAN, FRA, FIN, SPA, DEN, SWE, & ITA)
- Access to the country's most densely populated region of marine related industries and decision-making professionals, including top yacht designers, builders, racers, sailmakers, brokers, and marine trade schools
- Ample opportunities to utilize this event as a cooperative platform for youth education, fund-raising, or corporate philanthropy
- Brand building with an event and activity that represents an attractive, healthy lifestyle, that respects the environment and can provide an authentic showcase for "green" technology

## PRESS COVERAGE



This event is expected to receive coverage from regional, national, and international press, in both general interest as well as sailing specific publications and websites.

Media	Circulation	Media	Circulation
Sailing World	50k	NY Times	1,650k
Sail Magazine	120k	Boston Globe	800k
Soundings	85k	Best Life	750k
Sailing Anarchy	35k	Providence Journal	200k
Scoutabout E-News	50k	Newport Life	25k
Yachting Magazine	135k	Newport this Week	45k
J-News E-News	12k	WADK Radio	78k
Sail-World E-News	30k		

## SPONSOR OPPORTUNITY PACKAGES



- SUPPORTING SPONSOR GOLD - \$5,000**
- Recognition as a supporting sponsor on all print materials, event signage and web site
- Recognition as a "day" sponsor for racing and social activities for one day of the event
- Name/Logo on website and all event materials
- Logo/Link in promotional campaign through web sites and email marketing
- Signage in regatta tent
- Two spaces onboard spectator boat
- Opportunity to entertain guests at social events
- Full-page ad in event program
- Exhibit and product sampling opportunities

- SUPPORTING SPONSOR SILVER - \$2,500**
- Recognition as a supporting sponsor on all print materials, event signage and website
- Sponsor logo on all event materials
- Name/Logo on web site
- Logo/Link in promotional campaign through web sites and email marketing
- Two spaces onboard spectator boat
- Signage in regatta tent
- Opportunity to entertain guests at social events
- 1/2-page ad in event program
- Exhibit and product sampling opportunities

- SUPPORTING SPONSOR BRONZE - \$1,000**
- Recognition as a supporting sponsor on the website
- Name/Logo on web site
- Logo/Link in promotional campaign through websites and email marketing
- Signage in regatta tent
- Opportunity to entertain guests at social events
- Exhibit and product sampling opportunities

## PARTICIPANTS



**THE SAILORS**  
Top sailors and their families are expected from: Canada, England, Germany, France, Italy, Spain, Sweden and the USA.

SAILOR DEMOGRAPHICS	
Age	46 Years
Age 25-54	78%
College Degree	83%
Post Grad Degree	40%
\$100,000+ Income	77%
Net Worth \$1+ Million	52%
Net Worth \$2+ Million	31%
Owns Home	93%
Owns 2+ Cars	86%

Sources: KWRW Research, US SAILING Survey

# Sponsorship 101

## Jack Gierhart

### PRESS Who Covers International J/80 Racing



### 2010 J/80 WORLDS INFORMATION

**WEBSITES**  
[www.j80worlds2010.org](http://www.j80worlds2010.org)  
[www.sailnewport.org](http://www.sailnewport.org)

**CONTACTS**  
 Jeff Johnstone  
 (Regatta Chair)  
[jeffj@j80sails.com](mailto:jeffj@j80sails.com)  
 Tel (401) 846-8410

Kim Cooper  
 (Marketing Director)  
[kim.cooper@sailnewport.org](mailto:kim.cooper@sailnewport.org)  
 Tel (401) 846-1983

#### REGATTA SCHEDULE

- Sunday, October 3**  
Measurement, Registration
- Monday, October 4**  
Measurement, Registration, Practice Race, Opening Ceremony
- Tuesday, October 5**  
Championship Racing, After-Race Social
- Wednesday, October 6**  
Championship Racing, After-Race Social
- Thursday, October 7**  
Championship Racing, After-Race Social
- Friday, October 8**  
Championship Racing, Awards Ceremony & Dinner

2010 J/80 World Championship, PO Box 80, Newport, RI 02840, 401.846.8410

### SPONSORSHIP Levels – BBR 2008

- |   |   |  |
|---|---|--|
| <p><b>LINE SPONSOR -</b></p> <ul style="list-style-type: none"> <li>• Name on Circle (will appear on chart and T-shirt)</li> <li>• Banner on Committee Boat</li> <li>• Space on committee boat</li> <li>• Pre and post race mailer</li> <li>• Full page ad in full program 8" X 11"             <ul style="list-style-type: none"> <li>o 1<sup>st</sup> option for inside cover</li> </ul> </li> <li>• Web link</li> <li>• Present Circle trophy</li> <li>• Logo on web</li> <li>• Volunteer party (8 tickets)</li> <li>• 450 Skipper's bag inserts (provided by sponsor)</li> <li>• Logo on Circle race results</li> <li>• Trade table all 3 days:             <ul style="list-style-type: none"> <li>o Fri and Sat: 1700 to 1900 hrs</li> <li>o Sun 1500 to 1700 hrs</li> </ul> </li> <li>• Banner on trade table</li> <li>• Sponsor page on web site</li> <li>• Spectator boat ride for 4 people</li> <li>• Racing today brought to you by (sponsor name) over radio on race days</li> </ul> | <p><b>\$3,000 cash (6)</b></p> <p><b>\$ 500 product</b></p> | <p><b>COMMODORE/\$1,250 or In Kind:</b></p> <ul style="list-style-type: none"> <li>• Pre and post race mailer</li> <li>• Half page ad in full program</li> <li>• Web link</li> <li>• Volunteer party (6 tickets)</li> <li>• 450 Skipper's bag inserts (provided by sponsor)</li> </ul> <p><b>CAPTAIN/\$750 or In Kind:</b></p> <ul style="list-style-type: none"> <li>• Pre and post race mailer</li> <li>• Half page ad in full program</li> <li>• Web link</li> <li>• Volunteer party (6 tickets)</li> </ul> |
|---|---|--|

#### ADMIRAL/\$2,500 or In Kind (6)

- Pre and post race mailer
- Full page ad in full program 8" X 11"
  - o Web link
- Logo on web
- Volunteer party (8 tickets)
- 450 Skipper's bag inserts (provided by sponsor)
- Trade table all 3 days:
  - o Fri and Sat: 1700 to 1900 hrs
  - o Sun 1500 to 1700 hrs
- Banner on trade table

### Hosted By



Beverly YC



New Bedford YC



Mattapoisett YC



Low Tide YC

### Sponsored By



West Marine



*The Wave Restaurant*

### The Event



Beginning July 31<sup>st</sup>, 2008 approximately 450 boats and 1200 sailors from across the U.S. and Canada will begin arriving in Marion to participate in the 36<sup>th</sup> edition of the Buzzards Bay Regatta.

Hosted by the Beverly, New Bedford, Mattapoisett and Low Tide Yacht Clubs, the BBR is the largest multi-class regatta in the United States, featuring over 15 classes of boats from Lasers to classics yachts and 50"+ racing machines. Buzzards Bay is known for its challenging conditions, world class race management and warm hospitality. BBR 2008 promises to be one of the top sailing regattas in the U.S. in 2008. Registration begins on Thursday July 31, and racing will run from Friday through Sunday.

### The Business Opportunity

For companies in the marine industry and other consumer brands, BBR offers an opportunity for you to get up close and personal with this attractive consumer. BBR provides an uncluttered environment for these folks to interact with your brand – visibility on and off the water, personal interaction on land, pre-and post event communications, sampling, promotions and more.

For the local economy, BBR can provide a great local stimulus. Over the three days, these 1200 sailors and their family and friends will spend approximately \$250,000 on food and beverages, \$200,000 on lodging, plus the various amenities and supplies. These are visitors that sail during the day and are looking for a hot meal and warm bed on shore in the evening. They are looking for hotels, rental houses, restaurants and stores for supplies and other amenities.

This translates into potentially more than \$450,000 in spending over the course of the regatta.

Don't miss out on this opportunity add a good bit of revenue to your coffers and also support a great event.

### Demographics: The high end consumer.

Sailors are one of the most attractive consumers for both local businesses and global brands.

- 95% are college educated; 50% have graduate degrees
- 90% have are professionals or managers
- Avg. HH Income – \$240,000
- Avg Net Worth - \$1.4 million
- 95% own their homes
- Travel extensively, active and computer savvy

BBR offers both local businesses and global brands a targeted and uncluttered opportunity to interact with these passionate consumers and let them experience products and services, as well as build long term loyalty. Sailors are appreciative and supportive of the organizations that support their passion.



*August 1 – 3, 2008*

### Sponsorship and Advertising Opportunities

*1200 sailors and family and friends will spend 4 days in Southeastern Massachusetts.*



### Become a BBR Supporter!

Would you like to be part of this, and promote your products and services to this group?

We have created several opportunities to help connect you with this group. There are three levels of sponsorship that provide varying levels of visibility and onsite presence, naming rights, product sampling and hospitality. There are also advertising opportunities in the BBR program (4C full size magazine) and web and email marketing.

### How to get involved

[info@buzzardsbayregatta.com](mailto:info@buzzardsbayregatta.com)

# Sponsorship 101

## Jack Gierhart



### Sailing Industry Demographics

#### US SAILING Membership Demographics:

Total Membership: 40,000

Average Age:	18-25	26-35	36-50	51-60	61 +
	3%	7%	34%	30%	26%

Average Annual Household Income:	Over \$125,000	Over \$225,000
	49.2%	19.5%

Boat Ownership:	At least 1 boat	2 or more boats
	87%	57%

- Approximately 1500-1800 Yacht Clubs in the United States
- 82% of surveyed clubs report their membership is either increasing or stable and that 73% said their racing participation is either increasing or stable.
- 350 High School Sailing Programs
- 190 Varsity Programs at the College Level

Membership Duration: 55% have been US SAILING members for 10+ years. Only 16% have been a member for 3 years or less.

#### Other Data

- Affiliations – Yacht Club – 84%
- RSA – 42%
- One Design Class – 51%
- Primary Type of Sailing: One design Racing – 45%
- Inshore handicap – 22%
- Offshore handicap – 8%
- Day sailing non race – 11%
- Cruising – 11%

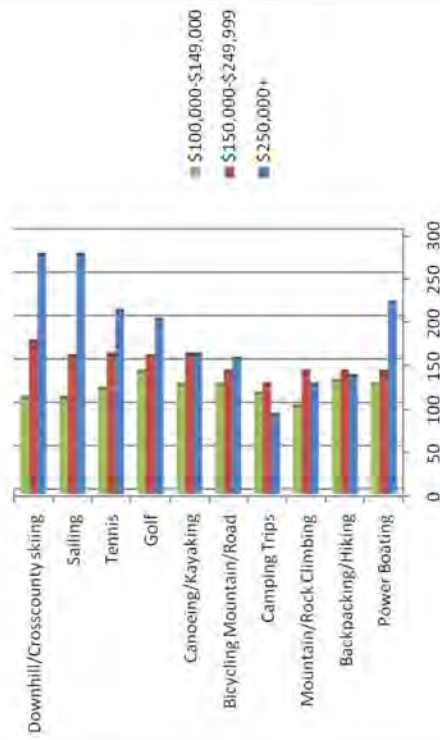
Source: US SAILING 2006 Membership Survey / 2007 US SAILING Yacht Club Survey

#### Aggregated Sailing Demographics:

- 3,570,000 million sailing participants
- 897,000 people sailed 15 or more times annually
- 59% of all Sailing participants are male and 61% of frequent (15+ /year) Sailing participants are male.
- 64% of all Sailing participants are 35 years old and over; 74% of frequent (15+ /year) Sailing participants are 35 and over.
- 52% of all Sailing participants have a college degree or higher.
- 400-500K sailboat owners

Source: National Marine Manufacturer Association, Sail America, US SAILING, The Sailing Company, and the Sporting Goods Manufacturing Association

### Sports Participation Among High Income Demos



Research conducted in spring 2008, supplied by marketing agency Sage Collective, shows the level of interest that affluent consumers have in participation in various sport and recreational activities. To read: Par=100. For example, people earning \$250,000 or more each year are 170 more likely than the consumer average to have gone sailing in the past 12 months, whereas the same demo is 13 percent less likely to have gone camping

Note: Research involved a written survey. Sample sizes were as follows:

- \$100K-149K = 3,881
- \$150K-249K = 2,495
- \$250K+ = 1,323
- General U.S. pop. 18+ = 24,581

Source: Sage Collective/Simmond Spring 2008

**Manufacturing:**

Estimated Number of Existing Sailboats in the US

Size Range	% Built 1988-2005	Estimated # Existing Units
0' to 19'	72.80%	1128400
20' to 29'	13.40%	207700
30'-35'	6.70%	103850
36'-40'	4.10%	63550
41'-45'	2.00%	31000
46'-59'	0.70%	10850
60'+	0.20%	3100
Total		1,548,450

- 14,158 total sailboats manufactured in North America per year which creates annual revenue of \$719 million.
- There are 139 North American Manufacturers that produce sailboats, which employ 3200 workers.

