



NEWSLETTER

SPECIAL PRE-FORUM EDITION September 2013

From the Editor

Welcome to this special pre-Forum edition of the ICOYC Newsletter. It includes a double-page spread on the details of the forthcoming ICOYC Commodores' Forum being held at the Royal Hong Kong Yacht Club, 11–15 November. Full details of the program are given, along with the social events and partner excursions—it certainly looks like it will be an ideal opportunity to combine in-depth discussions with a wide variety of social activities.

The back page is devoted to an in-depth report on the ICOYC Cruise being held in 2014 around the beautiful Italian island of Elba. With a variety of options available it has never been easier to take part in this highly enjoyable and fun benefit of ICOYC membership.

*Best wishes, Alison Boyd
Newsletter Editor
newsletter@icoyc.org*

John Beardsley

A founder member of the White Rose Yacht Club which mounted an abortive attempt to put up an entry for the America's Cup, it was inevitable that John Beardsley's knowledge, enthusiasm and dedication drew the attention of the Club management of the Royal Southern who recruited him to the service of the Club and his rise through committees to Flag and eventually Commodore was a natural progression. He held office from 2008 to 2010.

He was a remarkable businessman with a practical financial ability and a world-class engineer, being responsible for the new bridge in Barbados as well as giant engineering projects around the world from mining to sustainable energy.

JB passed away on his 76th birthday surrounded by his family having blown out the candles on his cake and drunk a glass of champagne. He will be missed.

*Mark Inkster
Royal Southern Yacht Club*

Inside this issue:

8 th ICOYC Commodores' Forum, RHKYC	2
Social Program	2
Partners' Program	3
ICOYC 2014 Cruise: Circumnavigation of Elba	4

A Significant Minority

In the last few months, I've had the opportunity to represent the Council in a number of meetings with those involved in yachting outside our group. In doing so, I have discovered that we are developing a good image and position within the sport, and are becoming noticed for our work and the character of the organization. Those experiences, one of which is reported here, have made a clear impression on my perspective regarding the usefulness of the Council and its potential. We are a very small but crucial minority.

Yes, small. As I look around my home port, San Francisco, I note that there are over 100 boating clubs in this venue alone. The Council involves a mere 28 clubs, worldwide, encompassing nearly as many yachting venues. Our population is not even a reasonable sample of the world's clubs. However, we are seen as important, forward thinking, and capable. That is what makes us *significant*. As the 'Leading Yacht Clubs...Working Together', we are seen as one of the very few organizations in the sport who are collaborating on thoughtful issues, developing effective actions and are capable of executing ideas to their full potential. Those qualities combined together make a rare and highly valued contribution to our sport and avocation. Certainly, we need to further develop our coverage of yachting venues, and make sure our activities continue to be valued and important to all members, but most of all, we must stay involved in 'Working Together...Sharing Experiences' as that appears to be the fundamental key to all we do.

That point, of course, brings me to the Forum at the Royal Hong Kong Yacht Club, and the *significance* of your involvement there. Please make a sincere effort to see that your Club is represented in the discussions and sharing. Representation of member clubs at this point include Commodores and members as well, and all posts between. Representation and involvement is what makes the Council *significant*, and is the responsibility of every member club, to fellow members and to yachting. I look forward to seeing you in Hong Kong during the 8th Forum.

ICOYC at the International Sailing Summit: What we can learn from the industry, and from sailors

The 12th International Sailing Summit, a gathering of those who make all, or most, of their careers in the industry, was held at the St Francis Yacht Club 18–20 August, making it very easy for me to represent the ICOYC. Two days of presentations and discussions were centered on growing sailing, with both concepts and examples well delivered. A few highlights, and provocative thoughts are presented below. The US industry organization, Sail America, hosted this event for 2013, supported by nineteen sponsors. The next is slated for Qingdao, China, where we may hopefully be represented once again.

