

Print vs. Electronic Newsletters

Finding the Best Way to
Communicate With Members

Speaker: Stuart Streuli



Who am I?

Why am I up here?

- 14-year resident of Newport, R.I.
- Raised in Southern New England
 - Avid sailor since age 8



Director of Communications, New York Yacht Club



Sailing World magazine

Senior Editor (1999-2013)



Member: Ida Lewis Yacht Club 2008-present



Member: Saunderstown Yacht Club 1976-present



Fleet Captain: Newport Laser Fleet 413 (2008-2013)




Expert line coiler



Why Communicate?

Click All That Apply

- Engage
 - Enlarge
 - Enrich
 - Educate
 - Encourage
 - Bolster
- 
- the Membership
- the Brand

With Whom?

- **Members**



With Whom?

- Members
- Potential Members



With Whom?

• Members

• Potential Members

• **Non-**

Members



Before writing any communication, ask
two questions:

Who is this meant for?

Who is this meant for?

Why are we sending it?

Means of Communication

Member news from the New York Yacht Club

Email not displaying correctly?
View it in your browser

NEW YORK YACHT CLUB



Swan 42 Class Plans Spring Fleet-Building Events

The origins of the Swan 42 class go back to early 2005, when Commodore David Elwell started to assemble a group of potential owners interested in the

[Logout](#) | [Public Home](#) | [Member Home](#)



Message from Dan Coghlin, Tennis Chair

Updates for NYC Tennis 2014

1. We are excited to welcome back Hanrah Zangari as the tennis instructor for 2014. We look forward to her continued enthusiasm and expertise instructing our juniors. One small tweak: a t-shirt will be included with the season's lessons.
2. Adult Tennis Leagues: We hope to build on the successful inaugural season of league tennis at NYC. Please consider signing up. Depending on interest, we will offer senior mixed doubles, women's doubles and singles, and open (men or women) singles and doubles. There are a few tweaks to the coming season:
 - Singles will have a combination of weekend evening and weekday evening time slots (so weekend-only singles players can participate).
 - Season scoring will use games won instead of sets won.
 - To discourage no-shows, there will be a carrot and stick:
 - Carrot: league participants who make it through the season without any no-shows (sub: are fine) will receive a coupon for free entry to a club cocktail party.
 - Stick: those who no-show more than once in the season will be kicked out of the league. (No shows were the most common complaint about the league last year).
3. Changes to adult group lessons:
 - Women's tennis clinic changing from 2x/week to once per week at 7 AM on Wednesdays.

[Contact](#) | [Search](#)

NEW YORK YACHT CLUB

[ABOUT](#) [YACHTING](#) [NEWS](#) [CALENDAR](#) [GALLERIES](#) [LIBRARY & COLLEC](#)



2014 Racing Calendar

Eastport Yacht Club




Eastport Yacht Club
★★★★☆ (90 ratings)
1,092 likes · 63 talking about this · 1,058 were here

• Social Club • Boating • Boat Service
• 101 First St. Annapolis, Maryland 21401-0001
• (410) 267-8549
• Tue - Sat 9:00 am - 10:00 pm
• Menu · Support at \$20

Photos · Likes · More · Events

THE ROYAL NORTHERN & CLYDE YACHT CLUB

69697 Yearbook



2012



How Do We Communicate

- Print
 - Newsletters & magazines
 - Annual publications
 - Regatta/event Information
- Digital
 - Email
 - Website
 - Social media



HERE LIES
PRINT?

A rectangular grey granite headstone is set on a matching base. The stone features a central inscription in a serif font. On either side of the text are vertical decorative carvings of a chain-link fence. A horizontal line runs across the base of the stone, just above the base itself. The background shows a grassy cemetery area with some red flowers on the left and trees on the right.

Print Is Dead!

The Prosecution's Case

- Expensive
- Dated
- Space-Constrained
- Assembly required
- Impossible to correct once ~~printer~~ printed
- What? No streaming video?
- Environmentally harmful
- Non-viral

Not It's Not!

The Defense

- Shareable
- Portable
- More Accessible
- Clipable
- Better reading experience
- No story get worse as it gets shorter
- Non-viral
- Institutional memory

No Single Medium is *THE* Answer

Determine the top priorities or goals for your club or fleet and then look for the best tool for the job. There may be more than one answer.



What is Print Good For?