Source: *Sailing Company Industry Study, National Marine Manufacturers Association Study*

**Charter Boat Demographics:**

- There are 3,105 charter boats (North American Companies). Average number of boats in a charter fleet is 51.
- 27,213 charter weeks are booked each year. Estimated value is \$75,000,000

Source: *The Sailing Company Industry Study*

**Sailing Magazine Subscriber Comparisons:**

PERSONAL FINANCES	Subscriber Study Comparisons	
	Sailing World	Cruising World
Median Net Worth:	\$986,000	\$963,000
Average Net Worth:	\$2,006,000	\$1,905,000
Median HHI:	\$150,000	\$136,000
		\$140,000

Avg. HHI: \$282,000 \$227,000 \$242,000

**BOAT OWNERSHIP**

% Who Own a Boat: 89.30% 81.20% 83.10%

Average # Boats Owned: 3.2 2.9 3

Total # Boats Owned: 140,854 343,864 487,135

Of Those Owning a Boat, % Who Own an Aux. Sailboat: 62.80% 82% 77%

# Auxiliary Sailboat Owners: 27,643 97,286 125,031

Source(s): 2008 CW & SW Subscriber Study NMR; 2007 Sail Subscriber Study Beta Research

Circulation As of 12/07 ABC Statements

Cruising World 146,110  
 Sailing World 49,291  
 CW/SW Combo 195,401  
 Sail 165,757

Source: *Cruising World/Sailing World 2008 Subscriber Studies, Monroe Mendelson Research*

**Sailing Cross Participation in Other Activities:**

Top 10 cross activities:

1. Walking 62%
2. Bicycling 43%
3. Running 40%
4. Golf 38%
5. Billiards 37%
6. Fishing 37%
7. Snorkeling 31%
8. Tennis 28%
9. Swimming 27%
10. Skiing 20%

Source: *USA Sports participation Study, Sporting Goods Manufacturers Association*

For any other demographic inquiries please contact Brian Welsh at US SAILING:

Brian Welsh  
[brianwelsh@ussailing.org](mailto:brianwelsh@ussailing.org)  
 401-683-0800 x-692

# Go Fast #3 - Event Preparation

Nick Turney

## Mental Preparation

- ▣ Mentally preparing for a sailing event
  - Building up confidence
  - Vision of Victory
  - Desire



## Gaining Confidence

- ▣ Research
  - Competition
    - Who are you sailing against?
    - What are their strengths/ weakness's?
  - Venue
    - Light air or heavy air?
    - Weather conditions

## Victory

“How do you spell fun? WIN”

- ▣ Do not take the fun away!
- ▣ Do not try too hard!



## Desire

Desire- To wish or long for, a sense of wanting

- ▣ I want to have fun
- ▣ I want to win

“Desire is the starting point to all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything”

- Napoleon

## Ways to Mentally Prepare

- Music
  - Pump up music- Get amped up! Big breeze days, help the blood flow!
  - Calming music- Light air days, creates focus
- Meditation
  - Silence
  - Envisioning your perfect race

## Physical Preparation

- Strength
- Stamina/Endurance



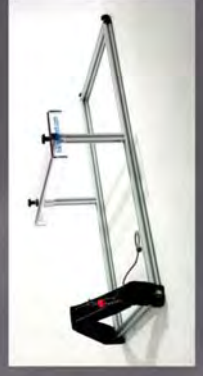
## Strength

- Strength Training
  - Cardio
  - Legs
  - Core- abs, back, shoulders
  - Arms



## Stamina/ Endurance

- You have to out last your competitors!
- Running
- Swimming
- Hiking Bench



# Go Fast #3 - Event Preparation

Nick Turney

## Routine

- ☐ Monday-
  - Run 3 miles
  - Legs and arms weight training
- ☐ Tuesday-
  - Run 3 miles
  - Shoulders and back Strength training
- ☐ Wednesday-
  - Run 3 miles
  - Abs strength training
- ☐ Thursday-
  - Run 3 miles
  - Legs and arms weight training
- ☐ Friday-
  - Rest

## Boat Preparation

- ☐ Hull
- ☐ Blades
- ☐ Rigging
- ☐ Hardware
- ☐ Mast
- ☐ Sails



## Hull

- ☐ Clean
  - Acetone
  - Hull Coat
- ☐ Fair
  - Smooth
  - Straight



## Blades

- ☐ Clean-
  - Acetone Bath
  - Hull Coat
- ☐ Fair
  - Smooth
  - Straight exit





## Rigging

- ☐ No Corrosion
- ☐ Terminal fittings are clean and no rust
- ☐ No Kinks

## Hardware

- ☐ Functioning
  - Cleats open and close
  - Blocks move
- ☐ Pins and ring dings
  - All present and accounted for!
- ☐ Protectant
  - T9
  - McLube

## Mast

- ☐ Clean
  - Acetone
  - Glass Cleaner
- ☐ Terminal fittings
  - Clean
- ☐ Straight
  - Sight down the groove with no tension

## Sails

- ☐ New!
- ☐ No rips
- ☐ No UV Damage



# **Clubs/Classes Working Together to Create Great Regattas**

## **Panel Discussion**

Bill Stump, moderator

Jeff Johnson (SDYC), Jenn Lancaster (NHYC), Jerelyn Biehl (One-Design Management)

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# Go Fast #4 - Racing Tactics and Strategy

Nick Turney



## Nick Turney

- Sail Maker For 10 Years
- North Sails Cleveland Manager
- North Sails One Design Team Member
- Professional Coach
- Professional Sailor






## Strategy vs. Tactics

- Strategy- Gaining information about the race course and competition to gain the advantage
- Tactics- Positioning of your boat to implement your strategy




## Strategy vs. Tactics

<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Weather Forecasts</li> <li>• Breeze Trends/Research</li> <li>• Tides and Currents</li> <li>• Local Knowledge</li> <li>• Knowing your competition</li> </ul>	<p><b>Tactics</b></p> <ul style="list-style-type: none"> <li>• Starts</li> <li>• Boat on Boat</li> <li>• Mark Rounding's</li> <li>• Racing Rules</li> </ul>
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## Gather Information Before Start

H: 240°  
M: 230°  
L: 220°




**LOG EACH TACK**

12:10 12:00 12:20



**PERSISTENT**

12:00 12:10 12:20

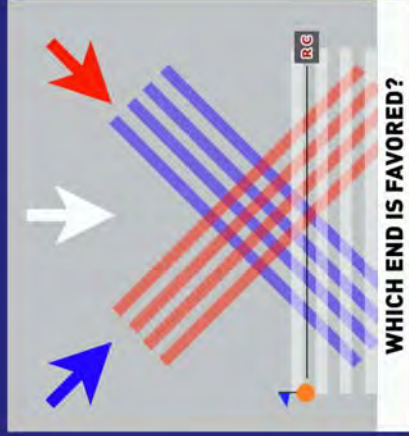


**OSCILLATING**

US SAILING ONE-DESIGN CLASS COUNCIL



## Start Line



## The Ladder Rung Concept

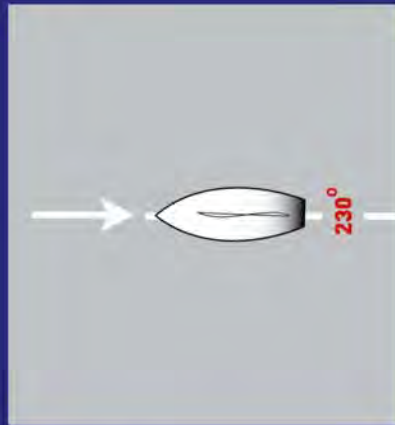


Wind Shifts  
Left...

Those on the  
higher rung  
(to left)  
gain



## Checking Wind Direction

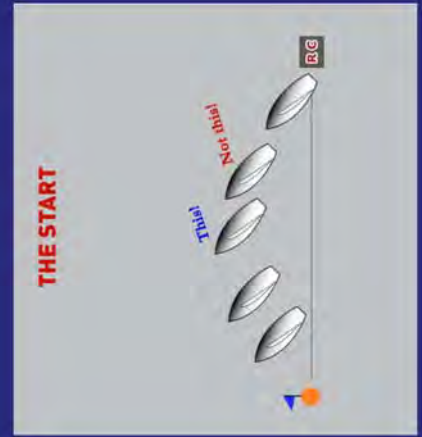


Head to Wind

Boom in Center



## Good Start is Key



# Go Fast #4 - Racing Tactics and Strategy

Nick Turney

**Downwind – Same Principles**

The diagrams illustrate different downwind sailing strategies. The first shows a zig-zag path, the second shows a smoother path, and the third shows a straight path. Each diagram includes a compass rose and a '0:0' timer.

**Goal is to Sail the Shortest Possible Course**

**NOT This**

**This**

**Bottomline is..**

**UPWIND**

**DOWNWIND**


Stay on lifted tack upwind

Stay on headed tack downwind

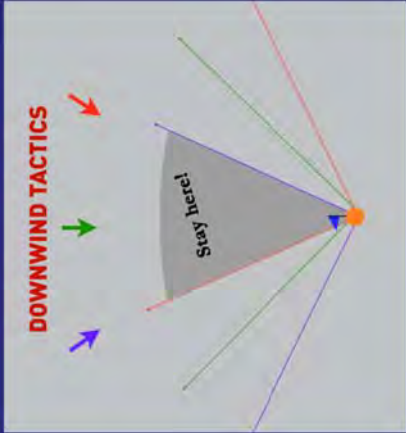
**Sail Smart**

**UPWIND TACTICS**

**Stay headed!**



## Sail Smart



**DOWNWIND TACTICS**

Stay here!



## Things to Remember

**Upwind**

- Pressure vs. Shift
- Persistent or Oscillating
- Stay in the Pressure
- Clear Lane vs. sailing the lifted tack

**Downwind**

- Stay in the Pressure
- Right shift= Gybe Set
- Left shift= Straight Set
- Clear Lanes



## Rule of Thumb

**First Leg**

- Be conservative
- Do not lose too much


**Middle Leg**

- Risk/Reward

**Last Leg**

- Maintain good (hopefully) position!

## Thank You and Good Sailing!



Mick Tunney  
North Sails

# How to Maximize Your Internet Traffic

## Craig Leweck

*The internet has dramatically increased the opportunities for sailing events to reach sporting enthusiasts. For better or worse, it has also increased the expectations of the online audience. No longer is it an option for events to have an online presence. But who are the beneficiaries of this new reality, and are the motivations in line with the motivators?*

- Purpose of an event website
  - Communicate advance event information - for competitors
  - Communicate competition information - for everybody else
  - Provide event sponsors with exposure
  - Archive information
- Managing website information
  - Before event - PR for website updates (ie, NOR, Sis, Entry list)
  - During event - Prompt, synched, and accurate
  - Expectations
- Event website after the event
  - Was the URL bought for the event - okay but temporary
  - Was the URL an extension of a base website
    - Yacht club site - bad
    - Class site - better
    - Event site - best
- Leveraging tools
  - Photos
  - Video
  - Twitter
  - Facebook
  - Coveritive or similar
- NO NOS
  - Changing links - results
  - Multiple platforms - bad for navigation and branding
  - Delayed results posting - must post preliminary and final
- NICETIES
  - Date/time stamp on results - let's viewer know how current
  - Live update for current info- let's viewer know of conditions and schedule
- Website plan
  - Event platform with extension for each event
  - Webmaster - focused task
  - Use as class marketing tool
  - Exceed expectations

**To help event organizers with their communication needs, Scuttlebutt has provided guidelines and compiled a media list that can be used for the distribution of email press releases. It can be found at: <http://www.sailingscuttlebutt.com/pr>**



# How to Increase Sailing in Your Area in 12 Easy Steps, Guaranteed!

Jorge Martin-de-Nicolas

How to increase sailing in your area in 12 easy steps, guaranteed!



Jorge Martin-de-Nicolas

US SAILING 2010 One Design Sailing Symposium  
Balboa Yacht Club • Corona del Mar, CA • November 13-14, 2010



## The Problem

- Back in the 70's and 80's we used to have 300+ boats participate in the AYC Turnback Canyon Regatta
- Last year we had 60 boats
- The rest of the sailing community has experienced similar declines



## Note

The printed version of this presentation was condensed to fit in 16 slides due to space limitations on the official symposium notebook.

The full presentation can be found here:

<http://www.austinyachtclub.net/fleets/J-24/racingschool/odss>

Contact: Jorge Martin-de-Nicolas  
[jorgemdn@gmail.com](mailto:jorgemdn@gmail.com)



## The Question

- Q: Why has sailing decreased in popularity?
- A: Due to a number of reasons, such as world-wide trends, the economy, lack of free time, competition, the pressures of globalization, dual income families and modern day life... whew! :-)
- But we have ANOTHER BIG PROBLEM!



# How to Increase Sailing in Your Area in 12 Easy Steps, Guaranteed!

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## Another BIG Problem



- Back in 1958 people loved Hula Hoops and sales reached 100 million in two years



## The “new” factor



- Hula Hoops became popular in 1958 because they were NEW!
- Friends saw friends hula hooping and they wanted to be a part of it too!
- The more hula hoops were sold, the more other people became interested.



## Another BIG Problem



- PROBLEM: Not only has sailing declined in popularity but so have Hula Hoops!!
- Q: Why have Hula Hoops declined in popularity?
- Let's turn this question around:
- Q: Why did Hula Hoops become so popular in 1958?



## The “new” factor part 2



- Sailing became very popular starting in the 1960's and 1970's with the introduction of fiberglass boats. Sailing was NEW! (\*\*\*)  
(\*\*\*) More accurately sailing was "newly" affordable by most people :-)
- Friends saw friends sailing and they wanted to be a part of it too.
- The more sailboats were sold, the more other people became interested.



## The “buzz” factor



- National Geographic:  
October 1968  
A Teen-Ager Sails  
The World Alone
- How many sailors  
and dreams did this  
National Geographic  
series on Robin Lee  
Graham launch?



## The Hypothesis



- Sailing has decreased in popularity for many reasons but PARTLY because the “buzz” factor is gone
- Sailing is no longer “NEW”
- The once “fantastic” stories of teenagers and families sailing around the world are not newsworthy (unless they need to be rescued :- ) Sailing became commonplace.



## The Hypothesis



- But wait... There is hope! Sailing is always NEW to somebody :-)
- If friends see friends sailing they will want to be a part of it too.
- The more people go sailing, the more other people will become interested.



## The Hypothesis



- Our hypothesis as of January 2010:  
 “—We love sailing and we are not the only crazies on the planet.”  
 “—Therefore other people must love sailing too but maybe they don’t know it yet.”  
 “—All we have to do is find them.”

