

# ICOYC NEWSLETTER

January 2014

## From the Editor

Welcome to the latest ICOYC Newsletter in which we reflect on the resounding success of the recent Hong Kong Forum. John McNeill highlights his top takeaways from the Forum, and how these can be integrated back into member clubs, whilst Mark Inkster provides a summary of the whole event. As one of the highlights of the Forum was the sponsorship session, Torrey Dorsey has outlined the key points raised in his presentation.

The various plans to provide inter-club activities which benefit all members of Clubs within the ICOYC, and encourage active involvement in the Council, are highlighted, with a request that those interested contact the Inter-club Activities Committee.

In this edition we also include details of the 2014 officers and directors of the Council, as well as taking an in-depth look at Bob Miller, the ICOYC Webmaster, whose work has proved invaluable in the development of the Council.

Finally, we look forward to the ICOYC Regional Conferences which are scheduled to be held later this year.

*Best wishes, Alison Boyd  
Newsletter Editor  
[newsletter@icoyc.org](mailto:newsletter@icoyc.org)*

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## ... Sharing EXPERIENCE

There is nothing quite so valuable to a strong relationship as face-to-face conversation, and nothing so valuable to our Council relationships as the Forums and Regional Conferences. The recent Forum at the Royal Hong Kong Yacht Club was a brilliant example of that value. As we sat in sessions and discussed, debated and laughed together, I was struck at how well the Council has progressed in just a few years, and how many comfortable and close relationships have resulted. The ICOYC, a mere dream when last at Hong Kong in 2006, has thrived and become an invaluable asset to the member clubs, providing a wealth of experiences, ideas and contacts with peers that can help to improve each club offering to its members.

During the Hong Kong Forum, a few revelations seemed worthy of noting, and carrying home to my club and, hopefully, to yours as well.

Young sailors need to be broadly included in club activities, beyond their isolated world of training and competing. Sailing is much more than dinghies doing doughnuts. This point arose repeatedly in sessions, suggesting that we may be far too narrow in our views of youth sailing, resulting in narrow results as regards young member involvement and retention.

Sponsor development requires extensive homework and planning, well before any approach can be made to prospects, and must be treated as a relationship rather than a sale. Frankly, I found this entire session so packed with good advice that I am taking the presentation files and audio to our Board for review (there is a further article in this newsletter on the topic).

'Generation Y' and their credos are the new reality of organizations. We have evolved, more than any understand, in accommodating their needs, and further have a responsibility to help them understand why some of those credos may work in personal relations, but do not in an organization or team. We must teach some principles that got missed in their education somehow.

The slide presentation on regatta management by Godwin Zammit of the Royal Malta Yacht Club was an excellent checklist for any club's race management crew. It isn't that we aren't already doing most of these things, but that a review of this detailed list could well point out a few things that might be improved. I'm sending the pdf file to our Race Committee and Manager with some suggestions.

Amidst the variety of approaches presented on selection and development of leaders, I found the simple evaluation grid of Mark Inkster at the Royal Southern Yacht Club most valuable (and humorous, of course). The criteria he presents are memorable and, in a club environment, will be very effective in the sorting out of candidates. I think a poster for any Nominating Committee would be appropriate as a guide for their deliberations.

You might note that, in the above notes, I've indicated actions that will carry our messages to my club leadership at the relevant level. As stated in the closing remarks at Hong Kong:

What I will restate, though, is the importance of the interactions among us to be taken home with you and shared with your Club leadership and membership. We do this as representatives of our clubs to enable working together and sharing. That can only be effective if we act as the messengers at home.

Write a report for your Club journal and website, and a more detailed account for the leadership team.

When the presentations of this Forum become available, be sure to select portions that are relevant to specific committees or issues and *share* them with those who are facing those challenges. Our works can only have effect if we communicate them to those who can benefit. We *owe* this, to the clubs who support us, and to each other, in seeing that the Council is vibrant and remains relevant to our clubs.