- Yearbooks
- Calendars
- Periodicals
- Marketing collateral

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
August						1 Breakfast or Lunch 10am-2pm Catalina Cruise Call Menu 2-8 pm
2 Brunch 10am-1pm Fried Chicken Buffet Call Menu 2-8 pm	3 Monday Forum Drs Gaffy, The History Society Behind Pesta	4 Club Closed	5 Lunch 11:30am-2pm Wed Wednesday	6 Lunch 11:30am-2pm Bridge 1pm Sail Policy Mtg 5:30pm Call Menu 5-8pm	7 Lunch 11:30am-2pm Dinner 6-9pm	8 Breakfast or Lunch 10am-2pm Call Menu 2-8 pm
9 Brunch 10am-1pm CHRF Summer #4 BBQ ribs Buffet Call Menu 5-8 pm	10 Monday Forum Michelle Howard, The Work of Widerness Youth Project	11	12 Lunch 11:30am-2pm Wed Wednesday	13 Lunch 11:30am-2pm Bridge 1pm Membership Mtg House & Grounds Mtg Support Social Call Menu 5-8pm	14 Lunch 11:30am-2pm Scuttlebutt Deadline Dinner 6-9pm	15 Breakfast or Lunch 10am-2pm Wine & Roses Regatta Summer Photo Championship Call Menu 2-8 pm
16 Brunch 10am-1pm Wine & Roses Regatta Lunch Buffet Call Menu 5-8 pm	17 Monday Forum No Monday Forum— Club Maintenance	18	19 Lunch 11:30am-2pm Wed Wednesday	20 Lunch 11:30am-2pm Bridge 1pm Board of Directors Mtg SDSY Awards Dinner Call Menu 5-8pm	21 Lunch 11:30am-2pm Dinner 6-9pm	22 Breakfast or Lunch 10am-2pm Shabbat Women's Regatta Call Menu 2-8 pm
23 Brunch 10am-1pm CHRF Fall #1 Taco Bar Buffet Call Menu 5-8 pm	24 Monday Forum Maria Long, The Work of Coast Appointed Special Advocates	25	26 Lunch 11:30am-2pm Wed Wednesday	27 Lunch 11:30am-2pm Bridge 1pm Poking Feet 10am Wine Tasting Call Menu 5-8pm	28 Lunch 11:30am-2pm Lobster Night Dinner 6-9pm	29 Breakfast or Lunch 10am-2pm All Hand Cruise to Galeshead Race Call Menu 2-8 pm
30 Brunch 10am-1pm Prime Rib Buffet Call Menu 2-8 pm	31 Red Lungs, How Materials Have Revolutionized Society					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Lunch 11:30am-2pm Wed Wednesday	3 Lunch 11:30am-2pm Bridge 1pm Sail Policy Mtg 5:30pm Call Menu 5-8pm	4 Lunch 11:30am-2pm Dinner 6-9pm	5 Breakfast or Lunch 10am-2pm Labor Day Cruise Call Menu 2-8 pm
6 Brunch 10am-1pm Labor Day Cruise CHRF Labor Day Race Fried Chicken Buffet Call Menu 2-8 pm	7 Happy Labor Day! No Monday Forum	8	9 Lunch 11:30am-2pm Wed Wednesday	10 Lunch 11:30am-2pm Bridge 1pm Membership Mtg House & Grounds Mtg Call Menu 5-8pm SDSY Board Mtg 5:30	11 Lunch 11:30am-2pm Dinner 6-9pm	12 Breakfast or Lunch 10am-2pm Call Menu 2-8 pm
13 Brunch 10am-1pm Charity Regatta BBQ ribs Buffet Call Menu 2-8 pm	14 Monday Forum Peter Schuyler, Research Projects on Santa Cruz and Catalina March	15 Scuttlebutt Deadline	16 Lunch 11:30am-2pm Wed Wednesday	17 Lunch 11:30am-2pm Bridge 1pm Bt. of Directors Mtg 1pm Call Menu 5-8pm SDSY Board Mtg 5:30pm	18 Lunch 11:30am-2pm Dinner 6-9pm	19 20th Anniversary Breakfast or Lunch 10am-2pm Wine Series Club Lido No Call Menu
20 Brunch 10am-1pm Taco Bar Buffet Call Menu 2-8 pm	21 Monday Forum Nick Di Napoli, The Sea Battle of Actium	22	23 Lunch 11:30am-2pm Wed Wednesday	24 Lunch 11:30am-2pm Bridge 1pm Call Menu 5-8pm Poking Feet Mtg 1pm	25 Lunch 11:30am-2pm Lobster Night Dinner 6-9pm	26 Breakfast or Lunch 10am-2pm Fall One Design Regatta Call Menu 2-8 pm
27 Non Kiobar Brunch 10am-1pm CTI Nationals	28 Monday Forum Rsch Rock, What's New at the Zoo	29	30 Lunch 11:30am-2pm Wed Wednesday	September		

Print Success Tips

- Quality, not quantity
- Manageable publishing schedule
- Before or after

The Realm of Digital: Email

Positives:

- Easy & Cheap
- Instantaneous
- Ability to target
- Lots of feedback



But, beware...