# How to Increase Sailing in Your Area in 12 Easy Steps, Guaranteed!

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## The Test



- So being good scientists we decided to test our hypothesis (in 12 easy steps :-)
- We created a website... we advertised online and on coffee shops... we went sailing... and we taught a bunch of people how to sail...
- And would you believe it? They loved it :-)



## The Results



- This year alone we introduced 240+ people to sailing
- We logged more than 1200 person-hours sailing
- We have created “buzz” and friends are starting to tell friends about sailing... and our classes are filling by word of mouth.



## The Conclusion



- There are thousands of people who LOVE sailing and they WANT to go sailing every weekend...  
...they just don't KNOW it yet :-)
- The Law of Large Numbers dictates that if we expose enough people to sailing, we WILL find them, and they WILL find sailing!



## The Future



- Q: Can I make a difference in world-wide trends? A: Probably not :-(
- Q: Can I make a difference in sailing on Lake Travis? A: Absolutely YES!
- Q: Can you make a difference in sailing in your area? A: Absolutely YES!

# Crew School/"Crew U"

## Janet Baxter



## Crew U

ODSS Workshop  
Presented by Janet Baxter  
November, 2010

*"Crew U was instituted ten years ago as a service to our members in search of crew and as an offering to adults wishing to learn not how to just sail but also how to crew on a racing boat. It has thrived because of this dual purpose."* Rick Lillie, organizer

## The Opportunity

- Many people saying they'd like to crew but don't know how to get started
- Outsiders are outside
- Sailors know what to expect, who to talk to, the language and even how to dress
- Concept of "Members Only"

2/11/2005



## Basic keel boats

- T-Ten, 33 foot racer/cruiser
- Simple rig, minimal interior, symmetrical spinnaker
- Big fleet
- Added other boats, 30 to 45 ft



2/11/2005



3

## The students

- Any age, minimal experience
- 80% are 25 to 35 years old
- \$400 is too expensive for college students
- Some older participants find it too athletic but have a good time anyway
- 20 of 37 were women this year. It is usually 50/50.

2/11/2005



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# Crew School/"Crew U"

Janet Baxter

## The instructors

- Boat owners/skippers or others entrusted to take the boat out
- Volunteers
- Participants have expressed a strong preference for teaching by the skippers
- Usually have a "mate" to help or to drive the boat while the skipper teaches

2/11/2005



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## Ashore

- One classroom instructor, a volunteer
- Some support from sailing school staff (registration, books, etc.)
- Insurance is club's general policy when ashore and each boat owner on the boats. There have been no claims
- First two sessions are not sailing

2/11/2005



7

## Skippers/Boat Owners

- Skippers get first pick for crew
- Skippers tend to repeat
- Skippers who lend their boat but do not attend get second pick and are considered second choice by students

11/13/2010



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## Getting the Word Out

- Included in Sailing School brochure, sent out in winter
- Course fills quickly
- Word of mouth
- Limited by number of boats/volunteers

2/11/2005



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## The sell:

- The course is offered once annually as seven Tuesdays starting in mid-May
- \$400 per non-member
- 20 to 40 people
- Optional: race on Wednesday evenings

2/11/2005

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## The Sessions

1. Basics from book, attitude, weather, clothing, gear, vocabulary, knots. Walk on boats
2. Book work plus dockside on boat, nomenclature, knots, set running rigging. Docking concepts.
3. Race course with maneuvers for each leg, basic rules. Positions on board, set up running rigging, bend on sails, go sailing, first try at tacking, derigging.
4. Set up running rigging, spinnaker & walk thru at dock. Sail- jib & main. Chute set, gybe, takedown.
5. More spinnaker and jib handling, trim concepts added. Practice start sequence, windward & leeward marks
6. Repeat Class 5.
7. Practice on a short two leg course. Hold short race.

2/11/2005

10



## Materials

- |  |  |
|--|--|
| <p>Provided with fee:</p> <ul style="list-style-type: none"> <li>▪ From US SAILING:                             <ul style="list-style-type: none"> <li>▪ <i>Basic Keelboat</i></li> <li>▪ Rulebook/Handy Guide</li> </ul> </li> <li>▪ Waivers, medical info</li> <li>▪ Race schedules</li> <li>▪ List of websites:                             <ul style="list-style-type: none"> <li>▪ Race schedules</li> <li>▪ Weather</li> </ul> </li> </ul> | <p>Students Bring:</p> <ul style="list-style-type: none"> <li>▪ Warm clothes, including hat, soft shoes, sunscreen</li> </ul> <p>Recommended:</p> <ul style="list-style-type: none"> <li>▪ Own PFD, Gloves, foulies, boots, knife</li> </ul> |
|--|--|

2/11/2005

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## Optional: Wed nights

- Students are encouraged to come down for racing on Wednesday nights
- Club rule – no one can be left on the dock
- Student's goal is to get invited back
- Gives students a taste of racing and how to get on a boat
- Bar/social after sailing. Networking

2/11/2005

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# Crew School/"Crew U"

Janet Baxter

III-64

## Challenges

- Weather
  - Wind, temp, sea state, etc.
- Technology
  - Instructors draw poor diagrams, could use a PowerPoint with good diagrams
  - Materials are available but requires organizing
- Volunteers
  - No shows, broken boats
  - instruction?

2/11/2005

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## Crew Positions

- Students rotate positions and boats
- Skippers and participants self-select
- Gutsy ones like foredeck
- Big guys stay off foredeck after one try but otherwise size does not matter
- Driving is not part of the curriculum, The name of the course helps set the expectation and it's clear from day one

2/11/2005

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## Measures

- A third gain competency to sail or do RC
- A third begin to race, some are still crewing 5 years out
- Skippers return
- Two skipper/student weddings
- A few joined CYC
- Gets the word out that we are not "members only"

2/11/2005

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## Strength & Agility

- Toughest challenges are out of shape people who are shy on coordination
- Grinding can be beyond the strength of some slight women and weak guys
- We teach how to use your leg and body strength, which they often thank us for
  - Tell 'em to "throw their butt into it"
  - Some whine, most just do not return

2/11/2005

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## Syllabus: Chicago Yacht Club, Crew U, 2010

### Session 1

- Welcome to CYC, summerhome in the city. Crew U in its 10<sup>th</sup> year.
- Books, waivers, medical info, introductions of skippers and crew.
- Course goals- why Crew U? Needed -time, team play, initiative. Course schedule, race schedules ([www.lmsrf.org/Area III](http://www.lmsrf.org/Area III)). Boat types - T-Ten, 36.7, J105, handicap classes, Etchells, Shields.
- Weather – averages, extremes, changes. Preparation, wind forecasts, crib ([www.glerj.nraa.gov/metadata/chi](http://www.glerj.nraa.gov/metadata/chi)) and weather buoy reports, Radar.
- Clothing and gear needs – dry and warm – Mandatory: shoes, jackets, fleece, cap, sunscreen. Recommended: gloves, your own PFD, foulies, boots, knife.
- Crew duties – Communication with skippers, provide specific info, acknowledge. Listen, respond, be heard. Be watchful. Location by clock, hour reference. Hand signals.
- Parts: boat (p.6), rig (p. 7), sails – three corners, three edges (p. 28, 29).
- Sail controls: Primary – for sail placement - halyards, sheets, Secondary – for shape – outhaul, vang, cunningham.
- Wind: Finding direction – telltales, windex, waves (p.26). Describing direction (p. 27). Sailboat as a glider with a wing in the water. Sailing off but not into the wind.
- Forces of wind – push or pull? Foil or scoop?
- Points of sail – close hauled (beating), close reach, beam reach, broad reach, run, dead down wind. No-go zone, luffing (stalling), head to wind, irons.
- Tacking, jibing – turning through the wind – wind crosses bow, wind crosses stern.
- Knots – Essential – ([www.janetbaxter.com](http://www.janetbaxter.com))
  - Bowline for sheets and more
  - Figure 8 for sheet tails
  - Reef knot – half bow for sail ties
  - Round turn and two bitches for fenders
  - Cleat hitch for docking
- Knots – Useful
  - Rolling hitch for dock lines and winch overrides
  - Sheet bend to tie two lines
- Boat walk – Name the parts, get a sense of weight and balance.
- Homework – Book and knot practice.

### Hospitality at the bar.

### Session 2

- Review of terms for boat, rig, sails.
- Docking concepts. Lines, cleats, fender placement, wind considerations, lifeline use, spreaders, shroud use, bow watch, mooring cans, debris. Boat pole for safety. Rafting. Raft and dock etiquette.
- Sails - on the floor. Terminology. Packing, rolling, flaking.
- Set running rigging. Bend on sails. Check jib sheets, spinnaker guys, spinnaker sheets, pole, halyards, chute pack.
- Crew position basics –
  - Foredeck – preparation of running rigging, sheets, pole, topping lift, foreguy, halyard positions, spinnaker packing, jib hanking, jib raising, jib drooping, chute bag setting, bag removal, bow watch, pole jibbing, pole position, jib car position.
  - Pit (Mr/Ms. Up) – Hoist and drop of main halyard, jib halyard. Trim or ease outhaul, tweakers, topping lift, reefs. Tends halyard stowage, handle stowage, spinnaker delivery and bag retrieval, jib halyard tension adjustment.
  - Port trimmer – Jib trim, jib release, spinnaker trim, guy placement, foreguy trim and ease.
  - Starboard trimmer – Jib trim, jib ease, spinnaker guy, guy prefeed, foreguy trim and ease.
  - Main trimmer – Main trim, main case, draft position, traveler position.
- Hazards – Kaboom, fingers in winches, jewelry, loose clothing, flying elbows, cleat horns.
- Derrig.
- Homework – Review terms and knots.
- Come with clothing next time to go out on lake – warm or cold, rain or shine, windy or flat. Watch the weather to make your clothing call.

### Hospitality at the bar.

eye crew u syllabus.doc

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9/23/10

### Session 3

- Racing the course –
  - Check wind, check in with RC, course signals, timed sequence, start.
  - Most common course four legs 1.25 to 1.5 NM each.
- Basic racing rules: Starboard over port, leeward over windward. Protests – skippers call but be a good witness. More advanced: Overlaps at marks.
- Positions on board – review location, attachment, operating range, purpose of PFD's mandatory for all, appropriate clothing check.
- Communication review: Order to "prepare" from skipper, response of "ready" from crew, order given, report of completion.
- Boats assigned. Go to boats, rig, bend on jib and main.
- Winch practice for trimmers.
- Review docking departure and return. Assign bow watch.
- Short sail including tacking. Review crew placement and movement.
- Return and derrig. Stow all gear.

### Hospitality at the bar.

### Session 4

- Spinnaker chalk talk.
- Boats assigned. Pick a different boat. Go to boats.
- PFD's for all.
- Rig boat, bend on jib, main, set spinnaker gear.
- Dry run spinnaker set, jib drop, jibe 3 times, jib hoist, spinnaker drop at dock.
- Review docking departure and return. Assign bow watch.
- Short sail including jib and main practice, spinnaker set, jibe, takedown.
- Review crew placement and movement.
- Return and derrig. Stow all gear.

### Hospitality at the bar.

### Sessions 5 & 6

- Race start sequence. Flags, guns, horns. Timing.
- Windward mark rounding, leeward mark rounding.
- Boats assigned. Be sure to get on a different boat. Go to boats. PFD's mandatory.
- Rig boat, jib, main, spinnaker.
- Review docking departure and return procedure. Assign bow watch.
- Sail including jib and main practice, spinnaker set, jibe, takedown.
- Review crew placement and movement.
- Return and derrig. Stow all gear.
- Homework – Wednesday night beer can racing.

### Hospitality at the bar.

### Session 7

- Boats assigned. Go to boats. PFD's mandatory.
- Rig boat, jib, main, spinnaker.
- Review docking departure and return procedure. Assign bow watch.
- Practice on a short two leg course.
- Race a real race.

### Wrap up at the bar.

Developed for Chicago Yacht Club use only.

ODSS contact: Janet Baxter, janetbaxter@cs.com

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9/23/10

**Keynote Address: Builder working with Classes & Clubs to Grow Sailing**  
**Tom Schock**

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**Keynote Address: Why One-Design is Important and Essential  
in this Country**

**Gary Jobson**

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# Town Hall Forum: What Can US SAILING Do for One-Design?

Jack Gierhart

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# **Community Sailing & One-Designs**

Diane Wenzel

# Lightning Class Boat Grants

## Jan Davis and Laura Jeffers

The Lightning Class wanted an innovative way to attract the interest of younger sailors. Our goal was to create a program that got the Lightning into the hands of young people and to have our Class grow with youth.

### Objective

- Expose young racers to the Lightning boat and its Class activities/events.
- Re-introduce the Lightning Class to the sailing community. Many sailors haven't seen or sailed Lightnings in years and we wanted to show that the Class Association is active, strong and investing in its future growth.

### The Budget

\$35,000 was allocated from our ILC Fund the initial year.

### The Program

In 2007 we decided to begin the program by offering two grants. Each grant would include the use of a competitive boat for the season and money for regatta expenses, entry fees, boat maintenance and insurance.

We purchased one boat and while looking for a second boat, a nearly-new boat was donated to the program and one of our builders loaned us a brand new boat for the season. Quickly the scope of our program doubled and we were able to grant four boats instead.

2008 – 6 Teams/Boats granted. We owned the two from the previous year, 1 was borrowed from a member and two were loaned from our boat builders. Another older boat was donated and we were able to grant a 6<sup>th</sup> boat as a development Team.

2009 – 5 Teams/Boats granted. We sold the older development boat that was donated. We sold the original boat we purchased and bought another new boat. Both of our boat builders again loaned us two new boats for the season. We chartered/borrowed another boat from a member.

2010 – 3 Teams/Boats granted. The boat we own and two loaned from our boat builders.

2011 – Looking to grant 3 Teams.