The International Sailing Summits were founded by Chairman Alistair Murray of Ronstan 14 years ago, with the key aim being to promote sailing on a global scale by facilitating the exchange of ideas and issues between the supply and demand sectors of the sailing market place. That goal was well served as we heard from:

- Thom Dammrich, National Marine Manufacturers Association, with detailed data on the state of the industry.
- Skip Zimbalist, Active Interest Media, where they have done excellent work analyzing research about the involvement of sailors in the sport, and how we can anticipate behaviour to cause growth.
- The case study of starting the sport from a zero position in Oman, with lessons learned about attracting a wide participation.
- Nick Hayes, author of 'Saving Sailing' on why sailing should be important in coming years, and the unconventional ways of making that so.
- Nevin Sayre of BIC Sport, who could have spent time promoting his products, but instead explained how changing the approach to youth sailors, to suit their tastes, can make a vast difference.

To add to the program, there were also chats by Tom Ehrman and Ian Murray regarding the America's Cup and its potential for the fu-



ture of sailing. World Kiteboarding Champion John Heineken added some candid feedback on the sailing and life interests of the younger generation, and an extraordinary panel of venture capitalists and sailors talked about the potential (or not) of investment in the sport and industry.

Interestingly, the overall focus on growing sailing seen here tended to look beyond all that we have long known as 'traditional' avenues to attracting the involvement of women and youth, and creating a much more family-oriented environment. The most memorable 'takeaway' point, for me, was the idea that the attraction of women to the sport may be the most powerful thing we can do, in that they will assure that their children and spouses follow, as they see sailing as an opportunity for full family involvement and mentoring.

You will find the presentations at <http://sailamerica.com/sailing-summit.asp>. These are thought provoking and interesting, possibly developing some new approaches to building our sport and our clubs.

Fair Seas

*John McNeill
ICOYC President*

8th ICOYC Commodores' Forum, RHKYC



Preparations for the 8th ICOYC Commodores' Forum are full steam ahead with less than two months to go until delegates from across the globe gather (for the second time) at the Royal Hong Kong Yacht Club for a week of activities packed with six topic sessions and event socials as well as an extensive partner program.

If you have not yet registered, please do so now – the importance of this event cannot be underestimated and the benefits you will gain from attending the Forum discussions and networking with clubs from around the world are immeasurable. This is a golden opportunity for you to engage in confidential discussions with peer clubs on issues and opportunities of mutual interest and discover how others may deal with the same challenges from time to time.

Each discussion topic includes insightful presentations, a Q&A session, breakout group discussions and sharing of findings, all carefully designed to ensure you get the maximum benefit out of each topic.

Ways to Recruit, Develop and Retain Young Members and Top Sailors

Shifting the demographic bulge to the left. Hear from horses' mouths themselves as to what they want and what they think will keep them in the club. And once there, how do you make them top sailors? Which clubs have the best programs and how do they do it?

Sponsorship and Long-term Finance

An introduction to sponsorship and commercial partnerships in the private yacht club industry with insight from some of the clubs and sponsors. What is the real or perceived value of sponsorship? What is important to sponsors? How do private club facilities protect their interests and the interests of their members from commercialism? How is sponsorship used effectively to enhance an event and the club profile?

Club Management

It is all about people – how are clubs attracting and retaining staff in the 'Generation Y' era?

Ways to Develop and Sustain Race Support – Effective Race Management

Nurturing and training a volunteer base to work with professionals for large-scale international events. Hear from those clubs with solid programs.

Dealings with Community and Government

Is your club part of its local community and what value do you add? Is your club the spokesperson for your industry? Dancing the dance with government. Learn from clubs with varied experiences.

Succession Planning and Leadership Training

Identifying and developing future leaders. Working within a clear committee structure with reporting lines and terms of references. Volunteers with the best of intentions aren't always up for the job particularly in situations where clubs have to be run as companies.

Forum Team

Royal Hong Kong Yacht Club

Social Program

The social program at the Forum is full-on and is designed to show the best of Hong Kong and the RHKYC!