- If you get half to open, you're lucky...
- If only half open, how many actually read?
- And are you reaching the “decision makers”?
- Easy to forward

Email: Best Uses

- Regular (weekly, bi-weekly) club updates
- Targeted marketing
- (Semi-) Private club communications
- Press releases

Saunderstown Yacht Club <secretary@saunderstownyachtclub.org>

Having trouble viewing this email? [Click here](#)



Bullseye National Championship
September 6-8th, 2013
Saunderstown Yacht Club

[Weekend Schedule](#)

Friday, September 6th

1100- 1500 Arrival and launch at Dutch Harbor Boat Yard

1400-1700 Check-in at SYC

1830: Meet and Greet for Skippers and Crew

1930: Casual Dinner for Skippers and Crew

Email Success Tips

- Define the purpose of each email
- Consistent Branding
- Boilerplate
- Multiple points of entry
- Interesting subject lines

The Realm of Digital: Website

Positives:

- Capable of storing and utilizing many forms of media
- Lots of bells and whistles
- Infinite space
- Attractive to search engines
- Secure



Websites

Negatives:

- Cumbersome and expensive to build
- Require regular maintenance
- Can quickly become dated, spread misinformation
- A static trap (non-viral)
- Not automatically mobile friendly



Website: Best Uses

- Boilerplate
 - Contact information, directions, flag officers
 - How to become a member
 - Club history
- Member-only info
- Photo galleries, videos
- Regatta information



SAUNDERSTOWN YACHT CLUB

Founded 1927

Members Login

USERNAME

PASSWORD

Enter

CLICK TO VIEW

About Us



Travel North or South on Rte 1A /
Boston Neck Rd in Saunderstown.

Turn onto Ferry Road and go
straight down the hill.

Turn left onto Waterway
Extension near the bottom.

Welcome to the Saunderstown Yacht Club

Saunderstown Yacht Club is a privately owned club situated on the banks of the 'west passage' of Narragansett Bay. Founded in 1927, the club's purpose has been to promote the enjoyment of the resources of our bay. SYC offers activities for the young and not-so-young: active junior sailing and tennis programs, club sailboat races, and single, double, and mixed tennis tournaments allow the summer months to ebb and flow.



Membership

Regular Membership |

This class of membership entitles everyone in the membership unit to participate in Club programs and activities and to use all Club facilities. Regular adult members are expected to participate actively in the volunteer life of the Club by serving on at least two social committees and attending spring and fall workdays. Regular memberships are granted on either a family or an individual basis. Family membership includes two adults and all children below age 21 (or up to 24 if a full-time student) as of July 1.

Membership Process |

Applicants for membership must be sponsored by an active member in good standing and seconded by another membership unit. We encourage applicants to attend club functions as a guest of their sponsor for up to a year prior to applying to become familiar with the membership and the activities we offer.



History

Saunderstown was founded as a shipbuilding community in 1856. In 1889, for

Website Success Tips

- Know your membership
- Limit the buckets
- Utilize outside websites and applications
- Post more photos
- Remember to archive



The Realm of Digital: Social Media

Positives

- Viral, viral, viral
- Easy to update
- Effortlessly multi-platform
- Did I mention it's viral?

But, beware

- No exclusivity
- Mistakes will spread quickly and irretrievably
- Low “open rate”
- Regular monitoring required
- Poor historical record
- Long-term existence of any platform is questionable

Social Media: Best Uses

- PR & brand development
- Fostering community & enthusiasm
- Last-second notices
- Place holder

Social Media Survival Tips

- Proceed cautiously
- Limit administrators
- Put one person in charge
- Turn on alerts
- Protect your members

Social Media Survival Tips

- Consider having more than one page

New York Yacht Club - Main Page

You are posting, commenting, and liking as New York Yacht Club - Main Page — Change to Stuart Streuli

Admin Panel Edit Page Build Audience See Insights Help Show

Invite Your Friends
The more people your Page is connected to on Facebook, the more active and engaging it will be. Invite your friends to build your audience.