There are some easy ways of sharing the Council material:

- A wealth of material from the Forum is posted at [www.icoyc.org/Forums/Past Commodores' Forums/2013 Hong Kong](http://www.icoyc.org/Forums/PastCommodoresForums/2013HongKong) and may be downloaded and shared with your club leadership and members. That is merely a matter of looking it over and sending to whomever you believe it might be of value, or help, in their club responsibilities.
- A number of member clubs have very promptly published reports of the Forum for their members in club magazines and websites. A few are already posted to [www.icoyc.org](http://www.icoyc.org) in the *Currents* section of the home page and more will be, once published. Some present good ideas for composing your own. We would welcome your article for inclusion in this collection.

I'm looking forward to the upcoming Commodores' Regional Conferences, and am already planning our trip to Italy for the ICOYC Cruise around Elba and Corsica. It should be a great opportunity to do some sailing together and enjoy your company.

Fair Seas,

*John McNeill  
ICOYC President*

## The 8th ICOYC Commodores' Forum



### Royal Hong Kong Yacht Club

For the leaders of the world's top yacht clubs to return to the RHKYC for a second time in the ICOYC's young life reflects both the warm welcome and status of the Club.

In discussing the business of yacht clubs where could be better than in the most business orientated city in the world? Just as yacht clubs exist paying close attention to their history and surviving in a busy modern world so Hong Kong sits in the Pearl River Delta powering into the future with its feet in a thousand years of history.

The last Hong Kong Forum was nearly eight years ago in 2006 and Flag Officers past and present from around the world once again gathered under the direction of Commodore Joachim Isler, supported by Past Commodores Ambrose Lo and Inge Strompf Jepsen, General Manager Mark Bovaird and Communications Manager Koko Mueller.

Situated in Causeway Bay, Kellett Island, where the club now sits, dates back over 160 years, and is in range of the Tai Pans Noonday



gun. With a second clubhouse on Middle Island to the south, Royal Hong Kong Yacht Club, unusually, fosters both sailing and rowing, and nothing could have illustrated this better than the Round the Island Race which took place just before the Forum began.

After a glamorous opening ceremony, featuring lion dancing and a marching pipe band, we were transported by boat to a traditional seafood restaurant in Lei Yue Mun where we were entertained by a lecture on the pirates of the Pearl Delta.



With over 250 full-time staff and in excess of 500 part-time staff, the Royal Hong Kong Yacht Club is indeed unique. Few yacht clubs have their own swimming pools and less have sampans but, I suspect, even fewer boast a bowling alley.

Early on in the British colonial history a malarial swamp was drained to bring horse racing to Hong Kong and by 1884 the prestigious Hong Kong Jockey Club was founded. Today, an incredible billion dollars is bet at the major



race meetings and, on a typical day, the club processes over seven million betting transactions. Sited in Happy Valley, our hosts arranged an evening of racing to give us a flavour of this most popular local sport.

Hong Kong remains a city of great contrasts. One moment you are being transported on the Star Ferry across to Kowloon, reflecting on days gone by, and the next you are whistling up 100 floors of the International Commerce Centre, the fifth tallest commercial building in the world. Where once the best views of Hong Kong were from the top of Victoria Peak, the ICC building gives awesome views across Hong Kong Island to the south, and over the eight hills of Kowloon to the north. Kowloon translates as nine dragons, which refers to eight mountains and a Chinese emperor, and was leased to the British on a 99-year lease in 1898.

### Forum Proceedings

Turning to the business of the Forum itself the program was particularly well thought out and related to the demands placed upon the yacht clubs of today.

*Session One* dealt with the recruitment and development of young sailors. There were presentations from: Paige Cooke (young member, Royal New Zealand Yacht Squadron); Luke Payne (young member, Royal Freshwater Bay Yacht Club); Sofia Marie Mascia and Florrie Manzoni (young members, RHKYC); Craig Cobbin (Hong Kong Sailing Federation); and Paul Heineken (Director of Sailing Foundation, St Francis Yacht Club).



## The 8th ICOYC Commodores' Forum



*Session Two* covered sponsorship and long-term finance. Presenters for this session were: Torrey Dorsey (Corporate and International Partnerships Manager, RHKYC); Michael Leeson (Skandia); Chris Carlile (Commodore, Sandringham Yacht Club); and Bill Torgerson (Past Commodore, Annapolis Yacht Club).

