

# Sailnomics Sailnomics

# A Question For American Sailing Leaders (That's you)

Today I want to pose a few questions:

- What will your junior program look like in 30 years?
- What will the sailing industry look like?
- Who will be the leaders of the sport?



# Willie McBride

US Sailing Team Coach

Former SBYSF Program Director

Former Skiff Squad Regional Program

Founder/Director

Former pro sailor





# The Patchwork

- Volunteers
- Self Trained Professionals
- Sailing industry professionals

This patchwork has come into existence many times in parallel vacuums



# Saving Sailing (Round 2)

Last year I talked about Nick Hayes' book, Saving Sailing

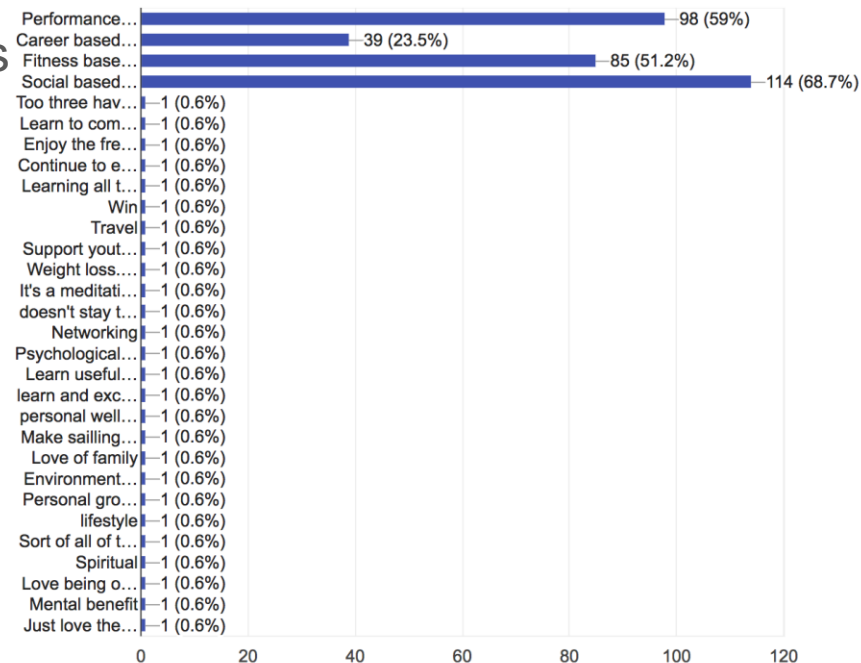
Looked at how to engineer social aspects

