



***INTERNATIONAL COUNCIL OF YACHT CLUBS
NORTH AMERICAN MEETING
APRIL 12 and 13, 2019***

Friday, April 12

- 12:00** Optional Dutch treat lunch for delegates and partners at one of two restaurants overlooking Marblehead Harbor followed by a guided tour of a local boat yard.
- 3:00** Optional brief walking tour of Marblehead Neck, the peninsula on which the EYC is located.
- 4:00 to 6:00** Registration at the EYC for any attendees not pre-registered.
- 6:30** Hors d'oeuvres, cocktails, wine and dinner at Ann and Phil Smith's home. Their address is 35 Harbor Avenue about a 10- minute walk from the Eastern. The streets are dark so driving is suggested. Rides will be provided as needed.

Saturday, April 13

- 8:00** Breakfast at the Eastern Yacht Club
- 8:30 to 8:45** Opening ceremony
- 8:45** Partner's Land Cruise Departs Eastern for tour of Marblehead, the North Shore coast, Gloucester and Salem Museums. (Note that this is earlier than in the preliminary brochure.)
- 8:45 to 10:00** Presentation on Increasing Women's' Participation in Sailing - Why is it important to focus on women?
- 10:00 to 10:15** Break

10:15 to 10:45 Presentation by John McNeill - Making the ICOYC relevant to yacht club members

10:45 to 11:15 Presentation by Ray Lynch - The Crisis Occurred; You've called 911; What Now"
Are you prepared for what's next?

11:15 to 11:45 Break

11:45 to 1:15 Buffet Lunch with Gary Jobson
Current topics followed by Town Hall discussion
How does World Sailing (ISAF) really work?
Olympics and America's Cup Insights

1:15 to 1:45 Break

1:45 to 3:00 Presentation by Ray Cronin, founder of Club Benchmarking
How much should clubs focus on food and beverage?
What do statistics show about F&B profitability and a club's financial health?
How does your club approach F&B?

3:00 to 3:15 Break

3:15 to 4:30 Presentation by Sailors for the Sea
What specifically can ICOYC clubs do to help?
Should the ICOYC adopt recommended goals?

3:15 to 4:30 Separate meeting of General Managers

4:30 to 5:00 Wrap up

5:00 Partner's Land Cruise docks at the Eastern

6:30 Cocktails at the EYC followed by elegant dinner at 7:15