*Session Three* examined club management and the challenges of 'Generation Y'. The presenters were: Richard Hewett (General Manager, Sandringham Yacht Club); Stuart Walton (General Manager, Royal Perth Yacht Club); Carmen Derricott (General Manager, Royal Vancouver Yacht Club); and Paul Hughes (General Manager, Royal Queensland Yacht Squadron).

*Session Four* was on ways to develop and sustain effective race management. The floor listened to presentations from: Kate Mitchell (Vice Commodore, Sandringham Yacht Club); Jerelyn Biehl (Past Commodore, San Diego Yacht Club); Andy Anderson (Vice Commodore, Royal New Zealand Yacht Squadron); and Godwin Zammit (Commodore, Royal Malta Yacht Club).

*Session Five* dealt with community and government. The presenters for this session were: Mark Ashton (Commodore, Hebe Haven Yacht Club); Glynis Green (Consultant, Hong Kong); Malcolm Levy (Commodore, Royal Sydney Yacht Squadron); Chris Warner (Commodore, Seattle Yacht Club); Anders Kristensen (Managing Director, Royal Danish Yacht Club); and Claes Tallberg (Commodore, Nylandska Jaktklubben).



*Session Six* looked at succession planning and leadership training. There were presentations from: Jorgen Stang Heffermehl (Royal Norwegian Yacht Club); Mark Inkster (Past Commodore, Royal Southern Yacht Club); John McNeill (Past Commodore, St Francis Yacht Club); and Phil Smith (Past Commodore, Eastern Yacht Club).

### Partners' Program

Running alongside the Forum was the partners' program which featured the customary shopping trips, as well as oriental cooking, an introduction to mah jong, a visit to Tai O fishing village and even a pink dolphin spotting trip just off of Tai O (and yes, they really are pink!).

### Conclusions

Outside of the formal sessions the learning continued with the informal exchange of information over lunch, on the coaches and even, occasionally, in the bars.

The value of a Forum is far beyond what can be measured by feedback forms and surveys. Attending a Forum demonstrates the value of membership of the ICOYC and showcases the host club to its peers. With each Forum the knowledge base of the Council increases and its value rises. Changes in the environment of the yacht club are highlighted and the shared experiences of Member Clubs examine how best to deal with the daily challenges of being a Flag Officer or Club Secretary.

Each Forum brings together old friends from previous Forums as well as new friends from



new member clubs and new Flags Officers elevated since the last time.

Following a magnificent closing ceremony and dinner many of the delegates were delighted to attend the Regatta Ball before final departure. This was a textbook demonstration of how to run the ultimate party. There was a full banquet for somewhere in the region of 1400 people, a number of live bands playing in different locations, foot massage stations for ladies with party feet and a survivors' photograph next morning for those whose survived the entire night.

Congratulations to all involved in hosting and bringing together the 8th ICOYC Commodores' Forum.

The next forum is in Auckland, 17–20 February 2015, and will be hosted by the Royal New Zealand Yacht Squadron. Make sure it's in your diary planner today.

*Mark Inkster  
Past Commodore, Royal Southern Yacht Club*



## Partners' Program at the Forum



Above, and top, images from the trip to the Tai O fishing village situated on the western side of Lantau Island in Hong Kong.



Below, some of the participants who enjoyed the varied Partners' Program at the recent Hong Kong Forum.



Above, and to the left, images from the trip to the Vocational Training Centre where partners created their own dish.



## Sponsorship – the Answer is Yes!



At the recent ICOYC Forum, I had the great pleasure of joining the committee and delegates to host a presentation on 'Sponsorship and Commercial Partnerships'. With excellent support from Michael Leeson (Head of Sales, Hong Kong, Skandia), we were able to convey a sponsor's view of the relationship, and some of the key factors of its success. Below, I've defined some of those factors in more detail, and described what I think has helped with our success to date.

As the Sponsorship and Commercial Partnerships Manager at the Royal Hong Kong Yacht Club, I am tasked with the overall responsibility for the identification, negotiation and activation of sponsorship and commercial partnership agreements to achieve an annual sponsorship revenue target. This involves the use of an existing and ever-increasing network of current, and potential sponsors, and partners and rests on my ability to influence the strategic thinking of these brands and organizations; with an emphasis on the value of an association with our historical and prestigious Club and sailing – the sport, lifestyle and demographic group.