New York Yacht Club
OFFICIAL PAGE
★★★★★ (157 ratings)
3,194 likes · 26 talking about this · 752 were here

Organization · Sports & Recreation · Add A Category
New York Yacht Club Official Page Questions or comments:
WebCommittee@nyyc.org (c) 2013 New York Yacht Club All Rights Reserved

About Photos Likes Map

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

New York Yacht Club - Main Page shared a link.
January 22

81 Friends
Connected to New York Yacht Club - Main Page
78 friends like this
6 friends were here

New York Yacht Club Regattas

You are posting, commenting, and liking as New York Yacht Club Regattas — Change to Stuart Streuli

Admin Panel Edit Page Build Audience See Insights Help Show

New York Yacht Club Regattas
★★★★★ (6 ratings)
242 likes · 20 were here

Sports & Recreation · Add A Category
Information regarding regattas hosted by the New York Yacht Club.

About Photos Likes Map

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

New York Yacht Club Regattas
December 31, 2013

Goodbye 2013 (26 photos)

26 Friends
Connected to New York Yacht Club Regattas
25 friends like this
1 friend was here

Social Media Survival Tips

- Consider having more than one page

New York Yacht Club-Harbour Court


You are posting, commenting, and liking as New York Yacht Club-Harbour Court — [Change to Stuart Streuli](#)

[New York Yacht Club-Har...](#) [Timeline](#) [Recent](#) [Admin Panel](#)

New York Yacht Club-Harbour Court changed their cover photo.
December 14, 2013

Happy Holidays from the New York Yacht Club.

Photo by Dan Nerney
<http://www.dannerneyphoto.com/>




Like · Comment · Share 165 14 31
81 people saw this post [Boost Post](#)

New York Yacht Club-Harbour Court changed their cover photo.
June 16, 2013

NYYC's Harbour Court clubhouse in Newport

Photo By: Rolex / Daniel Forster



Like · Comment · Share 58 4 4
261 people saw this post [Boost Post](#)

37 friends were here

Invite Your Friends to Like This Page [See All](#)

Type a friend's name...

Jim McClellan [Invite](#)

Kim Ferguson [Invite](#)

Tobias Gebb [Invite](#)

Reviews [See All](#)

★★★★★

What do you think of New York Yacht Club-Harbour Court?

Augusto Ago De Vita
★★★★★ Bellissimo posto
Like · about a month ago

Steven Jf Scannell
Need some help to build Alerions as a consortium class for schools and yacht clubs. I worked on the Nantucket crew, and would like to put disabled to work.
Like 1 1 · over a year ago

Wladimir Juliano
Sailing in the storm in a small wooden boat...
<https://www.youtube.com/watch?v=qVdMmLZ4JJY>
Like · about 8 months ago

Gordon Harland
★★★★★ 20,000 different types of soap to wash my Grandchildren!
Like · about 8 months ago

New York Yacht Club Invitational Cup

You are posting, commenting, and liking as New York Yacht Club Invitational Cup — [Change to Stuart Streuli](#)


[New York Yacht Club Invit...](#) [Timeline](#) [Recent](#) [Admin Panel](#)

New York Yacht Club Invit...

Unlike · Comment · Share 34 2 2
1,439 people saw this post [Boost Post](#)

New York Yacht Club Invitational Cup
September 28, 2013


2013 Invitational Cup - final day - photos by Jan Harley
(156 photos)



Like · Comment · Share 16 3 1
119 people saw this post [Boost Post](#)

New York Yacht Club Invitational Cup
September 28, 2013

2013 Parade of Nations - photos by Jan Harley
(112 photos)



Like · Comment · Share 14
964 people saw this post [Boost Post](#)

What will be posted (or won't)

- Promotion of club functions
- Outside news
- Photos of members & their families
- Staff information
- Member news/accomplishments

Maximizing Social Media, the Basics

- Post consistently
- Rotate profile, cover photos regularly
- Post photos (galleries are even better)
- Tag members
- Post outside content

Maximizing Social Media, the Basics

- Like all comments, spark conversation
- Don't be afraid to repeat
- Avoid touchy subjects
- Have fun and be creative

TenSpeed Summer Edition

June 2013

Inside TenSpeed :

