

WEDNESDAY	DEVELOPING PROGRAMS	MARKETING/ COMMUNICATIONS	ADMIN/ MANAGEMENT	REGATTA AND RACING	GROW SPORT/FLEET CLASS/CLUB/ORG	RULES & OFFICIALS	HANDS-ON/ OUTDOORS	
8:000 - 9:00 AM								
9:00 - 10:00 AM								
10:00 - 11:00 AM								
11:00 - 12:00 PM								
12:00 - 1:00 PM								
1:00 - 2:00 PM	Registration	AROUND THE WORLD of US SAILING - OPENING COCKTAIL RECEPTION (Poolside)						
2:00 - 3:00 PM								
3:00 - 4:00 PM								
4:00 - 5:00 PM								
5:00 - 6:00 PM								
6:00 - 7:00 PM								
7:00 - 8:00 PM								

THURSDAY 2/6		DEVELOPING PROGRAMS	MARKETING/ COMMUNICATIONS	ADMIN/ MANAGEMENT	REGATTA AND RACING	GROW SPORT/FLEET CLASS/CLUB/ORG	RULES & OFFICIALS	HANDS-ON/ OUTDOORS
6:30 - 7:30 AM		SUP FIT Meet on the beach for a Stand-Up Paddleboard Fitness class - all levels <i>Diane Wenzel</i>						
7:30 - 8:30 AM	Registration	Coffee (Exhibitor Pavilion)						
8:30 - 9:15 AM		Welcome Working Together to Grow Sailing <i>Gary Jobson - Past US Sailing President, ISAF Vice President, President NSHOF</i> (International Ballroom)						
9:15 - 10:00 AM		21st Century Sailing Innovation, Inclusion, Customer-Focus <i>Ken Read - President North sails</i> (International Ballroom)						
10:00 - 10:15 AM		How to Survive the Forum - Moderator: Gary Jobson						
10:15 - 10:45 AM		Break						
10:45 - 11:45 AM		Long-Range Planning for your Organization <i>Clay Deutsch</i> (Mediterranean Ballroom)			Industry & Sport Town Hall How can the Industry Work with you to Help Grow the Sport? <i>Moderator - Gary Jobson</i> <i>Jeff Johnstone, Ken Read, Bill Goggins, Wayne Burdick, Matt Hyde</i> (International Ballroom)			
11:45 - 1:00 PM		Networking Lunch *Pick up your lunch in the exhibitor pavilion and move to the area corresponding to the dot on your nametag*						
1:00 - 2:00 PM		Building a Successful Junior Program: Curriculum to Class Offerings <i>Moderator: Cappy Capper</i> <i>Kevin Broome, Katie Tinder</i>	How to Unleash the Power of Social Media and Make it Work for You (in plain English) <i>Bruce McArthur, Larry Bleidner</i>	Recruiting, Hiring, Retaining & Motivating Staff <i>Larry Ledgerwood, John Fretwell</i>	Running Fun Races: Non-Traditional Regattas <i>Summer Green, Nevin Sayre, John Broderick, Jim Quanci</i>	Success with PHRF: Growing your Fleet <i>Dave Ullman, Alan Andrews, Chris Hemans</i>	Race Officials at a Youth Event: Making it Safe, Fair and FUN! <i>Anderson Reggio, Ken Legler, Forrest Gay</i>	REACHing into STEM with Math, Science, and ROV's <i>Jessica Servis, Rachel Miller</i>
2:00 - 2:30 PM		SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH
2:30 - 3:30 PM		move to breakouts						
2:30 - 3:30 PM	Junior Sailing: Beyond Regattas <i>Buster Pike, Nevin Sayre, Joel Labuzetta</i>	"Around the Winch" Fast-Paced Moderated Discussion with Sailing's Media <i>Moderator: Chris Love</i> <i>Alan Block, Craig Leweck, Dave Reed, Kimball Livingston</i>	Lawyers, Nuns and Money: Staying OSHA and USCG Compliant <i>Kellie Crete, Steve Prime, RADM Schultz</i>	Offshore Special Regs Translated to Plain American <i>Chuck Hawley, Bjorn Johnson</i>	Lowering the Average Age of your Sailors: Attracting Youths and Keep them Engaged <i>John Vandemoer, Molly Vandemoer</i>	Judges' & Race Officers' Roundtable: An Informal Discussion - BYO Questions & Problems <i>Charlie Macaulay, Taran Teague, Don Becker</i>	Outboard Engine Repair & Maintenance <i>Lynn Lynch</i>	
3:30 - 4:00 PM	SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH	
4:00 - 5:00 PM	move to breakouts							
4:00 - 5:00 PM	Going Green: Sustainable Practices for Programs and Regattas <i>Moderator: Kate Neubauer</i> <i>R. Mark Davis, Jill Savery, Rich Jepsen</i>	Print vs. Electronic Newsletters: Finding the Best Way to Communicate <i>Stuart Streuli</i>	Helping Sailors Success In Spite of their Parents <i>Dr. Richard Ginsburg</i>	Organizing a Great Regatta: Learn the Secrets of Successful Events <i>Moderator: Anderson Reggio, Randy Draftz, Lou Sandoval, Brad Read</i>	Fleet & Club-Owned Boats Selection - Right Fit for your Club <i>Moderator: Amy Gross-Kehoe</i> <i>Jeff Johnstone, Matt Wake, Jess Gerry</i>	Beyond the Tape Measure and Scale: What is Equipment Control About? <i>Dina Kowalyszyn</i>	Under the Radar Learning: Interactive Drills and Games for Kids <i>Guy Fleming, Ginger Leib</i>	
6:30 - 9:30 PM	SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH	