Sailing does a very good job of communicating 'with itself', but only just reached the 'niche' realm of popular sport during the recent America's Cup (AC34) competition, which took the 'display' of the sport and its television coverage to an entirely new level! At the Royal Hong Kong Yacht Club we have the good fortune to work with some of the partners that were involved with the AC34s, and it is this event that has 'opened the eyes' of many non-traditional sailing sponsors to the potential for branding, advertising and, more importantly, audience and customer engagement.

We make every effort to align brands and organizations with our many races and regattas and are offering increasingly more customer engagement opportunities as such entitlements are more important. Basic branding and advertising no longer warrant a significant sponsorship investment. Brands and

organizations have clear business objectives and are using our events, and the engagement opportunities available during such events, to achieve these objectives.

One must first identify the business objectives of the potential sponsor *before* presenting a proposal as only with this understanding can you present an opportunity that fulfills these objectives. Take the opportunity to meet with the relevant person to discuss their brand or organization and their business objectives – both current and future. This should be done face-to-face if possible, so that you establish a relationship with this individual and their brand or organization.

The 'one size fits all' proposals of the past are no longer effective. Some organizations even view the term 'sponsorship' or 'client entertainment' as things of the past, and instead prefer 'partnership' or 'customer engagement'. Major brands and organizations also have separate budgets for 'Corporate and Social Responsibility' (CSR) or charity-related events. With that in mind, some events do qualify for this budget if the event has a charitable element, particularly if the charity is already supported by the sponsor. For example, a charity dinner prior to the start of a race or a percentage of each entry fee to be donated to a charity can be effective.

Sponsors will typically align themselves with a club or an event for one of two reasons:

- Build Brand *awareness and image*.
- Develop contacts and *opportunities to sell* product (watches, automobiles, services, etc.).

A club that understands the sponsor's needs will likely take deliberate steps to develop results:

- Understand the 'brand' and 'sales' assets inherent in your club and activities.
- Develop a 'roster' of potential sponsors,



based on their perceived brand and sales needs and activities.

- Research each potential sponsor's marketing objectives.
- Coordinate a meeting with the relevant person. The more senior the individual at the organization, the better!
- Ask questions and actively listen to their response. Typically, a potential sponsor will tell you what benefits or entitlements are wanted or needed in a proposal.
- Draft and forward a proposal for consideration, but remain open to change.
- Maintain regular communication with past, present and potential sponsors. 'Frequency of interaction' is key.
- Seek to identify long-term partners and multi-year agreements for continuity and long-term benefit.

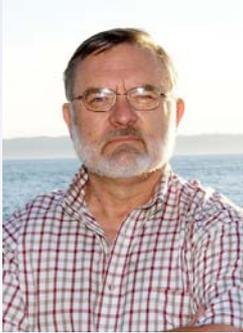
Given the niche nature of the sport, we must strive to be creative and targeted in our pursuit of those elusive sponsorship dollars, listening to the potential sponsors, creating a way to give them what they want, while also protecting the interest and integrity of the sport and private member club that we represent. Some clubs may choose to do that with professional staff or outside consultants, but better results can also be achieved by merely focusing on a disciplined process as suggested above. Either way ...

Sailing is not the answer; Sailing is the question. And the answer is 'yes'.

The Forum presentation and audio file are posted for logged in members at [www.icoyc.org/Forums/Past Commodores' Forums/2013 Hong Kong](http://www.icoyc.org/Forums/Past Commodores' Forums/2013 Hong Kong).

Torrey Dorsey  
Sponsorship and Commercial Partnerships  
Manager  
Royal Hong Kong Yacht Club

## Bob Miller – ICOYC Webmaster



Bob Miller took on the role of ICOYC webmaster in 2011 so it is high time we learned a bit more about him! He was 'volunteered' (his words) after being part of the 2011 Forum Planning Committee at Seattle

Yacht Club where he has been webmaster since 2009. His expertise has been much appreciated and under his stewardship the ICOYC website is a great resource for members.