From Our President – Scott Irwin	1-2
Fleet Update: Fleet 16, Sandusky	3
Welcome Baby Ward!	3
Help Wanted—Looking for a New TenSpeed Editor	3
North Cape Yacht Club: T-10 North Americans Update	4-5
Fleet Update: Fleet 2, Chicago	5
Class Measurement Rules Committee	6
Fleet Update: Fleet 1, Waukegan	7
Chief Measurer Update—Steve Gregory	8
Fleet Update: Fleet 19, Greater Cleveland	8
Game Day Preparation! - Skip Dieball	9-10
Lake Erie Championship 2013	10-11
Tactical & Boat Handling Priorities—Andrew Kerr	12-14
Rebuilding Liberty (Part 2)	15-18
Pimp My Ride: Trailer Edition	19-22
We Want To Hear From You!	22
Three Practice Drills To Jump Start the Season—Andrew Kerr	23-24
Supporting Sailmakers	25
Supporting Suppliers	26
Class Officers	27



From Our President—The Sailing Season Is Upon Us!

Quick is the word and sharp is the action!

The T-Ten sailing season is upon us! There are many events taking shape for what will prove to be an exciting T-Ten sailing season. I want to take this space and the president message to focus on giving everyone an update on the 2013 North American Championship being held at North Cape Yacht Club in LaSalle, MI, July 25-28, 2013.

But first, I want to share what I learned in trailering a Tartan Ten to Charleston Race Week in April this year. First, I always thought that you gauged the age of a tire by the number of miles on the trailer tire itself; this is not true, it is the age of the tire. Our T-Ten trailer tires were 7-8 years old. As 3 tires blew on the way to Charleston, I have learned that T-Ten trailer tires should be replaced every 5 years. FYI, 4 15 belt Firestone Tires equals \$848. Second, squirting lube in the end of the axle via a bearing buddy does not equate to a bearing grease job. The wheels and bearing need to be completely removed, cleaned, and re-greased to be done effectively. Third, the trailer height needs to be perpendicular to the ground at the front and back of the trailer. Our hitch was lower in

the front (4 inches) and this put significantly more pressure on the front axle than the rear axle causing excessive tire heat on the front axle (2 of the 3 tires blew from the front axle). Lastly, a 2 ton jack (bigger the better) is required trailer equipment for any T-Ten regatta traveler. Your truck tire hitch does not cut it!

North Cape Yacht Club is busy preparing for your 2013 North American Championship. Toledo Beach Marina will be a title sponsor and provide launch and dock service as part of your entry fee, no additional cost. A party is planned for Thursday night across the channel at Toledo Beach and live music will be featured both Friday and Saturday at North Cape. Matt Bounds and Barbara Schaffer will team as our on the water race management and we are appreciative to have them, a fantastic team for us! Our goal is

(Continued on page 2)



TenSpeed | June 2013

Page 7

Fleet Update: Waukegan, Fleet 1

By Ray Douglas and Sheldon Wecker

As of this writing, we still have four T-10s (Liberty, American Dream, Straight Jacket, FasTen) that make up our racing fleet although there are at least two other Tens that simply cruise.

During the off-season both the Anchorage and Waukegan yacht clubs hosted several sailing/boating seminars covering a wide range of topics. This summer both yacht clubs will host coordinated races to combine the racing fleets together. Boats race in PHRF fleets on both Wednesday and Thursday nights (paired with J24's on Wednesday, and Evelyn 32's on Thursday) and this year a Wednesday afternoon JAM series is being added as well. Racing is tight and exciting. Last year's Thursday series was decided in an "overlap" finish on the last race of the season. Racing this year will provide larger sections and more competition. The clubs are mutually trying to attract

new owners and teams to join the racing evening series (beer-cans).

The dropping lake levels and shifting sand bars are causing problems for a number of harbors to our North but Waukegan continues to be accessible because of dredging at both the yacht and commercial harbors.

Both teams from Liberty and Strait Jacket will be racing in the upcoming Chicago NOOD and Verve Cup Regattas. Liberty will also compete in the "Chicago To Mackinac Race". Waiting to see if American Dream will be in the Mac Daddy, competing in PHRF section.

Looking forward to seeing the Chicago fleet soon during the upcoming NOOD Regatta!



American Dream



Fast Ten



Liberty



Strait Jacket

Three practice drills to help jump start the season!

By Andrew Kerr

With a great season of sailing ahead, here are three practice drills that are quick and can be done short-handed to help the team get a jump start.

Time and distance drill:

This is a good one to do at any time, particularly prior to a regatta or any race – this will help with getting consistent starts and help either being too early to the line or too late.

Pick a buoy and sail away from it for a minute or so – then tack around and estimate how long it is going to take to get back to the mark at full speed – sheet in and try it – how did we do – early / late or right on?