### Volunteer Commitment

- Core Committee of two, HUGE time commitment to develop the concept and program structure and to implement it in the first year.
- Application review committee read all applications and scored them.
- Mentor/Fleet support
- Class members hauled boats across the country, worked on repairing boats, mentored, housed, fed, coached and encouraged the grant recipients.

### Financial Results

- Some contributors to the ILCA Fund were initially skeptical of the wisdom of the concept.
- Donations VASTLY exceeded our wildest expectations.
- Cash outlay was required but donations to the ILCA Fund increased due to the incredible enthusiasm for the program and generosity of our members.
- Since the inception of the program, Income has exceeded expenses by \$9,166.76.

	2007 (4 Teams)	2008 (6 Teams)	2009 (5 Teams)	2010 (3 Teams)
Income	\$16,769.44	\$16,303.00	\$10,592.00	\$3,703.25
Expenses	\$ 5,935.87	\$12,635.79	\$ 9,869.39	\$5,759.88
Total	\$10,833.57	\$ 3,667.21	\$ 722.61	\$<2,056.63>

### Class Support

Enthusiasm and support for the program grew as the season progressed and members were exposed to the grant recipients. Additional volunteers came forward as well.

### Who should apply?

High School Students, College students, Grad students, recent grads.

### Requirements

Sailing resume for skipper and crews, letters of recommendation, two sailing references. If applicant is under 18, a letter from a parent or guardian.

Selection Criteria

(published on website along with application)

- Age of team
- Financial need of team
- Plan for use of boat
- Proximity to an established Lightning Fleet
- Strength of sailing resume
- Strength of recommendations
- Ability to maintain boat
- Ability to travel
- Ability to store boat

Frequently Asked Questions & Answers

(as published on the ILCA website)

Q – What expenses are covered?

We will provide the boat, competitive sails, insurance, and entry fees for all Lightning Class regattas that you sail. We have also included some money in the program for maintenance so if the boat needs some new line or you need to repair a damaged part, that will be covered as well. We want you to sail a lot of events. In some cases we may help with your travel expenses, depending on the strength of your proposal.

Part of your proposal should include a list of regattas that you want to attend, a budget, and a plan. The funding depends on the strength of your proposal and your need for financial aid. We would strongly recommend that you discuss your job and your ability to incur some of these expenses.

Q – What costs will I incur?

You and your crew will need to join the ILCA, Skipper dues are \$45 and Crew dues are \$10 each. You will also need to pay the deductible if you damage the boat and need to make and insurance claim. You will need to pay any fees associated with storing the boat at a club or sailing center. You will need to pay travel expenses for going to regattas. Often times, regatta hosts will offer free housing to competitors which greatly reduces your expenses.

Q - I am 24, and I am in graduate school full time. Am I eligible for the program?

Yes, Absolutely! The program is geared to help YOUNG people who have a desire to race a boat but do not have the resources to be able to do it. The Class wants to do whatever it can to get people like you to start racing boats and enable you to get on the race course.

Q – Are there any regattas I am required to go to?

No, you are not required to go to any regattas, but the more regattas that you plan to do and put on your application, the better chance you have to being granted a boat. The North American’s, ACC’s, Districts, are all big important events, which we encourage participation in. Also if you are a junior, the Junior North Americans would be a great regatta.

Q – After I sail the boat granted to me for one year, I decide I really love the boat and want to keep it would this be possible?

In some cases, the boat will be available to be purchased at the end of the season, and it would be the best thing that we could hope for. We would work with you to figure out the details to make it easy for you to purchase the boat and to continue to race with the ILCA.

Q – What/Who is the mentor and what will they do for me?

The mentor is the best part of the program. The mentor will be a member from a local fleet with a lot of Lightning Knowledge who will be able to help you get started, show you how to rig the boat, tune, boat handling techniques, you name it. They are there to help YOU. They are also there to help watch over the boat and ensure that it is being taken care of and that it’s being used and cared for. The mentor will be available to answer your questions, help you with regatta planning, and help you get the most out of your Lightning. He or she may be able to help coach, assist, and even sail with you from time to time. They are there to make your experience positive and to help you learn as much as possible.

Going Forward

- The ILCA is excited to continue the program in 2011 – our 5<sup>th</sup> year of the program.
- The Boat Grant program is exploring the possibility of expanding the program to Europe and/or South America in the future.
- The ILCA is exploring opportunities to offer a purchase/ finance system so the grantees can purchase the boats at the end of their season.
- The Class office will continue to expand its coverage, via website and articles in Flashes about the grantees and their activities thought out the season.
- The Class hopes to build on the positive publicity to ensure that all eligible young sailors know about the Boat Grant Program.

# Data Management for One Design Classes & Regattas Database 101

Ken Taylor, President, Regatta Network, [taylor@regattanetwork.com](mailto:taylor@regattanetwork.com), (866) 987-2638

**Database 101**

- Agenda
  - A Little History
  - What is a database
  - Databasics
  - Relational Databases
  - Making It Work



What is a Database?  
An Organized Collection  
of Information.



What is a Database?

- Rolodex
- Telephone Directory
- Contacts on a cell phone
- Spreadsheet
- Amazon.com
- Google



Databasics  
The important thing about a  
database is how the information  
is organized.

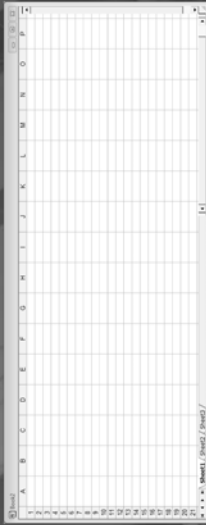
Tester, Ima 1234 Main St. 512 555-1212





## Databasics

- Database Analogy -- Spreadsheet
  - Each column is a field
  - Each row is a record
  - Each worksheet is a table



## Databasics

- Combining multiple tables allows more complex data structures or “Relational Databases”
  - Class Members & Payments
  - Regattas -- Entrants, Class Members, Crew, Payments



## Databasics

- This is the structure of “flat-file” databases
  - One dimensional collection of information about a single topic
    - List of Class Members
    - List of Entrants



## Relational Databases



# Data Management for One Design Classes & Regattas Database 101

Ken Taylor, President, Regatta Network, [taylor@regattanetwork.com](mailto:taylor@regattanetwork.com), (866) 987-2638

Relational Databases

A Venn diagram with three overlapping circles. The top circle is labeled 'Members', the bottom-left circle is labeled 'Registrants', and the bottom-right circle is labeled 'Payments'. The circles overlap in various combinations, representing the intersection of these database entities.

US SAILING REGATTA NETWORK

Relational Databases

A Venn diagram with three overlapping circles. The top circle is labeled 'Members', the bottom-left circle is labeled 'Registrants', and the bottom-right circle is labeled 'Payments'. The circles overlap in various combinations, representing the intersection of these database entities.

US SAILING REGATTA NETWORK

Relational Databases

- Tables in a Typical Membership Database
  - Users
  - User Types
  - Members
  - Carts
  - Payments

US SAILING REGATTA NETWORK

Relational Databases  
Class Membership Example

A database schema diagram showing four tables: USERS, USER\_TYPES, MEMBERS, and PAYMENTS. Arrows indicate foreign key relationships: USER\_TYPES to MEMBERS, MEMBERS to PAYMENTS, and MEMBERS to a table with columns like CLASS\_ID, CLASS\_YEAR, and CLASS\_YEAR\_END.

US SAILING REGATTA NETWORK

## Relational Databases Class Membership Example



## Relational Databases Regatta Registration Example



## Relational Databases Regatta Registration Example

- Typical Regatta Registration
  - Event Record
  - Fee Table
  - Registration Table
    - Crew Table
  - Certificate Table
  - Custom Form Table (Medical Waivers, Team/Crew Resumes, etc)
  - Shopping Cart
  - Results Table



## Making it work...

- Choose your database
  - Simple Spreadsheet Model
  - Off the Shelf DB Software Package
  - Online Database Provider ("SaaS" Model)



# Data Management for One Design Classes & Regattas Database 101

Ken Taylor, President, Regatta Network, [taylor@regattanetwork.com](mailto:taylor@regattanetwork.com), (866) 987-2638

Making it work...

- Simple Spreadsheet
- Advantages
  - Low cost/possibly free
  - Easy to customize to fit your event or situation
  - As portable as your computer
- Disadvantages
  - Fairly unforgiving
  - Limited access
  - Data entry/transcription required

US SAILING  
REGATTA NETWORK

Making it work...

- Off the Shelf DB Software Package
- Examples: Access, Bento, Filemaker Pro
- Advantages
  - Inline Tutorials
  - Pre-configured templates for many common applications
  - As portable as your computer
- Disadvantages
  - Cost \$50 - \$300
  - Learning Curve
  - Not always easy to modify
  - Data entry/transcription required

US SAILING  
REGATTA NETWORK

Making it work...

- Online DB Provider (SAAS)
- Examples: Active, Compete-At, Regatta Network, Regatta Scoring, Registration Solutions
- Advantages
  - Pre-configured templates for many common applications
  - Little or no data entry or transcription necessary
  - Accessible from anywhere you have an Internet Connection
  - Flexible pricing
  - 24/7 Support for organizer and entrants
- Disadvantages
  - Internet access required

US SAILING  
REGATTA NETWORK

Making it work...

- Questions before you start
  - What is the purpose of the database?
    - Track member information
    - Manage Capacity
    - Record transactional information
  - Who in your organization is the expert on the subject of this Database?
    - Class Secretary
    - Class Treasurer
    - You?

US SAILING  
REGATTA NETWORK

# **Wooden Boats/Collaboration of Classes to Build Members and Enthusiasm**

Aimee Graham Heim

# Small Boat Safety & Preparedness

Dave Rosekrans and Chuck Hawley

**Purpose:** Create awareness and motivation for sailors to prevent and be prepared for emergencies.

## **Introduction – Dave Rosekrans**

Recreational Boating Statistics 2009 US Coast Guard

736 people died in boating accidents

75% of deaths were from drowning

84% of those drowning were not wearing life jackets

70% of deaths were in boats less than 21 feet in length

10 in died in sailboats

4 drowned, 2 not wearing life jackets

3 cardiac arrest

2 hypothermia

1 unknown

## **Life Jackets – Chuck Hawley**

**Cardiac Arrest – Dave Rosekrans**

**Hypothermia – Chuck Hawley**

**Preparedness – Dave Rosekrans**

Prior arrangement for emergencies

See example protocols on following pages

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**CLSA Safety Vessel Guidelines. April 19, 2007**  
**Please follow these guidelines for both CLSA members and other users of Cowan Lake**

1. Approach the vessel or person you think might need aid slowly and carefully.
2. Identify yourself. Example: "I am a volunteer from Cowan lake Sailing Association."
3. If injury is apparent, state your level of training.  
Example: "I am not a doctor but I have taken Red Cross First Aid."
4. Ask permission to help. "May I help you?" or "Do you need assistance?"
5. If permission is not given, stay in the area and assign someone to keep their eyes on the people involved, unless other vessels are in distress.
6. If permission is given, communicate to the assisted person exactly what you are going to do, and continue to do so throughout. If someone in the water does not have a life jacket, tell them you are going to give them one, and unless they refuse, provide one and ask them to put it on.
7. For children, ask the parent or responsible adult for permission if present. If not present, assume permission if you think it is necessary to help, and locate the parent or responsible adult as soon as possible and explain what happened. Assume permission for unresponsive victims.
8. Do not laugh or make jokes, treat the situation seriously. A minor situation can quickly become a major incident.
9. Remain calm and do not yell instructions except if necessary.

10. If personal injury beyond minor first aid or property damage over \$500 is apparent, the boat operator must file a "Ohio Boat Operator Accident Report." Give them a copy of the Ohio Boat Operators Guide and tell them the accident report is in the back. Get the name and address of the boat operator (s), description of the boat (s), and make notes about the incident to assist a possible investigation. Do not use the Ohio Boat Operator Accident Report form for the CLSA record.. The Club Safety Officer will maintain a permanent file of these records.
11. If you judge the personal injury requires emergency care, get permission, and call 911 for the life squad. If permission is refused, record as much information as is available and the fact that permission to call emergency care was not granted.
12. Remember that when you are on the water, that CLSA provides the rescue service for all users of the lake not just members of CLSA involved in racing.

Please note: The Ohio "Good Samaritan" act relieves volunteers, acting in good faith, of responsibility in giving first aid. In addition to the Good Samaritan act, Ohio law states that "The operator of a vessel involved in a collision or accident, to the extent possible without risking serious danger to their own vessel, crew and passengers, shall render assistance as may be practicable and necessary. Any person who renders assistance at the scene of an accident involving a vessel is not liable in a civil action for damages or injury from an act or omission in rendering assistance, except for willful or wanton misconduct." But you must operate vessels in accordance with the watercraft law. "Violations of watercraft law that result in injury to persons or damage to property shall constitute prima facia evidence of negligence in a civil action." Fear of liability is not a reason to fail to render assistance or give first aid.

## Cowan Lake Sailing Association

### Medical Emergency Protocol

Version 2a, April 2007

Prepared by Max Davis, Safety Committee (937)648-9503 [hdavis1@woh.rr.com](mailto:hdavis1@woh.rr.com)

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#### **1. PURPOSE**

The purpose of this protocol is to provide planning and local procedures for responding to medical emergencies and injuries that will:

1. Increase the survival rate from medical emergencies
2. Improve the first aid care for injuries and medical complaints

#### **2. OBJECTIVES**

1. To encourage the use, by CLSA members, of current CPR/AED and First Aid procedures and training provided by the American Red Cross and the American Heart Association.
2. To provide location specific guidance for CLSA member first responders in handling medical emergencies and expediting transfer of patients to the Clinton County Emergency Medical System.
3. To describe the first aid and CPR/AED equipment and supplies required and locations where stored by the CLSA.
4. To support the fleets and members by providing information, training, acquiring and devising equipment suited for the general and unique needs of the sailing association.

