



Fall 2018 Northeast Regional Symposium

Agenda

Friday November 2, 2018

10:00am—4:00pm

Hosted By

[Community Sailing Center](#)

505 Lake Street

Burlington, VT

Schedule of Events

10:00-10:30 Welcome and Introductions

US Sailing's Youth Director, John Pearce, will make introductions and present an overview of the day.

10:30-11:15 Topic #1: Hot Topics Related to Sailing Program Safety

Steve Schram from Gowrie Group will lead an open discussion on safety issues facing sailing—topics will include prop guards, emergency action plans, training staff, and drone usage in sailing programs. He will also speak about useful safety tools and templates.

11:30-12:30 Topic #2: Off-Water Engagement

US Sailing will facilitate a discussion on the best on-land engagement for sailors of all ages. The conversation will cover rainy day activities, shoulder-season programming, classroom education and social calendars. Come prepared to share what's working in your organization.

12:30-1:30 Networking Lunch

Provided by US Sailing

1:30-2:30 Topic #3: Facilities and Fleets

Our hosts at the Community Sailing Center will take us on a tour of their brand-new facility, followed by a conversation on fleets and buildings. Topics will include renovations, preventative maintenance, winterization, and how to optimize facilities to meet the needs of all sailors.

2:45-4:00 Small Group Sessions

Attendees break out into smaller groups based on their role or area of focus—race officers, program directors, coaches, volunteers, etc.

4:00-6:00 Social Networking Opportunity

Please join us at [Foam Brewers](#) for continued conversation and socializing.

Please register in advance at: <https://www.ussailing.org/events/regional-symposiums/>

Topic #1: Hot Topics Related to Sailing Program Safety

- Links to Gowrie's Burgee Program Resources
 - Overview: <https://www.gowrie.com/USSailingprograms/burgeeprogram.aspx>
 - Junior Sailing Safety Manual: <https://www.gowrie.com/pdfs/BurgeeProgramJRSailingSafetyManualExcerpt.pdf>
 - Weekly Safety Checklist: <https://www.gowrie.com/pdfs/Burgee%20Weekly%20Safety%20Checklist%202015.pdf>
 - Hurricane Preparedness: <https://www.gowrie.com/pdfs/HurricaneActivatePlanBurgeeExcerpt.pdf>
 - Emergency Card: <https://www.gowrie.com/pdfs/Emergency%20Card%20Template%20-%20Burgee%20Program.pdf>
- A clarification on Prop Guards
 - **Suffolk County** has passed legislation surrounding prop guards (<http://www.propellersafety.com/14033/regulations/propeller-guard-law-passes-suffolk-county-new-york/>) but state-wide legislation is **still in committee** and has yet to pass (<https://www.nysenate.gov/legislation/bills/2017/a8635>)

Topic #2: Off-Water Engagement

- **Program Leadership and Volunteers**
 - Staff sailing nights
 - BBQ at beginning and end of the season with board members to increase communication
 - End of season or off-season training with board principles
 - Recruit board members by allowing corporate leaders and other professionals to work on-site and offer free sailing opportunities/ accumulation of hours
 - Leverage community funds and state appropriations
 - Offer free or discounted courses for core volunteers
 - Create offseason traditions—potlucks, annual meetings, football Sundays. Remind them of their affinity throughout the year
 - Include staff and key volunteers in strategic planning conversations
 - Bring in other sports and activities—not all sailing all the time. Consider poker nights, social leagues, etc.
 - Organize sample sales or group discounts with providers like Helly and Gill
 - Organize guest speakers—book signings, political speakers, thinkers.
 - ALWAYS thank your volunteers publicly and often.
- **Membership**
 - Chalk talks on narrow topics during off-season and no-wind days. Make them specific to add value and get in a regular rotation
 - DBMs speaker series—people talking about sustainability, etc.
 - Open these conversations to the larger community: elementary schools, etc.
 - Utilize your members as resources: they're all experts in some topic or another. Diversify the topics...cruising, racing, power, etc.
 - Consider charging to offset costs

- Invite a high profile speaker to major events like awards nights (ie. Tucker Thompson).
 - Reward those who've committed and given their time
- Consider focusing on lesser known—but exciting!—elements of sailing like the Extreme Sailing Series
- Organize and fund a club racing certification class
- How do we keep youth involved?
 - Discounted membership for students
 - Have a “flat fee”—lower prices to just participate in races without having larger member access
 - Introducing students to other water sports
 - Teach youth how to engage in the sport after they have finished school
 - Teach parents to sail so that they can engage in their child's enthusiasm
 - Offer member discounts for adopting a Junior Sailor
- Winter socials: coffee chats, happy hours, movie nights
- Virtual regattas for members in the off season
- Use racing as an excuse to get racers *and* non-racers together
- Explicitly appeal to current racers to get them to bring 20-30 somethings to the races
- **Surrounding Community**
 - Bring in members of the community as volunteers—give people an opportunity to get on the water
 - Engage with local businesses—allow sponsors to invite their non-member clients to events
 - Partner with colleges and non-profits
 - Offer courses/ credits to colleges
 - Offer day-long sailing courses to the public
 - Utilize US Sailing's FIRST SAIL initiative <https://www.ussailing.org/education/adult/first-sail/>
 - Allow local high schools to use your facility
 - Provide scholarships to local kids and be sure to promote them
 - Open up chalk talks and guest speakers to the larger public
 - Offer up meeting space to groups like Boy Scouts
 - Organize some educational “virtual reality” opportunities in the off season
 - Rent out space and offer special pricing for non-profits
 - Hold shore-monitoring and other environmental events
 - Invite school groups and make it educational (REACH)
 - <https://www.ussailing.org/education/youth/reach/>
 - Partner with groups like AARP for sailing opportunities
 - Organize adaptive sailing events
 - Download the Adaptive Sailing Resource Manual for free
 - <https://www.ussailing.org/education/adult/adaptive-sailing/resource-manual/>
 - Offer your facility for corporate team building events
- **Youth Sailing**
 - STEM/ REACH
 - Get a staff member educated, use the free module, etc.
 - Boat Building
 - Model boat building at buildingtoteach.org
 - Fishing
 - Marine ecosystem, lobster traps, marine ecosystem engagement

