



“sell-out cruising events:
mastering the sailboat sunflower”

SAILING **LEADERSHIP** 
FORUM 2014

Intros

- Kevin Wensley, Director of Operations
- Who is Offshore Sailing School
- What is the Offshore Cruising Club
- How the cruising club works
- Why it is successful
- Q&A



Who We Are



- America's #1 Sailing School®
- Celebrating 50 years of teaching over 130,000 students to sail or sail better
- Eight locations
- THE innovators in sailing education
- Founded by Steve & Doris Colgate

Ranked #1* in curricula and instructor quality * *Practical Sailor Magazine*



At The Helm



Steve Colgate
Founder and Chairman

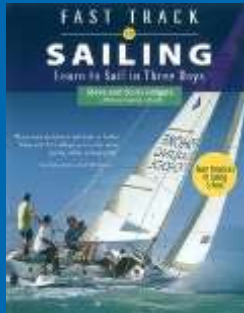


Doris Colgate
CEO and President

US Sailing Award for Leadership and
Excellence in Sailing Education

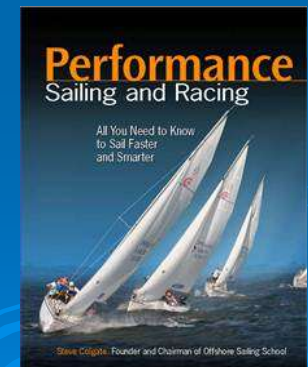


Promote the Sailing Lifestyle



Cruising

Racing



Offshore Cruising Club 1972-2014



2014
Lake Superior
Thailand



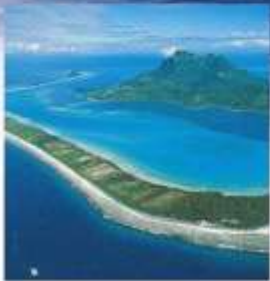
- Started 1972
- Mooring 1969 –Charlie Cary
- Exclusively for Offshore graduates
- At least 2 cruises a year
- Lead by an Offshore Sailing School instructor
- For many years Steve and Doris



Flotilla Club Cruises - Your next adventure under sail!

Back in 1973, Steve and Doris Colgate decided it was time to see the world under sail and take their Offshore Sailing School graduates with them. The very first Offshore Club Cruise was in the British Virgin Islands in August that year. It was such a great success, they kept on going, with several cruises a year to dream locations all over the world.

Call 888-454-1701 and ask about the dates and location of our next Club Cruise!



"I've participated in Offshore Club Cruises in Australia, Bahamas and the Grenadines. I have since signed up for the Clipper Round-the-World Yacht Race which is the only round the world yacht race for amateurs. Thanks Offshore, for teaching me and getting me into sailing!"

Hans Sleutjes - Alpharetta, GA



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Imagine all the places you can see under sail!

We go wherever the wind blows! If you don't yet know how to sail or are feeling rusty and want to get up to speed so you can enjoy these cruises even more—get your sailing credentials at Offshore Sailing School.

We do this every year - please join us as we sail away to our next exotic destination.

Here are some of the places where we have cruised in the past:

- Tahitian Islands of the South Pacific
- Islands of Tonga in the South Pacific
- Coast of Turkey
- Greek Islands
- The French Riviera
- The Windward and Leeward Islands of the Caribbean
- The British Virgin Islands
- Belize
- Croatia
- Bahamas
- Australia's Whitsunday Islands
- Bay Islands of New Zealand
- Coast of Maine
- Canada's Bay Islands
- The Chesapeake Bay
- Lake Superior's Apostle Islands
- Washington State's San Juan Islands
- West Coast of Florida

"The world is yours to see under sail, where would YOU like to go next?"



Sue handles the helm with ease on way to Bequia



Who may participate on Offshore Cruising Club Cruises?

These fabulous cruising adventures on beautiful yachts with lots of room below and great sailing performance are open to graduates of Offshore Sailing School, and their spouses/partners. The three most important requirements for participating in these special adventures are:

1. You have at least Colgate Day Sailing or US Sailing Basic Sailing certification that comes with our Learn to Sail course.
2. You are in good health and have the strength and ability to move about a cruising boat with ease.
3. You have the desire to see the world under sail!