#### **3. DEFINITIONS**

1. Medical Emergency – A condition caused by illness, the environment, or severe trauma where the possibility for the patients survival depend on early recognition of the emergency problem, prompt activation of the Emergency

Medical System, appropriate treatment by the first responders and transfer of the patient to the EMS Squad as soon as possible. Examples:

- (1) Cardiac arrest (patient unconscious with no vital signs)
  - (2) Heart attack (patient is conscious)
  - (3) Stroke
  - (4) Respiratory arrest (Drowning)
  - (5) Airway blockage (choking)
  - (6) Shock – all kinds
  - (7) Severe Trauma
  - (8) Diabetic Coma
2. Emergency Medical System – Includes Hospital ER, Life Squad – the technician and medical personnel that support the patient after the first responder. Life Squad runs are made for life endangering conditions, not for minor illnesses and injuries that can be transported by personal automobile.
  3. CPR – Cardiopulmonary Resuscitation – A procedure involving chest compressions and artificial ventilation for victims of cardiac arrest
  4. AED – Automatic External Defibrillator – An automatic device used by first responders for cardiac defibrillation
  5. First responder – the person who provides the initial patient care before the arrival or transportation to the EMS. Knowing what to do for the patient on the scene and how to activate the EMS system is taught in CPR/AED and First Aid courses.

#### **4. EMS CONTACTS AND TELEPHONE NUMBERS**

Clinton County EMS – Lake Cowan is in Clinton County. Emergency Medical Squads are dispatched by the Clinton County Dispatcher working for the County Sheriff, located in Wilmington, the Clinton County Seat. The dispatcher is reached by calling 911. All Clinton County Emergency Squads take their patients to the Clinton Memorial Hospital, 610 W Main Street, Wilmington OH 45177

EMS RESPONDERS AT LAKE COWAN- The Wilmington squad is dispatched to the north shore of Lake Cowan. The Clarksville squad is dispatched to the south shore.

#### **5. CLSA FIRST AID AND EMERGENCY EQUIPMENT**

CLSA maintains 3 first aid kits containing general first aid supplies (adhesive bandages, sterile dressings, and roller bandages, tube of antibiotic ointment, sunscreen, examination gloves, a CPR face mask, small towels, a cold pack, and other items). An Automatic External Defibrillator (AED), purchased and put into service in 2006, is located in the club house kitchen first aid cabinets The AED should to be taken to emergency site when needed. Other contents in the AED case include a towel, extra shock pads, safety razor, and EMS Contact procedure list, AED instructions, waterproof paper, and pen.

The first aid cabinet is locked with a combination lock using the standard club combination. A note should be left in the First Aid Kit when supplies are used or when a shortage unfilled need is noted.



Item	Location	When
First Aid Kit	Pink Lady	Permanent
Plastic spine board	Pink Lady	Proposed for future
First Aid Kit	Committee Boat	Permanent
First Aid cabinet	Club house	Permanent
First Aid Supplies	Club House	Permanent
AED	Club House	Permanent

**6. TRAINING**

Members are encouraged to become trained and keep current in First Aid and CPR/AED from the American Red Cross and or the American Heart Association. Fleet Captains should be aware of trained sailors in their fleets.

The Safety Committee will schedule American Red Cross CPR/AED Training at the Club House each year and post the training schedules on the CLSA web site.

Members are responsible for their own training fees. Members holding current instructor cards are encouraged to serve as instructors in club CPR/AED training courses

**7. CONTACTING EMS FROM LAKE COWAN**

Call 911 to contact the Clinton County Sheriff's dispatcher about an emergency medical situation, a crime, or a fire.

When 911 is called from a land line telephone, the location of the caller is displayed on a screen for the dispatcher. Cellular telephone that can make calls from Cowan Lake can be used to call 911. Although all cell phone users are charged a monthly 911 fee, the triangulation system for locating cell phones making 911 calls is not operational in most of Ohio, and that includes Clinton County. Therefore cell phone users must provide their current location to the emergency dispatcher.

When calling 911 from a land location:

1. Identify yourself and your location
2. Provide telephone number where you can be reached for a call back
3. Describe the Emergency (Medical, Fire, Crime)
4. If there is a victim(s) provide
  - a. Number of victims
  - b. For each victim
    1. Description ,approximate age, gender, approximate weight and height
    2. Condition, complaints, level of consciousness, injuries, etc.
    3. What happened, Circumstances leading to the problem.
    4. What has and is being done
    5. Where the Emergency Squad can find the victim
  - c. Ask if there are any instructions before squad arrives
5. DO NOT HANG UP FIRST. Let the dispatcher hang up first.
6. If EMS is required while on the lake, the situation is complicated by several factors:
  - How will the Emergency Dispatcher be called?

- What is the quickest way to get the victim to the shore where the Life Squad can be met?
- Where are the best boat-to-ambulance transfer points?

If in a sailboat with no operating cell phone when the committee boat or Pink Lady or race Jon boat are near, hail the nearest and request that EMS be notified and that urgent transportation to a shore transfer point be immediately provided. The Race/Safety Committee should make the call, and arrange for transportation to the shore transfer point and, if indicated and possible, send the CLSA AED to the victim's location. The Pink Lady or Committee Boat would normally be the be choice for transporting the victim on the water since there is deck space, a first aid kit is aboard and the boat can speed directly to a transfer point. Use of an AED on a metal deck has not been approved. Insulation such as a plastic spine board or dry blankets under the victim is needed.

If a medical emergency happens while sailing alone, hoist the emergency flag, try to hail a motor boat and request assistance, and if you have one, use a cell phone to call 911.

**Patient Transfer Points**

1) South Shore

- a) CLSA Clubhouse – Clarksville Squad will pick up patients at the clubhouse. Conditions permitting, the ambulance could drive to the dock area. Carrying a patient from the dock area to the club house will require a stretcher or a spine board and at least four and preferably more carriers. It is a long hill and will require several minutes to bring a patient up to the club house. If CPR is being administered, several breaks will be required during the ascent.
- b) South Marina – Launch Ramps are good transfer points because the ambulance and the gurney can be taken to the water's edge – The ramp nearest the Marina office may be better because of the nearby land line telephone.
- c) Launch Ramp near boat docks at east end of Lake Cowan.

2) North Shore Launch Ramp near Beach – end of the Campground Road

**8. CLSA SAFETY VESSEL GUIDELINES APPLY**

When approaching a possible on the water medical emergency while on the CLSA Safety Vessel or other vessel, use the current "CLSA Safety Vessel Guidelines" approved by the CLSA Board. Note that these guidelines apply to all users of the lake that may require emergency assistance, not just those who are CLSA member.

**9. IMPORTANT TELEPHONE NUMBERS**

- CLINTON COUNTY EMERGENCY DISPATCHER 911
  - CLSA Clubhouse 937-289-2522
  - COWAN LAKE State Park 937-382-1096
  - CLINTON COUNTY SHERIFF 937-382-1611
  - CLINTON MEMORIAL HOSPITAL 937-382-6611
  - SOUTH SHORE MARINA 937-289-2656
  - CLSA COMMODORE, Sandy Eustis 513-325-8850
- [MAP OF LAKE WAS REMOVED FROM DOCUMENT]

# Small Boat Safety & Preparedness

Dave Rosekrans and Chuck Hawley



**The West Advisor**  
Safety at Sea

- Personal Floatation Devices
- Crew Overboard Rescues
- EPRIBs and PLBs
- Radar Reflectors
- Fire Extinguishers

## Personal Floatation Devices

Many boaters and West Marine associates are confused by the Coast Guard's traditional system of categorizing life jackets, also called Personal Flotation Devices (PFDs), by a system of Types I, II, III, IV and V that emphasizes the life jackets' specifications rather than its application and function. We like that grouping the various types by their intended use and their outlining each type's features, advantages and disadvantages is more helpful. Hopefully you can then make sense of our extensive product selection and buy just what you need for your style of boating and your physiology.

To do justice to the letter of the law, we'll repeat the federal requirements regarding life jackets on recreational boats, since you have to meet this standard regardless of what you end up selecting. You will also be alerted to the more important aspects of your boating gear that may vary from what you see on the federal regulations. As a special recommendation, we'll also offer you some advice that clearly explain the current PFD requirements in the states of each geographical region in the U.S.

## The Federal Regulations

PFDs are divided into five categories: Type I through Type V. The U.S. Coast Guard regulations concerning life jackets on recreational boats are pretty simple:

- **All recreational boats** must carry one wearable PFD (Type I, II, III or Type V) for each person aboard.
- **Any boat 16' and longer** (except sailboats, racing shells, racing canoes, and racing kayaks) must also carry one throwable PFD (Type IV).
- **Type I, II and III PFDs** must be readily accessible and wearable by the intended user, while Type IV PFDs must be immediately available.
- **Type V Hybrid PFDs** and some inflatables must be worn to be counted in the vessel's PFD inventory, inflatable PFDs must have a full cylinder, and all status indicators on the inflator must be green, or the device is NOT serviceable, and does NOT satisfy the requirement. Coast Guard Approved inflatable PFDs are authorized for use on recreational boats by persons at least 16 years of age and there may be weight minimums as well.
- **Children under 13 years** are required to wear a correctly sized Coast Guard Approved life jacket (and underway on a recreational vessel, unless they are in an enclosed cabin or below decks. Some states have lower age limits, which take precedence over the federal rules (however, we strongly encourage you to have your kids wear a PFD, regardless of your state's law). Child PFDs are approved as based on the child's weight. Check the "Use Weight" on the label, or the Approval number on the inflatable. The Approval numbers for use on recreational boats are: unapproved commercial use is "less than 30", "30 to 50", "50 to 60", "60 to 75", "75 to 90", and "90 to 105"; they can be marked "less than 30", "30 to 50", "50 to 60", "60 to 75", "75 to 90", or "90 to 105".
- **PFDs must be Coast Guard Approved**, in good and serviceable condition, and the appropriate size for the intended user.
- **The Coast Guard recommends (and many states require) wearing PFDs:**
  - For water skiing and other towed activities (use a PFD marked for water skiing or PWC use).
  - During whitewater boating activities.
  - While sailboarding (under federal law, sailboards are not "boats").

## Types of Boating and Recommended Life Jackets

To select the correct life jacket for you and your family, start by identifying the type of boating you do:

### Recreational

This type is recommended for powerboats or sailboats in relatively calm, warm waters where you'll have good visibility and plenty of time to react. Choose one with either a beaked or day sailing vest, or an inflatable. The choices are not very many, since this is the most popular type of boating, but diamonds are not very precious. Owners of small powerboats often choose beaked vests, which can be adjusted for a comfortable fit depending on the conditions, while sailors will select a more flexible vest or an inflatable. Our Comfort Series inflatable vests, with 22.5 lb. of buoyancy, are easy to wear, don't restrict your movement, and are available in automatic, manual, and belt pack manual designs. They fit adult boaters over 80 lb. with 30" to 52" chest sizes.

We also sell a remarkable number of economical Type II vests, but we don't recommend them as primary PFDs since they are unattractive and uncomfortable to wear. View Type III as extra vests for unexpected guests, or consider stocking up with some relatively low-priced Type II vests of different sizes and designs, which tend to fit better and are more likely to be worn.



### Watersports

Activities like waterboarding, water skiing, being towed on an inflatable tube and riding a personal watercraft include a risk of falling into the water at high speeds. You'll need a PFD that will stay on you and keep you afloat. Choose one with a beaked or day sailing vest. Beaked vests have three or four foam balls encircling your torso work best because they won't get torn off easily, even when you crash and burn at high



- Personal Floatation Devices
- Crew Overboard Rescues
- EPRIBs and PLBs
- Life Rafts
- Radar Reflectors
- Fire Extinguishers

speed. Look for vests that have Waterports marked on the label, and ensure that they can be adjusted to a snug fit.



**Day Sailing**  
Small boat sailing requires freedom of movement and flexibility, yet a good PFD needs to fit snugly and hug the upper body. The preferred style has a cuffed collar, "lock" waist, which would be called the "mossed bottom." This collar describes the smooth, flexible "skin" which would be used to hold the PFD in place. The collar is made of a material that is resistant to high-speed impacts. However, III, and the Coast Guard are quick to point out that it is unrelated to the injuries that a user might suffer during a high-speed impact. It only measures the resistance of the fabric, belts, etc. to failure. Vests with multiple encircling belts will be appropriate for high-speed water sports.



**Fishing**  
Anglers often like to carry a collection of lures, leaders, etc. and will appreciate a vest with built-in pockets. They may also operate small and fast boats, which could result in a high-speed water impact. Therefore, we offer two distinct types of fishing vests: those with pockets that can hold 1000 lb. boxes, a standard or fishing boots, and a fishing vest. Both vests are made of a strong material and can be adjusted to a snug and secure fit, so the vest will stay on during high-speed impacts.



**Offshore Sail**  
Offshore vests provide lots of buoyancy, freedom of movement, and commonly a safety harness that the wearer tethers onto jacklines to stay connected to the boat. In the past, offshore sailors chose between a life jacket and a safety harness, since the two items were often chosen as interfering with one another. Today's inflatable life jackets with integrated harnesses provide a high level of safety with one single product. Offshore PFDs are now available with Hammor Hydrostatic Inflators, so they won't suddenly inflate due to spray, rain or humidity. West Marine/Mustang Ocean Series vests only inflate when submerged. Do check which type of inflation you prefer (manual or automatic). Virtually all models in the Offshore Sail category will have some buoyancy (50lb) and a harness that complies with ISAF standards.



**Offshore Power**  
Powerboaters enjoy high buoyancy life jackets designed for rough waters. While the chances of ending up overboard are far lower on a powerboat with an enclosed cabinhouse, crew should always wear high buoyancy inflatable life jackets every time they go on deck. If a crewmember goes overboard the time to rescue may be long, the water may be cold and most likely the seas will be rough.