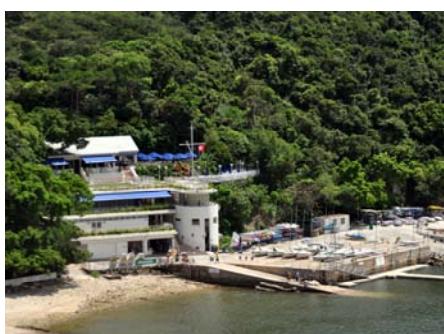
Harbour Cruise and Lei Yue Mun Seafood Dinner

Travel by boat around Hong Kong's iconic Victoria Harbour and take in the magnificent sights as we make our way to Lei Yue Mun – an area famous for its seafood markets and restaurants. There you will drink and dine on a sumptuous ten-course banquet of prawns, abalone, razor clams, lobster and other mouth-watering dishes whilst well-known Hong Kong historian, Jason Wordie regales you with stories of pirates; a noted feature of life around the Pearl River Delta for centuries where attacks on shipping were frequent until the 1940s.

Come Horse Racing at Sha Tin!

Hong Kong's most popular sporting entertainment is horse racing and have we got a night planned for you! Horse racing became a fixture in Hong Kong in 1841 but enjoyment of this sport was originally confined to the city's elite. Today, a trip to one of the city's world-

class tracks – Happy Valley on Hong Kong Island or Sha Tin in the New Territories – will confirm that horse racing has very much gone mainstream in Hong Kong. Any meeting will provide a taste of the local passion for racing, with hundreds of fans armed with racing guides intently listening to radio commentary, gripping their betting sheets and cheering on their favourites. To experience the spectacle of the sport, come and join us in our very own Commodores' Forum private box with optimal views of the track. Place your bets and enjoy an amazing buffet dinner with drinks!



Commodores' Forum Regatta Prizewinning and BBQ at Middle Island

Located midway between Deep Water Bay and Repulse Bay on the south side of Hong Kong Island, our idyllic Middle Island site provides facilities for dinghy sailing, rowing and sail training. It is here that the Club's fleet of dinghies is kept. Accessible only by the Club's own sampan ferry, the Middle Island site underwent extensive refurbishment in 2013. Relax and enjoy the tranquil surroundings and an exquisite BBQ buffet dinner with drinks – all with great company of course!

Closing Gala Dinner

Indulge in a four-course, black tie dinner with drinks and dance to the music provided by a live band. The elegant Compass Room is the venue for this very special night and boasts 180 degree views of Victoria Harbour. We also have a special surprise in store!

Forum Team

Royal Hong Kong Yacht Club

Partners' Program

Partners are not forgotten at the Forum, as each day features a different adventure.

The Colonial Walk

What are the shared secrets behind colonial and modern buildings? Rediscovering the now bygone 'City of Victoria', the tour looks at the way architecture transformed in the 170 years of Hong Kong History. The tour includes:

- Stories about significant buildings in the colonial period.
- A map package that reveals the secrets of interesting architectural features.
- Lunch at a restaurant operated by a former chef to the Governors of Hong Kong.

Tai O Cultural Experience and Shopping at Hong Kong's Biggest Outlet Mall

Tai O Fishing Village, partly located on an island of the same name and on the western side of Lantau Island in Hong Kong, is a short drive from the city of Hong Kong and is a tourist 'must see' if only to contrast the old and new Hong Kong.

Since the area is divided into two parts linked by a river, the local people come and go by boat. People in Tai O live in houses called 'pangwu' meaning 'bamboo houses' or 'stilt houses', which is very special. The village has a population of 5500, mainly Hakka.



Traditional salted fish and shrimp paste is available at the storefronts in Tai O. For a small fee, some residents will take tourists out on their boats along the river and for short jaunts into the sea. Many tourists come to Tai O specifically to take these trips to see Chinese white dolphins. It is also a good place to see the sunset.

On the way to lunch, we will walk through the stilt houses at Tai O and witness the making of salted duck eggs or soybean drinks by local villagers. Lunch is at one of the renowned stilt house restaurants.

After lunch, we will depart Tai O via restricted local bus to Tung Chung and visit the Citygate, Hong Kong's biggest factory outlet mall where we can find world-famous brands with huge discounted prices.



