



June 2011

### CONTENTS

Seattle Forum Schedule  
 Social Events  
 Forum 2011 Workshops  
 Summer Cruise Update  
 US Sailing Summit

## SEATTLE FORUM SCHEDULE - AUG 30 TO SEPT 3



The Forum 2011 organizing committee at [Seattle Yacht Club](#) has posted a detailed agenda for delegates and spouses on the SYC website. The activities start on Tuesday evening with a optional private visit to Dale Chihuly's famous Hot Shop for a demonstration of blowing art glass. Wednesday morning sees the opening ceremonies with delegates in full club uniforms raising their club burgees to kick off the next four days of sessions and workshops, dining events, and the occasional social event or two.

We start to wind down on Saturday with the delegates being boated from the SYC main clubhouse through the Ballard Locks into Puget Sound to the Port Madison Outstation for wrapup sessions and lunch. During the afternoon we have the infamous [ICOYC Commodores Regatta](#) racing matched J-105 boats on Port Madison. Later, spouses and guests join the delegates for a final Greenbox, awards ceremony, and a Northwest Barbecued

Salmon Dinner.

See the agenda webpages and download the detailed agenda by clicking [HERE](#). View the complete SYC ICOYC 2011 Forum website by clicking [HERE](#).

## FORUM 2011 SOCIAL EVENTS

The forum has two and a half solid days of workshops (see below for details) and uses the social events to facilitate making contact with other yacht club officers and administrators and to allow one-on-one conversations.

Details on the social events can be found [HERE](#)

Tuesday Visit [Dale Chihuly's Art Glass Factory](#) and cruise on Lake Washington on SYC member boats (additional fee required)

Wednesday [Americas Cup 2013](#) Presentation

Opening Reception and Dinner for Forum Attendees, local yacht club (Grand 14) guests of SYC, and SYC members

Thursday Dinner buffet at the [Museum of Flight](#)

Friday Grand Banquet at SYC

Saturday BBQ Salmon Dinner at SYC Port Madison Outstation

## FORUM 2011 SESSIONS AND WORKSHOPS



### Wednesday

The ICOYC Commodores' Forum opens on Wednesday August 31 with two exceptional events. In the morning Gary Jobson, President of US Sailing, will address the opening session and set the scene for the next three days. His subject title is 'The Essential Yacht Club' and his talk will draw on recent research into clubs in the USA and the Yacht Club Summit in Chicago earlier in the year. Gary Jobson is well known as a sailor and yachting leader around the world and we are delighted he will be with us.

Later, on the Wednesday afternoon, we are privileged to have key members of the America's Cup 2013 event join us and bring all the delegates – and Seattle Yacht Club's invited guests – up to date with the latest news. A number of ICOYC clubs are among the challengers for the Cup in 2013, including KSSS which is now the Challenger of Record and involved in the main decisions affecting all the other competitors.

On the subsequent days there will be presentations, interactive discussions and workshop sessions around the main business of the Commodores' Forum. We have a combination of guest speakers from the marine industry, panel sessions composed of experts and ICOYC members, and open discussion of topics of interest to all delegates.

### Thursday - Financial Sessions

Financial Modeling Workshop  
Surviving Without Sponsorship  
Adding Value to Members

### Thursday - Organizational Sessions

How ICOYC Clubs are Organized  
Club Crisis - Rebuilding a Club - Managing Recovery and Risk

Club Foundations, Trusts, and Charities  
Funding Sailing Through Foundations and Other Financial Vehicles

### Friday - Yachting Sessions

Growing Boating Panel  
Developing a Club Fleet Panel - "more than a dinghy fleet"  
New Yachting Formats - How to Involve other types of boaters  
Youth Sailing: pathways to membership

### Friday - Membership Sessions

Discovering Who, What, & Where You Are ... and Want to Be  
Building a Targeted Membership with Programs  
Involvement and Retention of Members  
Experience with Club Websites  
Reciprocity as a Member Value  
Membership Tools and Tactics Member Panel

### Saturday - Conclusions

Communications are Critical - Panel on all aspects of club communications  
Introduction to the Seventh Commodores' Forum at Royal Southern Yacht Club in Hamble, UK  
Summaries and Conclusions (before the delegates go sailing)

See the agenda webpages and download the detailed agenda by clicking [HERE](#)

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## SUMMER CRUISE UPDATE



The Summer 2011 ICOYC Cruise sponsored by Seattle Yacht Club and Royal Vancouver Yacht Club visits the seaside towns of Victoria and Sidney, British Columbia, and stops at several of the outstations of the two clubs. The cruising waters in the American San Juan and the Canadian Gulf islands are beautiful.

The fleet size is limited to 30 boats and all members of ICOYC clubs can participate, not just the Commodores. The ten boat contingent from SYC is full, whereas RVYC and ICOYC members have four slots each available. ICOYC visitors to Seattle still have time to form a group. Signup now to charter a power or sail boat

and to reserve one of the remaining slots.

The cruise and routes are well documented [HERE](#) and information on how to find a charter boat and costs are on the website, as well. If you can't form a charter group, some of the SYC and RVYC boats may find space for a passenger or two. Contact [ICOYCCruise2011@seattleyachtclub.org](mailto:ICOYCCruise2011@seattleyachtclub.org) for more information.

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## ICOYC AT THE SUMMIT IN CHICAGO

US Sailing hosted its inaugural Yacht Club Summit in Chicago on April 2-3, 2011.



ICOYC Americas Vice President, John McNeill, St. Francis Yacht Club, San Francisco, posted this [REPORT](#) in the [Members Library/Issues & Events](#) section of the members only section of the ICOYC website.

## CURRENTS

<b>Faerderseilasen</b> 17-19 June 2011	<a href="#">Royal Norwegian Yacht Club</a> , Oslo, Norway <a href="#">Details here</a>
<b>Special Giraglia Rolex Cup Invitation from Yacht Club Italiano</b> 16-25 June 2011	ICOYC club members are invited to participate in the 59th running of this extraordinary regatta in June. Racing in San Tropez, San Remo and Genoa! Click <a href="#">HERE</a> for details, or <a href="#">HERE</a> for the Notice of Race.
<b>European Dragon Championship</b> 3-8 Jul 2011	<a href="#">Norddeutscher Regatta Verein</a> , Hamburg, Germany <a href="#">Details here</a>
<b>ORCi European Championship</b> 6-13 Aug 2011	<a href="#">Royal Norwegian Yacht Club</a> , Oslo, Norway <a href="#">Details here</a>
<b>Marblehead Trophy</b> 19-21 Aug 2011	<a href="#">Norddeutscher Regatta Verein</a> , Hamburg, Germany <a href="#">Details here</a>
<b>6th Commodores' Forum</b> 31 Aug-3 Sep 2011	<a href="#">Seattle Yacht Club</a> , Seattle, WA <a href="#">Details here</a>
<b>ICOYC Cruise</b> in the Pacific Northwest 04-14 Sep 2011	Hosted by <a href="#">Seattle Yacht Club</a> and <a href="#">RoyaVancouver Yacht Club</a> . <a href="#">Details here</a>

## NEXT MONTH IN eNEWS



The July issue of eNews will feature some of the private pages of the ICOYC website and will provide some travel hints and suggestions for the delegates heading to Seattle, WA, for the 2011 Forum and Cruise.

Note: Some of the weblinks in this messare are only available to Members who have established website passwords. If you have not done this yet, please do so in order to view the private content. Contact [WebEditor@icoyc.org](mailto:WebEditor@icoyc.org) for help with logging in or more information.