Bob's boating career began 18 years ago. He started with a 40ft cabin cruiser but, after the gas engine 'decided to burp up its innards all over the engine room' moved to a 55ft diesel engine boat. All of his boats have been named *Loon Song* and Bob claims they have far too many pictures and sculptures of loons.

Like many boaters in the Seattle area, Bob and Jean often cruise northwards into British Columbia, including Desolation Sound and beyond. They have circumnavigated Vancouver Island twice (about 750 nautical miles) and went to southeastern Alaska a few years ago.

Bob's working life was spent in the computer industry. He first got involved in 1962 while a student at University of California Berkeley and finished with eight years at Microsoft as Director of Global Networks. He retired in 1998.

He joined Seattle Yacht Club in 2005 and has been on the SYC Internet Committee since then. Both he and Jean have been active in the United States Power Squadrons for 18 years. He held several positions in the Bellevue and Skagit Bay Squadrons and continues to teach classes for them. Bob is quick to point out that although he and Jean have both taken the USPS celestial navigation classes, she has a

more advanced degree and is a Full Certificate rank having taken all of the USPS classes.

Bob is an active participant in the ICOYC having attended the Seattle and Hamble Forums, and Regional Conferences in Genoa, Oslo, San Francisco and Newport. When asked which event was his favourite, Bob said, 'They all are since these meetings are like family gatherings of a bunch of like-minded boaters (even though some are sailors).'

What Bob likes best about the ICOYC is the camaraderie and the experience of the participants. The ICOYC is lucky to have his expertise as the organization's webmaster and his continued willingness to help out. Thank you, Bob!

*Louise Sportelli  
ICOYC Administrator*

## ICOYC Directors and Officers for 2014

At the Annual General Meeting held in Hong Kong on 11 November 2013, prior to the Forum, the following Directors were elected or re-elected to two-year terms:

- *Gunilla Antas* (Nylandska Jaktklubben/Helsinki) – second term
- *Gero Brugmann* (Norddeutscher Regatta Verein/Hamburg) – second term
- *Paolo Caffarena* (Yacht Club Italiano/Genoa) – second term
- *Mark Inkster* (Royal Southern Yacht Club/Hamble, UK) – second term
- *Bill Wood* (Royal Sydney Yacht Squadron) – second term
- *Phil Smith* (Eastern Yacht Club/Marblehead, USA) – second term
- *Larry Fournier* (Royal Vancouver Yacht Club) – first term
- *Chuck Lowry* (Seattle Yacht Club) – first term
- *Heinz Rautenberg* (RHKYC/RVanYC/NRV) – continues as honorary Director

The following Directors have another year left on their current terms: *Andy Anderson* (Royal New Zealand Yacht Squadron), *Chris Carlile* (Sandringham Yacht Club/Melbourne), *Am-*

*brose Lo* (Royal Hong Kong Yacht Club), and *John McNeill* (St Francis Yacht Club/San Francisco).

Retiring Directors are: *Jim Burns* (Royal Vancouver Yacht Club) and *Flemming Ipsen* (KDY/Copenhagen), both ineligible to continue under existing bylaws; and *Jack Sullivan* (Seattle Yacht Club).

Originally it was thought that the election at the November 2013 meeting would be conducted under the new bylaws. However, this was not workable due to the need for the new bylaws to be approved by the membership at this meeting, and be approved officially by the Canadian authority. The introduction of the new election protocol is planned for the March 2014 Board Meeting. The protocol will include provisions to adjust the terms of the existing directors and to set terms for the directors so that roughly 50 per cent will be up for election/replacement each year.

An April 2014 Special Members' Meeting (by teleconference) is contemplated where an election that complies with the new bylaws and new election protocol will be held.

At a Board of Directors meeting held on 18 December 2013 the following officers were elected: *Andy Anderson*, Vice President – Asia/Pacific; *Gero Brugmann*, Vice President – Europe; and *Larry Fournier*, Treasurer.

Continuing officers are: *John McNeill*, President; *Jim Burns*, Vice President – Americas; *Phil Smith*, Secretary; and *John Stork*, Immediate Past President.