6:30 - 9:30 PM

Community, Training & One-Design Sailing Awards Dinner
 San Diego Hall of Champions
(transportation provided)

FRIDAY 2/7		DEVELOPING PROGRAMS	MARKETING/ COMMUNICATIONS	ADMIN/ MANAGEMENT	REGATTA AND RACING	GROW SPORT/FLEET CLASS/CLUB/ORG	RULES & OFFICIALS	HANDS-ON/ OUTDOORS
6:30 - 7:30 AM	Registration	SUP FIT Meet on the beach for a Stand-Up Paddleboard Fitness class - all levels <i>Diane Wenzel</i>						
7:30 - 8:30 AM		Coffee (Exhibitor Pavilion)						
8:30 - 10:00 AM		National Sailing Hall of Fame - George Hinman				State of the Union - Big Boat Racing Moderator - Gary Jobson <i>Bill Lee, Stan Honey, Steve Benjamin, Dave Ullman</i> (INTERNATIONAL BALLROOM)		
		Sports Psychology <i>Dr. Richard Ginsburg</i> (MEDITERRANEAN BALLROOM)				National Sailing Hall of Fame - George Hinman		
10:00 - 10:30 AM		move to breakouts						
10:30 - 11:45 AM		Creating a Powerboat Program for All Ages <i>Rob Crafa, Lynn Lynch</i>	Sponsorship Case Studies: Create the Win-Win <i>Dan Kowitz IEG</i>	Club Insurance Is Like Gybing, You have to Think Ahead <i>Steve Prime, Dan Cooney</i>	Race Management Excellence and Technology: It's Not Just for the America's Cup <i>John Craig, Stan Honey</i>	Creating Sailing Opportunities: Diversifying through Outreach <i>Lou Sandoval, Jason Thompson, Dawn Riley</i>	Intriguing and Useful Cases and Appeals: What Racing Sailors and Race Officials Need to Know <i>Dave Perry</i>	One Design Tuning: A Universal And Practical Approach Applicable To All One Design Classes <i>Mike Ingham</i>
		SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH
11:45 - 1:00 PM		Lunch Exhibitor Pavilion (Dick Allsopp's Famous Slowest Powerboat Race)						
1:00 - 2:00 PM		DEMO TIME (Beach)						
2:00 - 2:30 PM		move to breakouts						
2:30 - 3:30 PM		How to Develop an Adaptive Sailing Program <i>Betsy Alison, Maureen McKinnon, Cristina Rubke</i>	Pitch Perfect - How to Sell Sponsorships: Present Your 30 Second Pitch Moderator: <i>Sally Helme</i> <i>Dave Pritchard, Whitney Peterson</i>	How to Make Your Nonprofit Thrive: Structure and Strategy <i>Spike Lobdell, Nancy Glover</i>	Coast Guard - Racing Inshore/Offshore Events: Being Proactive Before its Required <i>John Craig, RADM Schultz, Amy Wirts</i>	Building Aligning Motivating Your Organization: Achieve Your Org's Goals <i>Dean Brenner</i>	Organizing & Motivating a Strong Race Committee Group: How to Make it All Work on the Signal Boat <i>Forrest Gay, Ken Legler, David Sprague</i>	Fiberglass & Gelcoat Repair <i>Joel Hanneman</i>
		SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH
3:30 - 4:00 PM		move to breakouts						
4:00 - 5:00 PM		Grant Writing 101: Building a Strong Case for Foundation Support <i>Margaret Podlich</i>	Maintaining and Sustaining Your Brand Identity: Creative Ways to Increase your Visibility in the Community <i>Shannon Ryan</i>	Collaborations: Community, Class and Club Moderator: <i>Dawn Riley</i> <i>Diane Wenzel, Brad Read, Bob Adam</i>	Building Race Management Resources at Your Club: Recruiting, Training and Supporting Your Volunteers <i>Lynn Lynch, Jen Lancaster, Taran Teague</i>	Sell-Out Cruising Events: Mastering the Sailboat Sunflower <i>Chuck Hawley, George Day, Kevin Wensley</i>	The Rules in the Electronic Age: Technological Innovations, their Advantages and their Pitfalls <i>Bryan McDonald, Mike Martin, Rob Overton</i>	Overboard Rescue Techniques <i>Karen Prioleau, Kevin Broome</i>
	SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH	
5:00 - 6:00 PM	BIC "Un-Regatta"							
7:00 - 11:00 PM	REGATTA PARTY (Exhibitor Pavilion)							

