



'Evolution vs. Revolution - The Art of Managing Change'

Session #1 – 1300-1630 Tues.- **Change Management**

Moderator: **John McNeill** – Past Commodore St. Francis Yacht Club, Past President ICOYC

Guest Speaker, internationally known Change Management expert, **Stan Halle**, on this relatively new field of Management Science, followed by an interactive panel session with club representatives where significant change has been addressed.

Reference materials and a list of sources will be provided

Panelists: **Leif Sigmond, Robert Stoneley, Bill Torgerson**

Session #2 – 0900-1145 Wed. – **Changing Membership Demographics through Youth.**

Moderator: Rear Commodore **Aaron Young** – Royal New Zealand Yacht Squadron

A brief introduction will define the groups within 'youth' and their different wants and needs from clubs. Mixed youth panel will address the relevance of yacht clubs to their involvement in sports, and the good and bad they see vs their desires from club involvement, followed by brief club presentations on successful (or not) recruiting of each group.

Panelists: **Kimball Livingston, Ludovica Reggio, Cassidy Lynch, Gero Brugmann**

We will then attend the **StFYC Wednesday Yachting Lunch** for a buffet lunch and speaker program on **Pathways for Women in Sailing** – Olympian Pam Healy & US Ranked Match Racer Nicole Breault

Session #3 – 1315-1630 Wed. – **Changing Membership Participation through Women**

Moderator: Past Commodore **Inge Strompf-Jepson** – Royal Hong Kong Yacht Club

A Womens Panel will present programs that have brought change, and why women matter to club participation, what their particular wants and needs are of their club, and how the involvement of women can enhance club participation in membership and leadership.

Panelists: **Debbie Gosselin, Karen Henderson-Williams, Suzie Moore, Jerelyn Biehl**

Session #4 – 0900-1200 Thu. – **Changes in Communications – Managing the Media Mix**

Moderator: Past Commodore **Kimball Livingston** – St. Francis Yacht Club

Guest Speaker **John Arndt**, publisher of Latitude 38, will address the applications of media types to certain messages and styles. A panel of club marketing professionals will then make brief presentations of change support activities.

Panelists: **Lars Ive, Meredith Laitos, John Arndt,**

Session #5 – 1300-1630 Thu. – **Changes in the Sport Culture – Managing to Evolve**

Moderator: ICOYC President **Andy Anderson** – Past Commodore Royal New Zealand Yacht Squadron

Not only are the boats changing, but the people, styles and priorities are changing. A Club panel will make brief presentations on how they are deliberately responding to those changes, and plan to in future, followed by open discussion of how to manage that evolution.

Panelists: **Garry Anderson, Graham Rose, Goncalo Esteves, Pat Farnan**

Session #6 – 0900-1200 Fri. - **Activating Change – How to make change happen at your club.**

Moderator: Change Management Guru **Stan Halle**

A Roundtable exercise where each small group will develop action plans for a defined change, then present their plan for discussion.