At the December meeting motions were also passed to confirm the appointment by the President of the following committee chairs: *Mark Inkster* – Communications; *Inge Strompf-Jepsen* – Forum Advisory; *Gero Brugmann* – Membership; *John Stork* – Interclub Activities; and that the following individuals will continue to serve as the Nominations Committee – *Jack Sullivan* (Chair), *Rex Harrison*, *Ragnar Klevaas*, *Ambrose Lo*, *Geoff Peretz* and *Gero Brugmann*.

*Louise Sportelli  
ICOYC Administrator*

## ICOYC Interclub Activities – for All Members of Council Clubs



The underlying goal of all our experience sharing and meetings is to deliver broader benefits to the members of our clubs. At the same time much of what we do is virtually invisible to the club memberships. This presents the ICOYC with a challenge.

### ICOYC Cruises

In 2009, the Council found one way to deliver a direct and tangible benefit to all club members was by inaugurating the ICOYC Cruises. The first of these was generously hosted by the Royal Vancouver Yacht Club in the fabulous waters of the Pacific Northwest. These Cruises have developed further, becoming an important way in which the Council can provide obvious advantages for the ordinary members of the ICOYC clubs. They are for all club members, not just the leadership groups, and give a chance for excellent interchange of ideas among people who are all in the top yacht clubs of their countries. We have always selected top cruising destinations (all places where you should sail before you die!) and we have asked clubs that know them well to host and guide each event, so getting the inside knowledge about the best routes and destinations. This has been appreciated by all the participants.

We have found all those taking part in the ICOYC Cruises have got on well together. They have been enthusiastic and like-minded people with common backgrounds in leading clubs. They have all returned from Cruises with many new perspectives about the yachting world, about other countries and about the ICOYC. We have also successfully spread the message that cruising in company can be great fun, even for dedicated racing types.

So far ICOYC Cruises have been held in various venues around the globe, the 2013 one being hosted by Norddeutscher Regatta Verein in the Baltic Sea and Danish Isles. The 2014 Cruise will be in the Mediterranean, sailing around the Isle of Elba just off Italy's western coast in late June. Yacht Club Italiano is hosting this cruise, and promises a tour of

all the island's sights and some culinary adventures. This is one you will regret missing, so find the details at [www.icoyc.org/On the Water/Upcoming Cruises/2014 Elba & Corsica](http://www.icoyc.org/On the Water/Upcoming Cruises/2014 Elba & Corsica). We are planning to limit the fleet to around 20 yachts (with reservations on a first-come, first-served basis) so the cruisers get to know each other, and we don't overwhelm the smaller ports. (Note to readers: If this is of interest, make your plans to come *now!*)

### Other Possibilities

We are now looking beyond ICOYC Cruises. The Interclub Activities Committee of the Council, chaired by ICOYC Past President John Stork, was formed in 2012 and is exploring a number of other ventures, developing them whenever and wherever there is member interest. Here is a sample of additional ideas that would take advantage of ICOYC membership.

An *ICOYC Youth Tour*, where young people, with or without their families, might travel to participating Member Clubs for a few days of training, sailing, or just visiting and making friends.

A *Regatta Exchange*, for sailors or cruisers (with or without their own boats) who are invited to participate in regular club events. This sort of invitation has already been given on an informal basis by a number of clubs, and the Committee feels we should make the efforts more broadly known and effective through Council contacts. If you host a major race or cruising event, you might enjoy the company of participants from other Council Clubs. It is worth thinking about.

A *member relocation* opportunity (as mentioned at the recent Forum) providing information about the relocation of club members to new places, introducing them to another ICOYC club, which would then have the first opportunity to consider adding them to their member rolls, and facilitating the process. This could be particularly valuable in keeping



young members in our clubs sailing within the leading club environment.

A *Race Management Network*, where we develop a list of those National and International Judges that we each have within our clubs, to ease the recruiting of juries and other resources for major events. This action could also support the development of our mutual judging assets into an even stronger group by providing additional training and qualifying activities for those seeking to improve their status.

An *Interport Regatta*, arranged between two or three ICOYC clubs that have got to know each other well. These regattas have happened spontaneously from time to time and, in the future, we can envisage them developing under the umbrella of the Council, which might facilitate sponsorship, race management and event marketing.