**Paddlesports**  
Canoeists, kayakers, and whitewater rafters need PFDs that combine freedom of movement and protection. Many specialized life jackets have been developed for their markets and different styles of paddling, so make sure you try different models that are labeled for paddle sports. But almost all will offer freedom of movement and freedom from chest while performing repetitive motions, with large armholes and foam padding to protect against repetitive motions. Many paddling vests with chest pockets are that don't interfere with your skin. Manually-inflated, inflatable vests with chest pockets are ergonomic and convenient, but require you to slip the inflated bladder over your head.

### Commercial Vessels

These vessels must have specific types of life jackets modeled to be worn. We offer a range of Type I life jackets and SOLAS-approved models but we don't recommend their use on recreational boats, since Type I devices are virtually unwearable and they take up great gulches of valuable storage space. But if you operate a commercial fishing boat that is required to have Type I vests on board, we've got 'em.



Low-Profile Paddling Vests



Offshore Bell Pack



Offshore Sailing Jacklines Life Vests with Harness



## Personal Flotation Devices, Continued

Here are some other attributes or applications for life jackets that affect their performance requirements.

### Dynamic Strength Testing

On the Underwriter's Laboratory (UL) side of all approved vests is a "Dynamic Strength Testing" value, which would be called the "mossed bottom." This collar describes the smooth, flexible "skin" which would be used to hold the PFD in place. The collar is made of a material that is resistant to high-speed impacts. However, III, and the Coast Guard are quick to point out that it is unrelated to the injuries that a user might suffer during a high-speed impact. It only measures the resistance of the fabric, belts, etc. to failure. Vests with multiple encircling belts will be appropriate for high-speed water sports.

### Hypothermia Protection

If you boat in cold climates you should understand the importance of hypothermia protection. Immersion in cold water rapidly reduces your core body temperature, leading to greatly impaired physical and mental capabilities. Even a five-minute immersion in 50-degree water can impair your ability to climb a ladder, catch a line, or treat water. In addition to protective clothing such as exposure covers, immersion suits, wet suits, and foul coats, a properly fitted Type II vest is also an easy way to ensure you stay warm. High buoyancy vests are designed to reduce heat loss to the water.

### Maximum Freeboard

Crew who have gone overboard may be in the water for a long time and may lose consciousness, either through injury or exhaustion due to hypothermia. In this case, high buoyancy devices like inflatables and Type II vests help retain an open airway. Type II and Type III PFDs lack the flotation and righting force to keep wearers face-up with an unobstructed airway. This distance from the water to your mouth is called freeboard. If flooded unconscious in the water, the added freeboard offered by Type I PFDs may save your life by keeping your airway unobstructed. USCGA approved Type III inflatables have to average 3" of freeboard and Type II must average 3.75". The Mustang Offshore inflatable vests with UL1, with 40lb. of buoyancy and up to 9" of freeboard. So in a case by itself for rough-water safety.

### Children

Parents and small children are hard to keep loading in a face-up position, and sometimes resist when wearing a PFD. Frankly, we think that keeping infants and small kids in high buoyancy life jackets is a very likely hood of the baby ending up in the water. As kids get older and more water-savvy they become right at home onboard, because there are many choices for well-fitting PFDs that provide stability and buoyancy.

Those of us who have had to pull our children out of the drink appreciate behind-the-head flotation coaters with a grab strap, which are standard, along with crotch straps, on vests for smaller kids. The Mustang L<sup>1</sup> Legend vests have always been popular, since they are well made in high-quality construction. A selection of vests from Sliams, adorned with Barbie, Spider-Man and other animal characters, appeal to your child's sense of style. We highly recommend testing the life jacket you select for your child in a safe environment, like a pool, ahead of time, to familiarize yourself and your child with the device's characteristics.

## Classifying Inflatables by Coast Guard Types

Prior to Coast Guard-approved inflatables, you could determine a PFD's type by sight. Type IIIs looked like vests or foul coats, Type IVs were horseshoes, rings, or cushions, and so forth. The introduction of inflatables changed everything. Inflatables are given a Coast Guard type, just like non-inflatable life jackets. You can't tell if a PFD is inflatable or not just by looking at it. To determine if a vest is inflatable, you need to be counted in the vessel's life jacket inventory. What this means is that you can't simply say that an inflatable is a Type III and equate its characteristics to the Type III that you are familiar with. Here are some pointers on how inflatables are classified:

- **Inflatables with harnesses** are, by default, Type V life jackets with individuals that you should be familiar with when wearing a harness. Their performance type is generally Type III or Type II.
- **Belt pack inflatables** are any Type V life jackets with Type II performance because you have to slip the inflated bladder over your head.
- **High buoyancy inflatables** (150 lb or 33 lbs of buoyancy) have a Type III performance rating if they are manually-activated with a ripcord, and a Type II performance rating if they are water-activated. Both probably perform exactly as life jackets are inflated, since the bladder and the rest of the vest are connected to the inflator. Some types, like the Mustang L<sup>1</sup> Legend vests, will be inflated by a CO<sub>2</sub> cylinder that can be converted from automatic or manual by a simple change to their "Swampin" (SOI) 1F inflator.
- The Coast Guard requires that **water-activated "automatic" inflatables with non-1F inflators** with 1F inflators, so-called "stowables," don't have to be worn to be counted as inventory. However, this misses the point of inflatable PFDs, which are so comfortable that you'll wear them while on the water.
- Finally, the **Inshore Comfort Series** inflatables use a 25gr. of make, and provide 22.5lb. of flotation. They are only safe when worn.

## Be safe on the water

- Always have the federally required safety equipment on board, meaning Coast Guard-approved life jackets. If you select non-approved devices, make sure you back them up with what the law requires.
- If you have an older, non-approved SOSpenders, Crawford, or West Marine inflatable, wear it confidently until it's useful (it is over around 10 years). If you have life jackets in your inventory that must be worn to be counted, back them up with Coast Guard approved life jackets so you are never caught short (and, at \$500 per incident, this can get expensive).
- Establish rules on board your boat defining when life jackets are to be worn and lead by example. Kids 13 years and younger should always wear them, and there would be far fewer boating deaths among adults if they wore them, too.
- In 2008 the US Coast Guard reported that fatalities (710), injuries (3,474) and property damage (\$43.8 million) from boating accidents increased for a consecutive year, two thirds of the accidents of life boating occurred on recreational boats. An average of 11.8 percent wearing a PFD. Also, as the biggest contributor to boating deaths, 29% of the deaths were due to falls overboard and falls overboard are the most common type of fatal accident. Please be safe when you're enjoying a day on the water, and wear your life jacket!

### Selecting a Radar Reflector

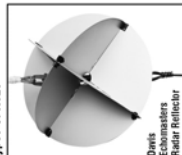
**What they do**  
Radar Reflectors (more accurately called Radar Target Enhancers, or RETs) reflect radar energy from other vessels' radars so that your boat shows up as a larger and more consistent "target." If you operate in crowded waters, displaying a larger target logo and showing more return energy to other vessels can be a much easier way to see around the bend. These light reflectors also make the difference between being seen and being sunk.

**How they work**  
RETs work by reflecting radar energy directly back to the radar antenna so that your boat appears to have a larger radar return. There are two types of RETs: active and passive. Active RETs use highly reflective materials to bounce the radar energy back to the radar antenna. Passive RETs use materials that naturally absorb radar energy and then re-radiate it, increasing the radar return.

**Types of RETs**  
There are two main types of passive reflector technologies in common use: the octahedral corner reflector and the Luneburg lens. Without boring you (too much), octahedral reflectors like the Davis EchoMaster, the Bipper and the Echomax have characteristic strong peak reflections separated by zones or areas of very little reflection. In other words, slightly different orientations of the RET can result in different radar returns. The RETs or lenses are used to control the radar return and are mounted on the hull and pilings in a sashay. Your boat looks like a ship without making "surface clutter" or wave interference to a ship using radar, especially if you are oriented in a consistently "bad" direction relative to the other vessel. Consider also that a ship's radar antenna is mounted high above the surface, so you may be at a null angle even in calm water.



**Echomax Radar Reflector**



**Davis EchoMaster Radar Reflector**

#### 2007 Tests

A study conducted last March by defense research firm Onorati for the British Marine Accident Investigation Branch (MAB) showed that the Echomax and West Marine Tr-Lens reflectors performed consistently well, but not as effectively as an electronically amplified reflector called the Sea-Me. This active reflector amplifies the radar signals it receives and sends back an enhanced pulse, drawing 150mA of power in standby mode and 350mA when transmitting.

The results showed that the Echomax "shows good peak and average RCS performance compared to its competitors but its stalled performance level is to around 0.2m above an elevation angle of 10°," so it was not as effective off-angles or when heeled. The Tr-Lens reflector (Model 250-3069) did a better job, "the Large Tr-Lens performs especially well at larger angles of the radar return. The Medium Tr-Lens (Model 272-2378) "does not do as well as the Large Tr-Lens, but it does show a good average performance. The peak RCS was quite low at 0.2, but as the elevation angle increased the relative performance of this reflector increased. Above 15° it outperformed the Bipper and Echomax in terms of average."

QuietOS recommendations, based on both field and laboratory testing:  
 • The Sea-Me is the recommended product if power is available.  
 • If power is not available then the passive Large Tr-Lens reflector is recommended.

Download their full report at: [www.kb.gov.uk/cms\\_resources/Reports%20reflectors%20report.pdf](http://www.kb.gov.uk/cms_resources/Reports%20reflectors%20report.pdf)

These are the two main types of passive reflector technologies in common use: the octahedral corner reflector and the Luneburg lens. Without boring you (too much), octahedral reflectors like the Davis EchoMaster, the Bipper and the Echomax have characteristic strong peak reflections separated by zones or areas of very little reflection. In other words, slightly different orientations of the RET can result in different radar returns. The RETs or lenses are used to control the radar return and are mounted on the hull and pilings in a sashay. Your boat looks like a ship without making "surface clutter" or wave interference to a ship using radar, especially if you are oriented in a consistently "bad" direction relative to the other vessel. Consider also that a ship's radar antenna is mounted high above the surface, so you may be at a null angle even in calm water.

### Fire Extinguishers Ratings & Requirements

The Coast Guard requires from one to three extinguishers on pleasure boats, depending on whether they have enclosed engine compartments and whether there is a permanently-mounted fixed extinguisher system in the engine room. For more information, see the chart, **Federal Equipment Requirements for Recreational Boats**, on the Coast Guard website at [www.coastguard.uscg.mil](http://www.coastguard.uscg.mil). Extinguishers are only effective if you can get to them. We recommend at least one in the cockpit, one in each stateroom and one in the galley area, reachable even if the stove is on fire. Three small dry chemical extinguishers meet the galley requirements of boats to 20 meters (65'). Although individual requirements may differ, one small dry chem (BC) or Tr-class (A-B-C) extinguisher per cabin is a logical minimum, plus one that's accessible from the cockpit.

Ratings reflect an extinguisher's ability to combat particular types of fires. UL (Underwriters Laboratory) uses letters to denote the type of fires the extinguisher is capable of fighting, and numbers to refer to the fire fighting "capacity" relative to other extinguishers. For example, a 1A-10-BC extinguisher is effective on Class A, B, and C fires, and a 40-BC extinguisher has four times the extinguishing capacity of a 10-BC extinguisher.

The Coast Guard has chosen to quantify extinguisher abilities differently from UL, and they use the terms B-I and B-II. The difference is that the Coast Guard looks only at the weight of the extinguishing agent, while UL looks at the fire fighting ability.

Until recently, the Coast Guard required that portable extinguishers be mounted in brackets with a strap to prevent it from falling when the boat bounds or heels. And, while they are no longer mandatory, we strongly recommend that brackets be used for security. We don't recommend the fimsier plastic or hang-type brackets, but rather beefier metal brackets for added security.



**Types of Extinguishing Agents**

**Water** – Good for Class A fires. Extinguishers are heavy, difficult to store, and are NOT for use on flammable liquid or electrical fires.

**Carbon Dioxide (CO2)** – Good for Class B and Class C fires. No residue. Easy to use. Useful only in confined interior spaces. Does not cool fire.

**FE241, FM-200** – Relatively non-toxic Halon replacements are effective on all fire classes. Expensive.

**Halotron 1** – Newer EPA-approved. Safe for computers, electronics, even clean rooms, and leaves no residue after use.

**Dry Chemical** – Low toxicity. Inexpensive. Effective on Class B and Class C fires. Not effective on Class A fires. Difficult to clean up.

**Tr-Class Dry Chemical** – Low toxicity. Inexpensive. Effective on Class B and Class C fires. Moderately effective on Class A fires. Difficult to clean up. Consider. Not a good choice for them or new station.

**Aqueous Foam** – This relatively new technology is extremely easy to use effectively on Class A, B, and C fires. Avoid excessive skin or eye contact.

#### Types of Fires

**Class A** – Ordinary Combustible Materials. This includes wood, paper, cloth, rubber, and some pastes – almost anything that leaves an ash.

**Class B** – Flammable Liquids. This includes gasoline, oil, kerosene, diesel fuel, alcohol, tar, paint and lacquers – stuff that blows up.

**Class C** – Live Electrical Fires. The best scenario is a live electrical circuit which is arcing or hot due to overloading, turning off the electricity will usually result in a Class A fire.

from their brackets and inverters. Category I brackets will automatically deploy the beacon when submerged between 3' and 1', while Category II brackets need to have the beacon released manually. Both types can be manually activated either in or out of their brackets.

**GPS/EPIRB Combinations**: Two types of EPIRBs now include the ability to transmit GPS coordinates along with the rest of the digital distress message. Some units can interface with an external GPS and if the receiver is turned on will transmit coordinates when seconds of activation. Other EPIRBs contain their own receiver and their "partner" to acquire their location, but keep transmitting while the EPIRB is operating, without transmitting coordinates to an external GPS with an inbuilt satellite antenna (GPS/DGPS/Galileo), and relays the (time-based) digital GPS messages, their position accuracy is 100yd (location of 20m without GPS).