Introduction to T'ai Chi, Mah Jong and Chinese Culture and Etiquette, Followed by Ladies' Market, Mong Kok

Mah jong: In 1895, Stewart Culin, an American anthropologist, wrote a paper in which mah jong, the most popular game in Asia, was mentioned. This is the first-known written account of mah jong in any language other than Chinese. By 1910, there were written accounts in many languages, including French and Japanese. The game was imported to the United States in the 1920s with the first mah jong sets being sold by Abercrombie & Fitch in 1920. It became a success in Washington, DC, and the co-owner of the company, Ezra Fitch, sent emissaries to Chinese villages to buy every mah jong set they could find. Abercrombie & Fitch eventually sold a total of 12,000 sets.

T'ai chi: An essential part of many people's life in the Orient, t'ai chi can be seen throughout Hong Kong, especially early in the morning. It is the use of internal energy to improve health, relax and increase strength. T'ai chi is an ideal form of exercise, but also perfect for relaxing and for this city, with two feet on the gas, it is a favoured way to unwind and stay healthy. T'ai chi is a series of fluid movements which are designed to keep the balance of Yin and Yang in the body. None of these movements are strenuous, nor are they difficult to learn, making t'ai chi popular with tourists.

Ladies' Market, Mong Kok: After lunch partners will take the coach to Mong Kok to experience the great local shopping at the Ladies' Market (not exactly for ladies only). With over 100 stalls of bargain clothing, accessories and souvenirs, the Ladies' Market on Tung Choi Street provides a 1km stretch on which to practise your haggling skills. It gets its name from the huge amount of clothing and accessories on sale for women of all ages; however, with watches, cosmetics, bags, home furnishings, DVDs and trinkets also up for grabs, you don't need to be just in the market for a pair of nylon stockings to find something within its crowded aisles.

Chinese Cuisine Class and Stanley Market Tour

Pick up the art of Chinese cuisine organized by the Chinese Cuisine Training Institute (CCTI).

Participants will experience the joy of Chinese cooking in a professional and inspirational environment at an exclusive, four-hour immersion course at the CCTI. We begin with an extensive tour of the Institute kitchens, concluding the tour in the demonstration kitchen where your cooking adventure will begin.

To ensure you miss nothing in the lesson, you will also be assisted, throughout the course, by trainees from the Institute and taught by their experienced instructors. As guests you will also become familiar with some of the most modern and technically advanced cooking equipment available today. The cooking ranges are all height adjustable and offer the participants a spacious cooking environment.

This special course includes an unforgettable cooking experience, a lunch prepared by the trainees of the Chinese Cuisine Training Institute, a certificate of accomplishment and a souvenir.

After lunch at the CCTI a coach will head to the south side of Hong Kong Island to Stanley Market.

From children's clothing to home furnishings, you will find an interesting array of little shops selling silk garments, sportswear, art, Chinese costume jewellery and souvenirs in the Stanley Market, a place where the East truly meets the West.

A hard afternoon of shopping is also nicely finished off by a good coffee or tea at one of the many restaurants, which is the reason why Hong Kong locals also frequent the area.

Forum Team
Royal Hong Kong Yacht Club

Participants

As of 26 September the following registrations have been received by RHKYC, with a good many more expected in the very near future:

- Annapolis Yacht Club (two participants)
- Bruxelles Royal Yacht Club (two participants)
- Eastern Yacht Club (two participants)
- Norddeutscher Regatta Verein (two participants)
- Nylandska Jatklubben (two participants)
- Royal New Zealand Yacht Squadron (five participants)
- Royal Perth Yacht Club (one participant)
- Royal Southern Yacht Club (six participants)
- Royal Swedish Yacht Club (two participants)
- Royal Sydney Yacht Squadron (five participants)
- Royal Vancouver Yacht Club (two participants)
- San Diego Yacht Club (one participant)
- Sandringham Yacht Club (four participants)
- Seattle Yacht Club (six participants)
- St Francis Yacht Club (two participants)
- VSaW (two participants)

ICOYC 2014 Cruise: Circumnavigation of Elba



Hosted by Yacht Club Italiano, 21–28 June 2014

The 2014 cruise will be in the Mediterranean, around the beautiful Italian island of Elba with a brief visit to nearby Corsica. The cruise will take seven days, starting and finishing in Portoferaio, the capital of Elba. We have chosen a period when the weather should be good (although the water will still be cool) and before the harbours become too full with summer holidaymakers.