organic

He looked at the mechanism; we looked

at the fundamental function

We need to look forward for solutions

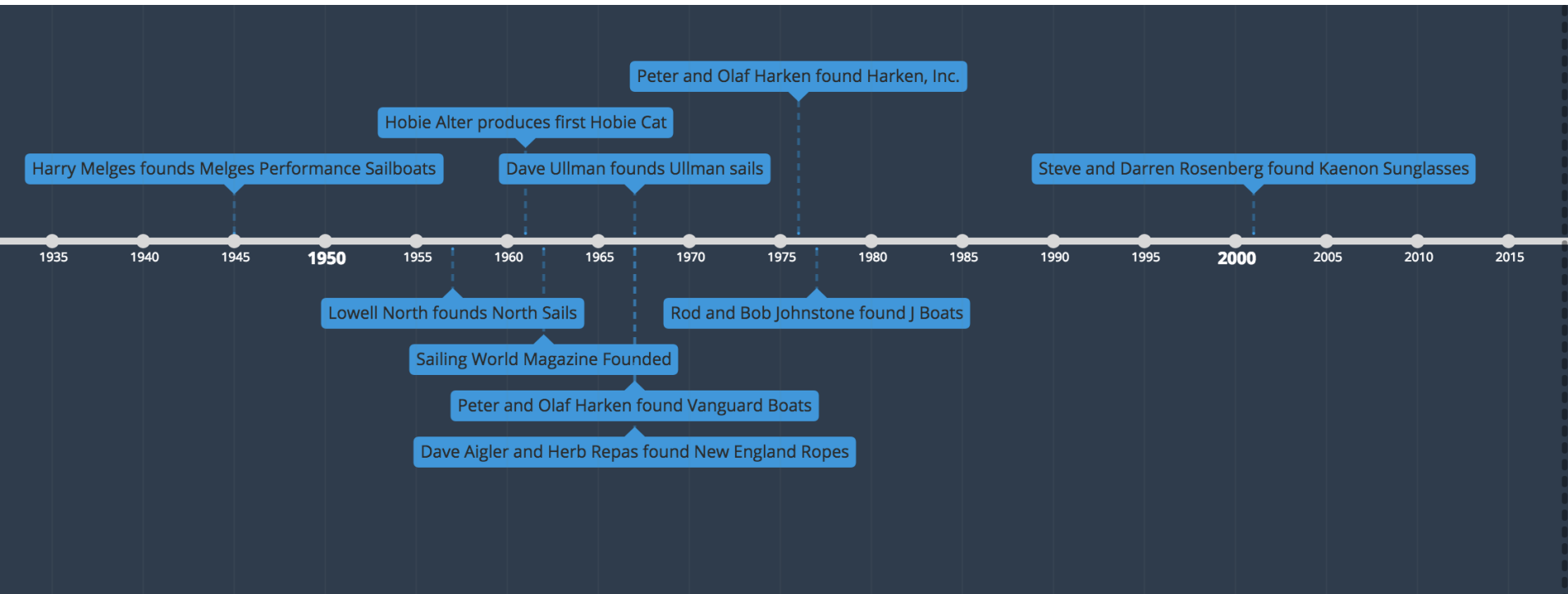


# Lowells Tigers

“Then and now, the company reflects the philosophy of its founder. Lowell North believed that successful sailboat racers make good sailmakers and good businessmen. North, himself, won two Olympic medals: a Gold in the Star class in 1968 and a Bronze in the Dragon class in 1964, and five Star-boat World Championships. North notables, what Lowell liked to call “Tigers,” include such luminaries as Peter Barrett, Eckart Wagner, John Marshall, Heiner Meldner, Tom Schnackenberg, Michael Richelsen, Tom Blackaller, Robbie Haines, Jim Allsopp, Hans Fogh, Vince Brun, Ken Read and Tom Whidden. That list could well serve as a Who’s Who of modern sailing and sailmaking.”



# An Era of American Sailing Entrepreneurs



## Everything down to tactics and the rules:

Dave Perry, Winning in One Designs Column (Age 20-something)

Brad Dellenbaugh, Understanding the Racing Rules of Sailing



# Lessons From The Legends

Conversation with Ullman/Perry

Organic commitment to the sport

Organic fleet growth





# What Changed?

Professionalization of Olympics (1980s) and America's Cup (1980)

Professionalization of junior sports



instead of...  
experience



# Room For Innovation

Some will point out that the low hanging fruit has already been developed

That the USA isn't the manufacturing powerhouse anymore

These likely contribute, but there is room for innovation:

Zhik founded 2001 - Australia

Zim - America

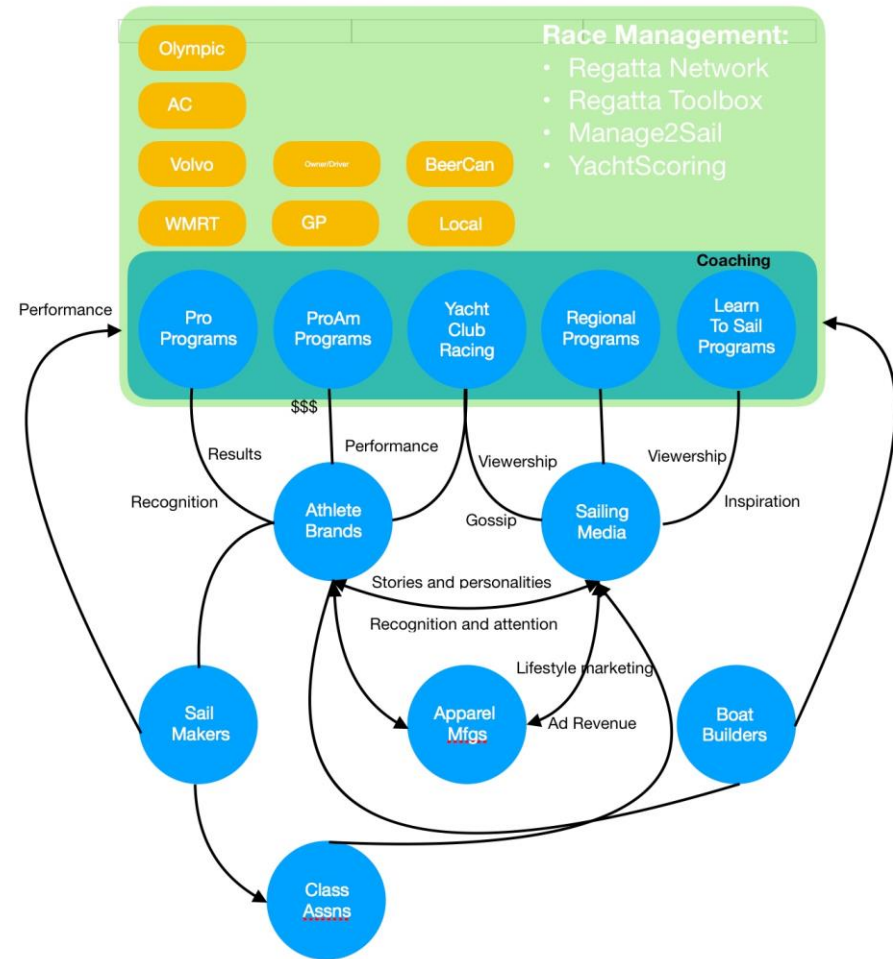
Ozone - UK



# Putting Together The Pieces

How do we build a system that leverages strengths of the whole spectrum of interest groups?

How can we systematically build the mechanisms for youth involvement that previously came about organically?





# Involve Juniors More

Real responsibility/ownership

Liaison with club BoD

Get juniors involved at class association level

**What is the coaching pipeline?**





# Optimize Skill Sets

Professionals allowed the autonomy to make decisions

Volunteer BoD positions are about supporting the professionals.

Be realistic about how much time volunteers can/will allocate



# Better People Make Better Sailors

- Adaptability
- Self reliance
- Problem solving
- Organization
- Collaboration





# Broach The Taboo Topic

## Money!

Follow the money - where are the career coaches?

What would entice your program director to make it a career?

How can we create more feasible business



# Ultimately

Create systematic ways to involve engage younger members with more responsibility.

Create a leader



you are involved.



# Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar** for a chance to win a **free drink ticket**!

*Thank you for attending this session*