**Personal Locator Beacons: EPIRBs**  
The EPIRB is the device that transmits the distress signal. It is activated by the PLB, but is not a PLB. PLBs are manufactured in a number of shapes, sizes, and colors. They are smaller, more rugged, and can be carried with you just about anywhere. They provide the same worldwide coverage as EPIRBs. EPIRBs, and can restore lakes, kayakers, backpackers, climbers, pilots, river rafters and hunters (among others) as well as other mariners (among others) who are in trouble. PLBs were originally used in Alaska beginning in 1959 before FCC approval for general U.S. use in July, 2003, and saved 101 lives during that time period. In most cases and according to their own terms, PLBs are different from EPIRBs. PLBs are used in situations where the required to be used (they need not be manually deployed and activated).

Like EPIRBs, PLBs have an additional 121.5MHz homing signal. It is a 50-watt VHF signal that can be picked up by any VHF radio. Manufacturers are marketing PLBs designed for marine, backcountry and recreational use. The ACRES Aquatic, Terminal X and Aerial X, and all three types often appear virtually identical (ACRES products, for example, have the same shape).

We believe that EPIRBs are for your boat, and PLBs are a "terrestrial" backup in your dinghy, and a secondary EPIRB alternative for any small boat. The ability to be carried with you and to be used anywhere, with a group of hikers, on a snowmobile, in a canoe or in a backpack makes a PLB a valuable and versatile (cheap) tool.

**Register your 406 EPIRB or PLB!**  
It is mandatory that you register your 406 EPIRB/PLB with NOAA SARCAST, yet only 50% of our customers register their new beacons, in the US you can do this online at [www.beaconregistration.noaa.gov](http://www.beaconregistration.noaa.gov) and in Canada at [www.beaconregistration.noaa.ca](http://www.beaconregistration.noaa.ca). Downloading the registration form and filling it to NOAA SARCAST at 301-539-3633. It is free, no charge, and it is critical in making your EPIRB perform as intended. When filing out the registration form, carefully select the emergency contacts NOAA will have on hand. Call your beacon guy up. They should be individuals who are familiar with your gear, and who are most likely to be available.

Failure to properly register your beacon will most likely delay the amount of a rescue mission. Also, the Coast Guard says that 95% of EPIRBs alerts are false and that registration adds 15 minutes to the rescue effort. 85% of the alerts prior to launching SAR operations.



**What a look for Class A & B EPIRBs:** These older types were in use from 1970 to the end of 2006 and have several major flaws, but they also possessed accuracy, could trigger false alarms, and are now obsolete compared to EPIRB technology. As of January 1, 2007 the US Coast Guard prohibits the use of Class A and B EPIRBs by the international COSPAS-SARSAT system. This does not apply to Coast Overboard Beacons with a base station like the Wests and Min B. Boaters wishing to take an emergency beacon now must use only a 406 MHz EPIRB.



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**406 MHz EPIRBs:** Activated EPIRBs transmit digitally on 406.025 GHz and 406.025 MHz. The two they are called "406 EPIRBs." Their signal has an embedded code containing a unique identification number, allowing rescue agencies to look up your emergency information (including name, phone number, vessel type, emergency contact, etc.) in a database, but only if you have registered your EPIRB. When your EPIRB transmits, rescuers know who you are, a huge improvement over Class A and B technology, and can phone your emergency contacts to verify your identity. Another advance over older EPIRBs is that satellite links can share and re-broadcast your emergency message, so the LOCOSAR satellites to disseminate the message in a direct contact between you and a ground station. A 406 MHz signal is a one-way street, but it is a two-way street with the other Coast A and B EPIRBs resulting in a faster and less costly rescue response. 406 EPIRBs also transmit with SW of power (compared to 0.1W for the Class A and B beacons) so they function better in your weather conditions. The average time to reach on of NOAA's 406 MHz EPIRBs is approximately one hour worldwide.

**Category I and II:** By 2014, all 406 MHz EPIRBs must be able to activate and transmit (unless they are removed from service).



**ACR SARCAST Manual Release Bracket**

### Selecting an EPIRB or PLB

**What they do**  
An EPIRB (Emergency Position Indicating Radio Beacon) is one of the most critical pieces of safety equipment you can have on your boat. When activated, it transmits a distress signal and can allow other means of rescue to be initiated. It also provides a global satellite network, which can allow you to start Search and Rescue agencies in the event of a distress situation. Most EPIRBs are emergency, and other means of rescue or communication are not required. Emergency beacons can be activated if your boat is in danger of sinking, or if you have a life-threatening accident. EPIRBs are activated by an EPIRB start-up button on the boat, or by a manual release bracket on the EPIRB station or other types of emergency response team makes contact with you.

An EPIRB does not allow you to send or receive voice or text messages. If you can reach someone with an In-Station, In-Station or Globalstar satellite phone, you can talk to someone, but you cannot communicate the important data of your emergency. EPIRBs work when all of these means have failed, such as if your boat is sinking on the high seas and you have no electrical power. Since 1982 EPIRBs have saved about 20,300 people worldwide. In 2006, of the 192 incidents in the US, 272 people are alive. Thanks to the COSPAS-SARSAT system.

**How they work**  
EPIRBs transmit on a international recognized distress frequencies, monitored by LOCOSAR (Low Earth Orbit Search and Rescue) satellites moving from pole to pole above the earth's surface, because they are in motion, use Doppler shift processing (the pronounced frequency change caused by the relative movement of the receiver and the source) to determine the location of the distress beacon. They cover the entire globe, with 1700 MHz about every 100 miles. LOCOSAR provides instantaneous alerting, but no position locating. Signals from both types are relayed to automated Local User Terminal (LUT) ground stations worldwide, which forward them to Mission Control Centers (MCC). The MCC in the US is the NOAA Office of Marine Operations (OMO), and outside the US is the NOAA Office of Marine Operations (OMO), and outside the US is the NOAA Office of Marine Operations (OMO). The MCC in the US is the NOAA Office of Marine Operations (OMO), and outside the US is the NOAA Office of Marine Operations (OMO).



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**ACR SARCAST Manual Release Bracket**

# One-Design Connecting with Industry

Bill Stump, moderator, Panelists: Bruce Cooper, Ullman Sails; Chuck Hawley, West Marine; Tom Schock, WD Schock Corp; Nick Turney, North Sails

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# ONE-DESIGN SAILING SYMPOSIUM

# US SAILING PROGRAMS

**“To insure safety at sea, the best that science can devise and that naval organization can provide must be regarded only as an aid, and never as a substitute for good seamanship, self-reliance, and sense of ultimate responsibility which are the first requisites in a seaman and naval officer.”**

**Admiral Chester W. Nimitz**

*Last Fleet Admiral of the US Navy, 1885 – 1966*

# US SAILING ORGANIZATIONS

Welcome to the new Organizations Portal (<http://organizations.ussailing.org>): A one-stop resource center for our organizational members. Our organizational members are essential to our mission. US SAILING is committed to supporting you and your efforts to serve sailors on a local level, your members.

## Class Association Membership Benefits

### Savings & Discounts

- 10% discount on the marine components of the [Burgee Program](#), the Gowrie Group's turnkey insurance offering for sailing organizations. Hundreds of dollars in savings.
- 30% discount on online registration services from [Regatta Network](#) - Free online membership management program, websites and more for event registration customers
- 20% discount and participation in the [Jamestown Distributors/ US SAILING Yacht Club and Institutional Program](#).
- Receive 15% on fleet orders from Kinder Industries.
- Member only pricing on US SAILING products including publications from the US SAILING [Store](#)
- Participate in the [Member Partner Program](#) - Offer discounted US SAILING memberships to your members and earn valuable credits to purchase products and services from US SAILING.
- 15% discount on all participating AlphaGraphics business centers nationwide
- Special member pricing on background checks and screening services from [National Center for Safety Initiatives](#).
- Member only discounts from other sponsors and partners
- Receive a copy of the current Racing Rules of Sailing
- One racing [Rules Package for Junior Programs](#) to introduce and teach new junior sailors the Racing Rules

### Publicity & Marketing Opportunities:

- List your One-Design Class on the [One-Design Class List](#)
- List your events on the US SAILING online [event calendar](#)
- List your sailing school in the [Where to Learn Database](#)
- List your charter boats in the [Where to Sail Database](#)
- Opportunity to host US SAILING Championships
- Show your affiliation with the nationally recognized sailing authority by placing a US SAILING logo on your organization's website.
- Host Instructor [Training Courses](#)
- Post job opportunities and view resumes posted by US SAILING certified instructors and coaches on our Instructor [Job Bank](#)

## Resources (<http://organizations.ussailing.org/Resources.htm>)

What are you looking for? Here are some quick reference resources to help you find the information you need. Click on the area you are interested in to see more information.

- [Race Management](#)- All of the tools and resources needed to run an event, including sample regatta documents, how to find Race Officials and event registration and scoring programs.
- [Racing](#) - Learn about the different disciplines of racing and the different handicapping racing systems.
- [Programs, Seminars & Meetings](#)- Access information about events hosted by US SAILING, including our Yacht Club Summit, One Design Symposiums, Safety at Sea Seminars, National Sailing Programs Symposiums and more...
- [Junior Programs](#)- Everything you need to know about running a junior program from starting a program, to finding good instructors to effective fundraising campaigns.
- [Other Resources](#)- Find out more about our Member Partner Program, sponsorship and fundraising tips and techniques and club best practices.



## One-Design Class Council Programs and Services

ODCC, one of the largest constituencies at US SAILING, represents about 150 classes. If your class is a member of US SAILING, then it is part of ODCC. The primary purpose of ODCC is to encourage the growth of small boat sailing and class racing and to facilitate communication between one-design class associations. Class membership is \$125 annually.

### ODCC Products:

- **SALE! Class Management Handbook Price Reduced to \$20.** Class Management Handbook is a compilation of the best ideas from many classes and one-design experts. Topics include class organization, growth and promotions, getting publicity for your event, samples of bylaws and class rules, and more. The price of the 200-page class resource binder has been reduced to \$20 for members. To order call 1-800-US SAIL-1.
- **One-Design Sailing Symposium Notebooks \$25 (2 for \$40)**

### ODCC Services:

- Host the One Design Sailing Symposium.
- Produce tools such as the Class Management Handbook and Fleet Captain's Manual.
- Oversee national One-Design Awards which recognize and celebrate role models of creative leadership.
- Manage an inter-class listserve to facilitate communication among the classes.
- Provide resources on technical and measurement issues to class associations.
- Assist international classes with ISAF issues.
- Assist U.S. classes seeking ISAF recognized and international status.
- Conduct the annual Championship of Champions Regatta.
- Encourages one-design sailors to register as sailor athletes.

### Who is the ODCC Executive Committee?

Matt Bounds (Hobie 16)	Chairman
Dave Rosekrans (Thistle)	Vice Chairman
Clark E. Chapin (Interlake)	Secretary
Skip Dieball (Thistle)	Past Chair
Laura Jeffers (Lighting)	Member at Large
Kevin Black (Y-Flyer)	Member at Large
Justin Scott (Viper 640)	Member at Large



## 2010 US SAILING MEMBER CLASSES

110	El Toro	J/105	Rebel
210	Ensign	J/109	Rhodes 19
470	Etchells	J/22	RSK6
505	F16	J/24	S2 7.9
12 Metre	F-18	J/30	San Juan 21
2.4 Meter	Farr 30	J/80	San Juan 24
29er	Farr 40	Jet 14	Santana 20
6 Meter	Flying Dutchman	JY15	Schock 35
A Class	Flying Scot	KONA Class	Sea Shell
A Scow	Folkboat	Laser 4.7	Shields
Albacore	Force 5	Laser Full Rig	Snipe
Atlantic	Geary 18	Laser Radial Rig	Soverel 33
Beetle Cat	Governor's Cup 21	Lido 14	Star
Beneteau 36.7	Harbor 20	Lightning	Sunfish
Blue Jay	Highlander	M Scow	Sweet 16
Buccaneer	Hobie 14	Mariner	Swift Solo
Bullseye	Hobie 16	Martin 242	T-10
Byte	Hobie 17	MC Scow	Tanzer 16
C Scow	Hobie 18	Melges 24	Thistle
C Scow ILYA	Hobie 20	Mercury	Town Class
Cal 20	Hobie Island	Moore 24	Ultimate 20
Catalina 22	Hobie Tiger	Mutineer	Vanguard 15
Catalina 30	Hobie Wave	Naples Sabot	Viper 640
Catalina 37	Holder 20 O-D	Narrasketuck	Wayfarer
CFJ	Ideal 18	Nat'l One Design	Wianno Senior
Club 420	Impulse 21	Navy 44	Windmill
Comet	Interclub	Nonsuch	Woodpuddy
Corsair 24	Interlake	Open 5.70	X Boat
Day Sailer	Intl 14	Optimist	Y-Flyer
E Scow	Intl 420	Penguin	Yngling





# US SAILING ONE-DESIGN AWARDS

Nominate your favorite club, fleet, regatta or one-design spark plug for a US SAILING One-Design Award. Did your club run an outstanding multi-class regatta this year? Is there an exceptional person at your club who was responsible for making your fleet grow? US SAILING wants to hear about it.

Each year, up to five awards are presented to recognize outstanding individuals and organizations in one-design sailing. The categories are: Service, Leadership, Club, Regatta, and Creativity. These awards highlight role models of creative leadership in one-design sailing.

## **SERVICE for the John H. Gardiner, Jr. Trophy**

To recognize individual distinguished service and exceptional dedication in the promotion of one-design sailing and class organization.

## **LEADERSHIP Award**

To recognize individual initiative, enthusiasm, organizing ability and leadership in creating the one-design fleet building program of the year.

## **REGATTA Award**

To recognize excellence in development, promotion and management of the year's outstanding multi-class regatta at any level.