ICOYC cruises are open to all the members of yacht clubs in the ICOYC. They are a great opportunity to sail in waters that are well known to the sponsoring club. Participants in previous cruises – Danish Islands, Pacific Northwest, Southern England, New Zealand – know how enjoyable they are and how they provide opportunities to meet other members of like-minded yacht clubs in wonderful environments. Take a look at the cruise reports on the ICOYC website, www.icoyc.org.

There are four ways for ICOYC club members to join the cruise:

- 1 Charter a yacht in Elba (or nearby) and bring your friends. Arrangements have been made for suitable charter yachts to be available locally. This is the preferred method.
- 2 Bring your own yacht from elsewhere in the Mediterranean. This is the alternative way to build up the cruising fleet and you may want to offer unfilled bunks to others in the cruise.
- 3 Find someone who has space on their boat for passengers (aided by YCI).
- 4 Come as a passenger on board the Italian Navy's fully-crewed 200ft barquentine *Nave Italia*, reserved by YCI as the 'mother ship' for this Cruise. In this way you can take part in a great week afloat without having to get your own crew together.

Provisional Program

Each leg of the cruise will be between 20 and 30 nautical miles. An outline of the cruise is shown below, but every skipper will be able to vary his or her route, joining up with the rest of the fleet for special events during the week.

- Saturday 21 June: Board charter yachts, provision and settle in. Explore Portoferaio

and enjoy the welcome dinner after the cruise briefing.

- Sunday 22 June: We sail to Capraia Island, north of Elba. This unspoilt island has volcanic rocks, stunning views and a small port built around a sixteenth-century castle.
- Monday 23 June: We make our way across to Corsica. Moorings have been arranged in Macinaggio, near Cap Corse in the north of the island.
- Tuesday 24 June: Optional – stay in Corsica or sail back to the west coast of Elba where there are interesting harbours or anchorages for the night.
- Wednesday 25 June: Marina di Campo, Elba. The fleet will rendezvous in this natural harbour with extensive beaches on the south coast of Elba. Wednesday is market day in Marina di Campo.
- Thursday 26 June: We sail on to Porto Azzurro, on the east side of Elba – another beautiful harbour and picturesque town.



- Friday 27 June: We return to Portoferaio in the evening, in time for a farewell dinner in a restaurant selected by YCI near the port.
- Saturday 28 June: The chartered yachts will be returned and everyone heads home.

Details

Cost of the cruise: This will depend on the number of people and boats taking part and each skipper will be responsible for all the costs of his or her crew. Chartering a yacht in Elba is likely to cost between €500–1000 a person, plus any additional expenditure ashore. A berth on *Nave Italia* will cost €600–800 for the week. There will be no advance costs for shore events as each boat or individual will be asked to pay at the time – an approach that worked well during the Danish Islands cruise in 2013.

Travel to Elba: The recommended route is via Pisa airport and Livorno. A visit to Pisa could add a whole new dimension to a holiday in Italy.



Reservations: If you are interested in taking part, please advise YCI soon so we can make advance reservations. The fleet size will be limited as some of the harbours are small and charter yachts are in short supply.

All individual bookings must be confirmed by the end of January 2014. Yacht charter and own-yacht bookings may be made up to the end of April 2014 and will be accepted subject to availability.

YCI and the ICOYC will not be responsible for the safety of participants, individual bookings, travel arrangements, harbour dues, etc., but will assist participants as much as possible.

More information: Contact the cruise coordinators, Paolo Caffarena at Yacht Club Italiano (paolocaffa@alice.it) and John Stork, Past President of the ICOYC (john@jstork.com). Additional details can be found on the ICOYC website, www.icoyc.org, at On The Water/Upcoming Cruises.

Spread the Word

Please share information about this cruise with all members of your club. It is a very exciting event that will be great fun. The cruise will appeal to racing sailors as well as to cruising skippers.

John Stork
Immediate Past ICOYC President
Royal Southern Yacht Club
Paolo Caffarena
Yacht Club Italiano

The ICOYC is active throughout the world, but is formally registered as a Canadian corporation.

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