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OFFSHORE CRUISING CLUB
OFFSHORE CRUISING CLUB



Celebrity / Co Promotion

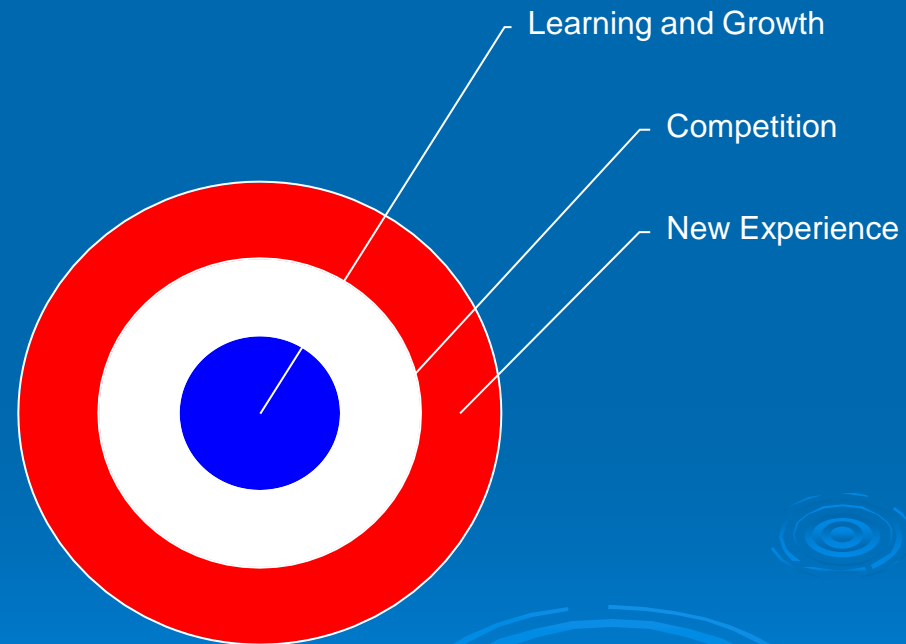
Team Building / Leadership



CRUISING
WORLD



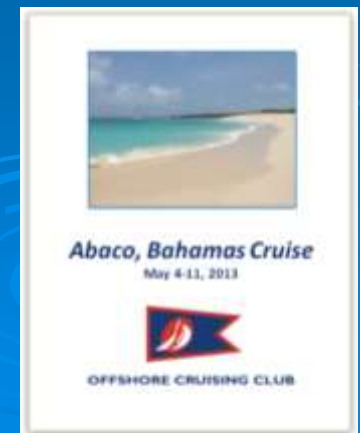
- Provide a new high impact experience.
- Install an element of complex competition in a dynamic environment.
- Personal development and growth.
- Fun and user friendly
- No physical or gender limitations





Things we have learned that make Offshore flotilla cruises successful

- Choosing a Destination - Australia to West Coast Florida
- Boats – accommodations and speed
- Planning ahead – Online about a year out
- Continuous promotion – Every grad, news letters, eblasts
- Manage expectation. Cruise brochure spells it out
- Word of mouth people need to have a good time get feed back
- Cruise leader - Guidelines



Cruise Leader Guide Lines



OFFSHORE CRUISING CLUB

Cruise Leader(s) Guidelines

General:

1. You are representing Offshore Sailing School and, as such, need to show exemplary moral, social and leadership standards along with exceptional seamanship and trouble-shooting skills. There should be no "fraternization" with participants.
2. Set and maintain standards that are outlined in the cruise manual, such as no smoking below, no drinking alcoholic beverages underway, etc.
3. You are responsible to keep the boats together and in working order. This may mean unclogging heads, if the crew is unwilling or unable to do it. You should be the only contact with the charter company. The reason we have assigned skippers is not necessarily because one person is more experienced, but when speaking to the charter company, we want only one spokesman speaking for any of the crew and that person is the Offshore Cruise Leader.
4. Familiarize yourself with every aspect of the cruise booklet for your trip. The others have it and may or may not read it. However, if you have to talk to a crew about what they are doing, you probably have portions of the manual to back you up.
5. Remember, the first day people have had a long and tiring plane trip, they are anxious about their sailing abilities, and they are still wound up from work. It takes them a day or two to get into the swing of things, to relax, and to build confidence. For the cruise leader, the first two days are tough and need constant attention. After that it becomes delightful.
6. When a cruise leader has the privilege and pleasure of bringing along a spouse or another person, that person is also considered a working partner. Quite often it is easiest to split up the social and gathering tasks (setting up the welcome party and get-togethers during the cruise, taking pictures) versus operational (making sure the boats are all in good shape before you leave and operationally sound throughout the cruise).

On arrival - first night:

1. Make your travel plans to get there ahead of the group. Check-in with the charter company and make sure all is in order, including room reservations, if any, (give them the roommate list), the names of the boats we'll be using, when to board

the next day and other details you'll need to tell participants such as navigation and boat check out times.

2. Greet arriving participants and make them feel comfortable. A cruise meeting for all participants should take place before the charter boat check-in to reiterate and emphasize the information received in their booklet. Usually this is scheduled in advance and part of the package paid by all participants and held the evening before the cruise starts. Whether or not the drinks are free should have been spelled out in advance, so make sure you know before the party starts.
3. Special attention should be called to the fact this is a group cruise of the Offshore Cruising Club. Ask that they don't individually talk to charter company base personnel about what sailing experience they may or may not have. Also, make the point that we have chartered the boats and, since we are responsible for them, we must have everybody in the same harbor every night. If they want to go off on their own, then they must charter direct in the future.
4. Reiterate what is not included in the cruise package such as fuel and water during the cruise, beverages, meals ashore, mooring and dock fees, etc.
5. Explain use of the VHF. Charter is to be limited. Each skipper should call the cruise leader first if there's a maintenance problem to see if it can be solved and the cruise leader will then call the charter company if necessary. Any calls to the base should be by the cruise leader.
6. The security deposit, if any, will be shared by all. Let's say there is a \$3000 security deposit per boat with five participants per boat and four boats. Let's say one boat does \$1000 damage on the cruise. Instead of the five paying \$200 apiece, the 20 participants pay \$50 each. Explain "we're all in this together" and damage to a boat is never intentional. At the higher exposure, the five will be playing the "blame game" with terrible consequences.
7. Always discuss dinghies. Each boat should assign a daily dinghy captain in charge of securing the dinghy for towing, anchoring/docking, at dinghy dock and when tied to the boat for the night. Dinghy painters should always be cleaned with a locking tum and the bitter end should be tied with a bowline to a suitable fitting on the yacht. Engines should be tested before leaving the charter dock, and outboards should have a safety line attaching them to the dinghy.

Daily:

1. Before leaving the anchorage each morning, dinghy around to every boat in the group. Go aboard and review the schedule of the day, the final anchorage, any navigational concerns or dangers to avoid, estimated time of arrival, where you plan to eat ashore if it's a restaurant night, what main course they want if the restaurant has requested we give them this information in advance, and ask if there are any problems on the boat.
2. Make restaurant reservations for the foxtilla when scheduled.

Cruise Leader



“The problem isn't the problem, the problem is your attitude with the problem”.
Capt Jack Sparrow