Celebrating a *club milestone*, such as a centenary or opening a new facility, when other leading club members would be very welcome, adding to the stature of the event.

A *'fun'* activity, possibly a social event such as a club ball or a skiing trip, when other club members would add to the enjoyment – or even help make up the numbers.

### Come and Help Us

There are several other possibilities to consider. Please let the Committee know your views on any of these ideas, or add others of your own. And if you would like to help us bring these ideas into action, please make contact with the Chairman of the Interclub Activities Committee – John Stork.

It will be great to explore all the possibilities, and both the club members and the ICOYC will benefit.

John Stork  
Past ICOYC President  
Chair of the Interclub Activities Committee  
[administration@icoyc.org](mailto:administration@icoyc.org)

## Americas Regional Conference



### San Diego Yacht Club, 8–9 February 2014

The ICOYC will be pleased to welcome representatives from both ICOYC Member clubs and guest clubs to participate in the ICOYC Americas Regional Conference at the San Diego Yacht Club, 8–9 February 2014.

At the time of writing, every single North American ICOYC club will be sending a delegate or two, and a number of guests clubs will be attending as well. The Regional Conference will be held immediately after the US Sailing Leadership conference in San Diego and it is hoped that a number of delegates will be able to attend both.

Before the official program begins on Saturday, 8 February, delegates will have a unique

opportunity to sail and have lunch on the schooner *America* out of San Diego harbour into the Pacific. This is the time of year when the annual grey whale migration passes by San Diego and it should make for a memorable experience.

Registration will start at approximately 4pm on Saturday and will be followed by a short introduction, reception and cocktail party, during which the program for Sunday will be reviewed.

We will introduce the latest ICOYC developments and briefly review the recent worldwide Commodores' Forum held in Hong Kong. We will also have an opportunity to discuss possible topics for the 9th Commodores' Forum to be held at the Royal New Zealand Yacht Squadron in Auckland during February 2015.

Formal discussion topics will include the relationship (including funding) between each of our Clubs and either US Sailing or Sail Canada. Are we cooperating or competing with our National Sailing bodies?

Another topic for US Clubs is the issue of how to stay 'onside' with the IRS in managing 'unrelated business income'. We are fortunate indeed to have a highly qualified member of



both the Eastern and Chicago Yacht Clubs to lead us through it.

Yet another topic is the role of yacht clubs in major sailing events after the latest America's Cup. Are we still relevant? Tom Ehman, Executive Director of America's Cup Properties Inc., will give us an insider's view on the topic.

We are pleased to have obtained a group rate for accommodation at a nearby inn that is within easy walking distance of SDYC. Please contact me for details. There is room for last minute registrations and we would be delighted if any other ICOYC Clubs could join us.

*Jim Burns*  
ICOYC Vice President – Americas  
[vpamericas@icoyc.org](mailto:vpamericas@icoyc.org)

## Regional Conference Updates



### European Conference Planning

The European Conference will be hosted by Norddeutscher Regatta Verein in their *new* clubhouse on 24–25 October.

As it is scheduled to run in conjunction with the Hamburg Boat Show ([www.hanseboot.com](http://www.hanseboot.com)), which runs through to 2 November, delegates will be able to attend this show. Vice President – Europe, Gero Brugmann, welcomes discussion ideas from fellow members, to provide much valued input for the 9th Forum in Auckland in February

2015, as well as lively discussions of issues raised during this year.

*Gero Brugmann*  
ICOYC Vice President – Europe

### Asia Pacific Conference Planning

May or June seem likely for this gathering of minds, once the currently very busy regatta season is ended. Although, because of geographic range, this has often been a teleconference, new Vice President – Asia/Pacific, Andy Anderson of the Royal New Zealand Yacht Squadron, is hoping to be able to gather most attendees at a central point for fun and

debate over a couple of days. With the February 2015 Forum hosted by RNZYS, this should be an excellent opportunity to assure there is a Royal welcome provided to visitors by their mates 'down under'.

*Andy Anderson*  
ICOYC Vice President – Asia/Pacific



*The ICOYC is active throughout the world, but is formally registered as a Canadian Not for Profit Corporation.*

*The registered office is:*

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