- Camping Trips
- Incorporate swimming lessons
- Encourage kids to come to the social events—build community!
- Garbage races to clean up the beach
- Industry tours
 - Sail makers, boat builders, rigging shops
- Physical training/ fitness
- Navigation skills—charts and celestial
- Combining sailing with non-sailing recreational activities
 - Yoga and sailing
 - Farming and sailing
 - Science and sailing
 - Paddle boarding
 - Windsurfing
- Aquatic touch tank—a huge hit!

Topic #3 Fleets and Facilities

- A tour of the new Community Sailing Center on Lake Champlain
 - <http://communitysailingcenter.org/>
- Discussions around “meeting the sailors where they are”
 - The majority of programs on Narraganset Bay have moved to 2 weeks at a time rather than a full 8 week program because that’s the availability of most kids
 - Community Boating in Boston has cultivated a “drop-in” atmosphere where a core group of sailors go out every day but they are also open to participation from kids who drop in and out
 - The allure of this ‘adventure sailing’ class is that there is no scheduled obligation...the sailors can opt in the day of which makes it less intimidating
 - The increased popularity of paddleboards, windsurfing, and kayaking was also discussed

Topic #4 Small Group Sessions

- **Adaptive**
 - Zim Sailing distributes the RS Venture boat with side-by-side seating
 - 16ft boat easily used via ramp or hoist—great boat for adaptive sailing
 - Martin 16s can also be used to bring adaptive sailors into a sailing class or PHRF racing night
 - Idea to develop scholarships to bring adaptive sailors to the boats
 - Use YMCA relationships to attract new sailors
 - Want to reignite the adaptive regattas that used to be hosted in Burlington
 - US Sailing Level 1 and Basic Keelboat instructors to get an “adaptive endorsement”
 - The Adaptive Sailing Resource Manuel is a free download here:
 - <https://www.ussailing.org/education/adult/adaptive-sailing/resource-manual/>
- **Volunteers**
 - “When you’ve done something for 10 years they treat you like an employee”
 - Volunteers tend to be older
 - Adaptive volunteers specifically tend to be very specific people
 - What is the benefit of volunteering?
 - Time on the water
 - An opportunity for community and bonding
 - Giving back to the sport that gave to the volunteer

- How to develop better pathways to volunteering
 - Start out as an enthusiastic apprentice and then move along to volunteering
- How can we thank our volunteers?
 - Big formal dinner
 - Give awards—make
 - them feel appreciated
 - The American Red Cross gives out pins for years of service
 - Provide exclusive swag—hats or tshirts that you can only get as a volunteer
- Compulsory volunteering
 - Either log a certain number of hours or pay a penalty
- Emphasize the social element of volunteering
- The key is to enumerate the roles and responsibilities of different volunteer positions so people can be successful and feel appreciated and prepared to do the job
 - Otherwise you find yourself with the same volunteers and a culture of inapproachability
- Relationship between paid staff and volunteers
 - Need clear lines of communication to avoid turf wars or disrespect
 - Key is to clarify
 - Need to designate a full-time liaison...if you're managing a million things you're not actually managing volunteers
- “Good volunteers are more important than good sailors”—they are necessary. Make them feel needed
- Consider breaking down volunteer obligations the same way programs have recently broken down sailing commitments
 - One event or week at a time rather than a season-long commitment that may intimidate young people
- Consider offering boat rentals as a perk for volunteers.
 - Waive student tuition in exchange for volunteer hours
- The key is to quantify how valuable volunteer hours are—put a \$ on it. Make sure budget supervisors understand how valuable this resource is and throw a little money behind incentives/rewards
- **Adult Sailing/ Engaging Young Adults Through their 20s and 30s**
 - Leadership/ flag officers must have the enthusiasm to push sailing to avoid clubs becoming country clubs
 - Make membership more affordable—intermediate membership...if you're younger than 30 you pay but they go to satisfy your initiation fee or something along those lines
 - Add “millennials” to the board of directors
 - Encourage them to be emissaries to their peers
 - Young members cannot afford to buy boats
 - Donated boats, members are involved in a restoration process
 - Invest in boats that new adults are able to sail
 - Hobie Wave, Getaway
 - Ladies Night Sailing
 - Social events for adults
 - Make it easy
 - Install roller furlers
 - Develop student passes like they do for skiing
 - \$100 sails for 10 weeks—unlimited access

- Help college kids find a home once they graduate
 - Push for younger sailors to be invited out to crew on more established boats
 - Create a pipeline
- Support a team racing night
 - An easy drop-in sailing opportunity to engage people outside membership
 - Acknowledge the importance of the social component
- Sailing is unique in that adults and kids can sail together
 - Capitalize on that!
- Keep it simple—every Wednesday a different club hosts
 - Provide the boats and don't charge a fee...whoever comes comes
- Sailing is expensive but so are many other more sustaining and popular sports—how do we market sailing the way we market skiing?
- Capitalize on existing social leagues
 - In Baltimore, sailing is part of the existing social calendar for young adults...mixed in with dodgeball, bocce, volleyball, etc.
 - World Association of Adult Recreation