SATURDAY 2/8		DEVELOPING PROGRAMS	MARKETING/ COMMUNICATIONS	ADMIN/ MANAGEMENT	REGATTA AND RACING	GROW SPORT/FLEET CLASS/CLUB/ORG	MISC.	HANDS-ON/ OUTDOORS
6:30 - 7:30 AM	Registration	SUP FIT Meet on the beach for a Stand-Up Paddleboard Fitness class - all levels <i>Diane Wenzel</i>						
7:30 - 8:30 AM		Coffee (Exhibitor Hall)						
8:30 - 10:00 AM		Passion, Innovation and Sailing <i>Jim Clark</i> <i>Cofounder, Netscape Communications Corporation</i> (International Ballroom)						
10:00 - 10:30 AM		Olympic Pathways - Josh Adams move to breakouts						
10:30 - 11:45 AM		Adult Learn to Sail Programs: Attracting New Students and Engaging your Current Members <i>Moderator: Tom Hubbell</i> <i>Richard Jepsen, Sarah Hannon, Mette Segerblom</i>	Homepage Must Haves & Other Website Tips <i>Jared Wohlgemuth</i>	Anyone Can be a Boss, Can You Be a Leader? Focusing and Inspiring Volunteers <i>Larry Ledgerwood</i>	Regatta Safety Planning, Operation & Emergency Response <i>Jeff Johnson, Dan Cooney, John Craig</i>	Keep Those Boats in the Water: Integrating High School Sailing to your Organization <i>Moderator: Mike Segerblom, Bobby Collins, Tim Hogan, Andy Herlihy</i>	Endless Summer: How to Build Year-Round Programming <i>Moderator: Morgan Collins</i> <i>Jen Guimaraes, Patrick Rynne, Alicia Martorella</i>	"Who'll Stop the Rain": How Racing Sailors, Program Directors and Race Officials Can Make Sense of Weather Forecasts <i>Ken Legler</i>
		SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH
11:45 - 1:00 PM		Lunch Exhibitor Pavilion						
1:00 - 2:00 PM		The Post College Crowd: Hear from THEM why they Stay Sailing <i>Moderator: Amy Gross-Kehoe, Joel Hanneman</i>	PR. Make Your Story Matter <i>Bernie Wilson, Jane Eagleson</i>	Emergency Action Plans: What You Need to Know <i>Joel Labuzetta</i>	Classes/Fleets: How to Grow Them, How to Keep Them Strong <i>David Sprague</i>	Growing Membership and Increasing Participation <i>Moderator: Steve Prime</i> <i>Barry Whittall, Robbie Benjamin</i>	What is Seamanship and Why is it Important to Sailors Today? <i>John Rousmaniere</i>	Sailing Directors: Lessons Learned <i>Morgan Collins, Cappy Capper, Emile Barkow, Kevin Broome</i>
		SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH
2:00 - 2:30 PM		move to breakouts						
2:30 - 3:30 PM	The Business of REACH <i>Jessica Servis, John O'Flaherty, Cindy Nickerson, Kurt Holland</i>	Where is Your Regatta Website? Preparing Competitors & Engaging the Public <i>Jared Wohlgemuth</i>	Financial Benchmarking & Yacht Club Survey Data <i>Dan Cooney, Peter Gooding</i>	Implementing an Offshore Safety & Preparedness Plan <i>Chuck Hawley, Sally Lindsay</i> <i>Honey</i>	Bringing the Bottom Up: 20 Coaching Strategies for Larger Fleets <i>Tom Hubbell, Mike Ingham</i>	Team Racing <i>Jenn Lancaster, Joel Hanneman</i>	"Athletes in Hiding" the Truth Behind a Sailing Fitness Program <i>Chris Herrera</i>	
	SAN MARINO	MONTE CARLO	MARBELLA/LAS PALMAS	ST. TROPEZ	MARSEILLES/PORTOFINO	SORRENTO	BEACH	
3:30 - 5:30 PM	Wrap-Up Cocktail Party Sunsail Raffle (must be present to win)							