## **CLUB Award**

To recognize the yacht club of the year for administrative excellence, fleet growth, creative programming, regatta support and member contribution at regional, national and international levels of the one-design.

## **CREATIVITY Award**

To recognize outstanding individual creativity and contribution in the year's most innovative one-design event of national or international significance.

If you know of a deserving club, class or regatta, please take the time to make a nomination. Nominations may be made online at [www.ussailing.org/odcc/awards/index.htm](http://www.ussailing.org/odcc/awards/index.htm). Nominations are due October 15. For more information go to the web site or contact Lee Parks at [leeparks@ussailing.org](mailto:leeparks@ussailing.org).



YOUR PASSION. ORGANIZED.

## US SAILOR OF THE WEEK

Do you know a US SAILOR of the Week? Do you know a passionate sailor who is always on the water, taking every rules quiz or searching for that perfect cruising lunch spot? Or do you know someone who is newly converted to the sport and soaking up information like a sponge? Do you know someone who gives as much time and energy to building a one-design fleet or running races as they do to working at the office? We want to know about them!

Nominee: \_\_\_\_\_  
*(Please note the nominee needs to be a US SAILING member!)*


Hometown/state: \_\_\_\_\_

Why is this person passionate about sailing (please note that this is not based on regatta results or volunteer dedication to the sport): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What type of sailing does this person do (for example, one design, offshore, cruising, instructor, etc.): \_\_\_\_\_

### THIS COULD BE SOMEONE YOU KNOW:

**US SAILOR Of The Week**  
**Mark Gaudio**



Mark Gaudio

On weekday mornings, Newport Beach sailor Mark Gaudio, 50, speaks the lingo of a bond trader. But in the afternoons, his vernacular switches to sailing—whether he's talking about the products he reps for companies like Douglas Gill or Bladerider, coaching young racers, or one-design racing in Lido 14s or Cal 20s, where he holds national titles. But he doesn't sail to simply de-stress from the pressure-cooker pace of working in financial markets: "I love the challenge of sailing," he says. And it's that lifelong-learning quality of the sport he hopes to pass on to the next generation. "I like to learn one new thing every day I'm sailing—and that's what I tell the kids I coach: learn one good thing and put it in your hard drive..." If Gaudio has a legacy he wants to leave behind, it's a hope to keep more people involved in sailing—to keep them enthused, engaged, and forever learning. He has coached at many levels: at Olympic-class events in Finns and 49ers; at scores of local regattas; even working with his 9-year-old son Rory and his peers as they start to grasp the concepts of sailing. But for Gaudio—who has his US SAILING Level 1 and 2 instructor certifications—coaching goes deeper than helping someone win a race: it's helping sailors develop the skill set that will keep the game always fun and satisfying: "Not to get too Biblical, but with the kids I coach, I don't 'give them a fish'. I teach them how to fish ... My job as a coach is not to simply tell them what to do: I show them how to figure it out for themselves."

## W. Van Alan Clark, Jr. National Sportsmanship Award

Sportsmanship is a word that we hear nearly every day, but what does it mean? Everyone who competes in any form of athletic endeavor is expected to display it and although it can be difficult to define or describe, we all recognize it when we see it.

Demonstrating good sportsmanship is very noticeable and necessary in competitive sailing. Whether it is the conduct of the skippers and their crew, or even the event organizers or race officials, cooperation, courtesy, and fair play are essential to the continuation and growth of competitive sailing and to keep our sport fun. How you race is as important as how you finish, and fortunately, our sport still recognizes that fact.

### The W. Van Alan Clark, Jr. National Sportsmanship Award,

presented annually, recognizes an individual who best exemplifies the spirit of sportsmanship in sailing. The respect of your peers and fellow sailors is an essential component of any successful sailing career and it is for this reason, that US SAILING is looking to you, the sailors who are out on the race course, to assist in nominating a person for this prestigious award. Your nomination could be for an individual who demonstrated a single extraordinary example of sportsmanship during the year or it can be based on years of continuous sportsman like conduct.

If you or your organization has such a person in mind, please submit his or her name for nomination along with the reasons for your selection telling why, in your opinion, that person should be considered for this prestigious national award. It is easy to nominate your sportsman/sportswoman for the national US SAILING award by clicking on the nomination

form button above or you can email a nomination letter to US SAILING.

**The more neat, specific and complete you can make your nomination, the more helpful it will be.** Sportsmanship means different things to

different people. You should feel free to define "sportsmanship" in a way that best suits your organization's own programs and goals.

As a thought-starter about sportsmanship and what makes a good candidate for the National Award, recall Alistair Cooke's description of a famous golfer:

*"Once, in a national championship, Robert Tyre Jones, Jr., a weekend golfer but the best golfer of his time, drove his ball into the woods. He went after it alone, and, in standing to the ball, he barely touched it. He*

*came out of the woods, signaled his fault, penalized himself one stroke and by one stroke lost the championship. When he was praised for this and similar acts of sportsmanship, he was genuinely disgusted. "You might as well," he said, "praise a man for not robbing a bank."*

-- Alistair Cooke "America", Alfred A. Knopf, New York, 1974 (page 322)

The on-line nomination form is at <http://ussailing.org/sportsmanship/nomination.aspx>

Nominations can also be e-mailed to [ClarkEChapin@aol.com](mailto:ClarkEChapin@aol.com)

**Submit your nominations now!**





# ROLEX

## US SAILING'S ROLEX YACHTSMAN AND YACHTSWOMAN OF THE YEAR

US SAILING's 2010 Rolex Yachtsman and Yachtswoman of the Year awards recognize one male sailor and one female sailor for their outstanding achievements within the calendar year. These prestigious awards are viewed as the nation's top sailing honors.

BE A PART OF HISTORY

[home.ussailing.org/yofy](http://home.ussailing.org/yofy)

Make your nomination for the best American Sailors of 2010. By making a nomination you automatically enter our sweepstakes to win two tickets to the awards ceremony at the New York Yacht Club with travel and accommodations provided.



### PREVIOUS WINNERS INCLUDE

- Betsy Alison • Dennis Conner**
- Sally Barkow • Ted Hood**
- JJ Isler • John Kostecki**
- Lynne Jewell • Buddy Melges**
- Dawn Riley • Ken Read**
- Anna Tunnicliffe • Ted Turner**

MAKE YOUR NOMINATION AT [home.ussailing.org/yofy](http://home.ussailing.org/yofy)





## 2011 US SAILING CHAMPIONSHIPS

YOUR PASSION. ORGANIZED.

6/12/11 - 6/13	<b>U.S. Youth Multihull Championship</b> F 16	Alamitos Bay Yacht Club 7201 E Ocean Blvd Long Beach, CA 90803-4551	Jamie Livingston
6/15/11 - 6/18	<b>U.S. Multihull Championship</b> F 16	Alamitos Bay Yacht Club 7201 E Ocean Blvd Long Beach, CA 90803-4551	David Ingram
6/25/11 - 6/30	<b>U.S. Junior Women's Singlehanded Championship</b> Laser Radial Rig-Registration opens March 1.	Richmond Yacht Club PO Box 70295 Point Richmond, CA 94801	Carolene Amarante
7/9/11 - 7/14	<b>U.S. Junior Women's Doublehanded Championship</b> Club 420-Registration opens March 1.	Mantoloking Yacht Club, Bay Head Yacht Club PO Box 885 Mantoloking, NJ 08738-0885	Carolene Amarante
7/21/11 - 7/24	<b>U.S. Singlehanded Championships</b> Laser Full Rig,Laser Radial Rig- All eliminations must be concluded by June 22, 2011. Minimum age is 16.	Columbia Gorge Racing Association PO Box 19175 Portland, OR 97280	Jarvis Brecker
8/9/11 - 8/12	<b>U.S. Junior Championships</b> Flying Scot , Club 420, Laser Radial Rig	Toms River Yacht Club 1464 Riviera Ave Toms River, NJ 08753-6974	Joe Thorpe
8/14/11 - 8/18	<b>U.S. Youth Sailing Championship</b> Laser Full Rig,Club 420,29er,Laser Radial Rig Applications will open by January 15th	New York YC, Ida Lewis YC & Sail Newport 60 Fort Adams Dr Newport, RI 02840-4388	Shannon Bush
8/27/11 - 9/1	<b>US SAILING's Rolex International Women's Keelboat Championship</b> J/22	Rochester Yacht Club 5555 Saint Paul Blvd Rochester, NY 14617-1099	Chris Dorsey
9/23/11 - 9/25	<b>U.S. Offshore Championship</b> Navy 44	U.S. Naval Academy Sailing Squadron 601 Brownson Rd Annapolis, MD 21402-5043	John Siegel
9/22/11 - 9/25	<b>U.S. Disabled Championship</b> Sonar,2.4 Meter,Skud 18, Ideal 18	Larchmont Yacht Club 1 Woodbine Ave Larchmont, NY 10538-3797	Ed Padin
9/29/11 - 10/2	<b>U.S. Team Racing Championship</b> Vanguard 15	Houston Yacht Club 3620 Miramar Drive La Porte, TX 77572-1276	Glenn Oliver
10/6/11 - 10/9	<b>U.S. Women's and U.S. Men's Sailing Championships</b> Flying Scot/ Ultimate 20	Lake Norman Yacht Club PO Box 4600 Mooresville, NC 28117-2600	Don Smith
10/12/11 - 10/16	<b>U.S. Match Racing Championship</b>	Balboa Yacht Club 1801 Bayside Dr Corona del Mar, CA 92625-1898	John Papadopoulos
10/19/11 - 10/22	<b>Championship of Champions</b> Flying Scot-All one-design class champions are welcome to apply	Corinthian Sailing Club PO Box 180087 Dallas, TX 75218-0087	Bob Gough
11/10/11 - 11/13	<b>U.S. Women's Match Racing Championship</b> J/22	Southern Yacht Club 105 N Roadway St New Orleans, LA 70124-1633	Suzy Leech

For more information, visit our website at <http://championships.ussailing.org>



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## Sailor Athlete Council

### How We Can Help You and Why You Should Register as a Sailor Athlete

The Sailor Athlete Council (SAC) is the most direct representation active racers have at US SAILING. If you want to make a change or discuss a concern about your level of racing, the SAC is your hotline with US SAILING. Here's why...

#### **THE SAC REPRESENTS ATHLETES, NOT ORGANIZATIONS**

Much of the representation at US SAILING is organized around a class, a Regional Sailing Association, or a racing discipline (such as team racing). The SAC is the only vehicle for an individual or group of individuals to be heard as individuals, not as members of an organization. This is significant because issues like ISAF competitor classification, and the manner in which those classifications are administered, affect us as individual athletes, not just as members of individual classes. For example, the J-105, Etchells, Mumm 30 or Farr 40 Class all use the ISAF competitor classification system and their rulings affect individual sailors. This is only one of many examples of how the SAC can represent your views.

Our sport is changing all the time, and in some cases, it may be changing in ways that many active sailors do not agree with. US SAILING is the National Governing Body for the sport of sailing and strongly supports the SAC'S mission to include the views of active racing sailors and wants the involvement of new, younger, active sailboat racers in managing our sport.

US SAILING Former President Janet Baxter has said the following on the topic: ***"We need to get better and younger as an organization. I support wholeheartedly what the Sailor Athlete Council is trying to do. We want more people involved, we want to hear what you like and don't like, and we want your help improving the sport. I am a registered athlete, and if you race actively, you should be also."***

#### **HOW CAN THE SAC MAKE YOUR VOICE HEARD?**

The elected members of the SAC are your representatives at US SAILING. US SAILING now requires that Committees include a minimum number of Sailor Athletes. ***In short, US SAILING is listening to you and now has guaranteed it!***

#### **DID YOU KNOW...**

- If you are an active racer on the national or international level, you are probably eligible to register as a Sailor Athlete.
- All registered Sailor Athletes are entitled to vote for their SAC representatives. The Council consists of a maximum of 14 members.
- All registered Sailor Athletes are also eligible to be nominated and elected to the Council.
- The Council elects its own Chairperson and a SAC member sits on US SAILING'S Nominating Committee.

#### **Register Today and Begin to Make a Difference**

Registration can be completed online. Join us in our effort to make the voices of Sailor Athletes heard within US SAILING. You can learn more about the process, how to register and the various athlete definitions at [http://about.ussailing.org/Directory/Councils/Sailor\\_Athlete\\_Council.htm](http://about.ussailing.org/Directory/Councils/Sailor_Athlete_Council.htm).

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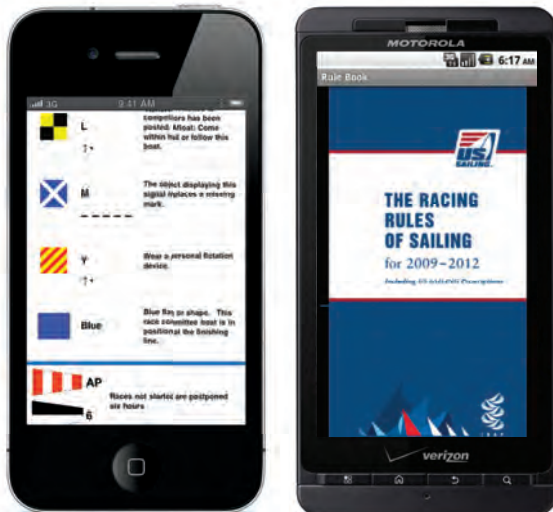
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The Racing Rules of Sailing for 2009-2012 is now available on Android phones. This application is still available for the iPhone,<sup>TM</sup> iPad and iPod Touch.<sup>SM</sup> through the App Store. Now the rules are in the palm of your hand, no matter where you are. Available for \$5.99.

The Handy Guide to the Racing Rules is an easy to understand guide that is essential to beginners and experienced racers alike. Pocket-sized and visual, this little pamphlet can quickly introduce you to the rules, or clarify rules that have been a little unclear. Available for \$5.95 through [store.ussailing.org](http://store.ussailing.org).



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