One thing I have found of tremendous help in sailing different types of boats a lot is referring to Dave Perry's speed, distance and time table out of his book "Understanding the Racing Rules of Sailing" which is an excellent book and a must read.

An example: At 5 knots we will cover 8.44 feet per second. So in a boat like a Wavelength 24 or J24, we will do one boat length in approximately 2.5-3 seconds. Having spent most of my life sailing J24's, I have 5 knots of speed and this equation ingrained in my DNA!

Plan on doing as many time and distance runs as you can – the key thing to take from the exercise is that we want to slow down early on the final approach and not later so we are going "faster than full speed" at the starting signal.

The more and more practice runs you do, the more comfortable you will be in verbalizing time to the line – we are 40 seconds to the line plus a tack. Now, of course, we always need to budget more time as there is bad air and other boats to contend with, current and, of course, that last minute wind shift that may come in.

If you notice that you have a tendency to run the line as a vehicle of burning up excess time, then now is the time to stop that tendency - as in a regatta there will be a boat to leeward preventing you from doing that so never rely on that one!

Leeward mark rounding drill:

Practice this one without the spinnaker so the team can focus on good steering and trimming around the buoy. Practice a "tactical rounding" by aiming at a phantom mark about one and one half boat lengths wide and then trimming up to close-hauled so you are tight on the back side of the mark and at full speed.

Common errors here are that the Genoa trimmer trims too quickly for the turn which stalls the sail and pulls the bow down; so, make it a

goal to trim the sail perfectly to the telltales and the rate of turn.

Another common error is to trim the mainsail in too fast in light air – the boat stalls and loses speed. A slower trim to each point of sail will help keep the boat moving fast in the light conditions.

As you exit the mark, note how close you were on the back side of it and how much speed and height you have and then try it again. After a while, try coming in on starboard jibe and jibing as an integral part of the rounding. This one is trickier and may require trimming the mainsail in at least half way prior to the jibe to get a head start on it.

Also, practice a "seamanlike rounding" with just the space needed in the conditions to round the mark and sail the course (part of the requirement of rule # 18 Mark Room - if you are owed mark room by another boat but do not have right of way) but no more, this practice will help when rounding with traffic.

Spinnaker sailing without the pole drill:

A really good drill to do is to set the spinnaker without the pole and with twings eased to help it fly, then heel the boat to wind-

(Continued on page 24)

More Pics from 2013 Cleveland Race Week





Rebuilding “Liberty” continued...

(Continued from page 17)

angle and depowering fairlead in big breeze.

- ◆ Above deck turnbuckle system. (Finally!)
- ◆ Two primary winches and two secondary winches (again, optimized for combo buoy and offshore racing)
- ◆ Raymarine Wireless Wind and Speed Instruments
- ◆ Converted all navigation and steaming lights to LED.

Phase 6: Painting the Hull

We all know a new paint job does not translate to height or speed; but mentally, a great paint job is a boost! I wanted to stay with red for Liberty but mix it up a bit. I selected a darker Awl-grip red and a metallic silver for the transom with the boot stripes extending directly from the silver transom.

Eddie (Larsen Paint Specialist) prepped the boat by sanding down the old paint to the gel coat. The boat was prepped and taped. The Larsen team used a special device (that, I can't remember the name right now) to precisely



Eddie removing tape after painting completed

mark and tape the boot stripes based on the exact waterline. Once the transom and stripes were sprayed with metallic silver, the rest of

the hull was painted the new red. Now I can only hope the boat sails as fast as it looks!



The newly rebuilt Liberty, ready to splash

Ian Gates and the Larsen team did a fantastic job. They studied the T-10 One Design Rebuild Guide and triple checked all the numbers. Their attention to detail shows in their final product. Also, the entire project came in on schedule and within my original budget plan. I'd like to thank Ian, Mike, Eddie, Mark, Jay, Damon, and Mike Shields for their hard work, expertise and craftsmanship.

As I write this, there are still a couple of critical items that I will be scheduling. First, I will be sending all of the rebuild documentation and pictures to Darren Beck and Steve Gregory. Second, Darren will be coming to Waukegan to certify the keel and rudder. He will also witness as Liberty is re-weighed before going back in the water. If my calculations are correct, Liberty is now approximately 75 pounds under the class minimum weight of 6950 lbs. Once she is weighed, Larsen will be glassing in lead correcting weights just above the chain plates on each side (per the rules). This will bring her to the exact minimum class weight.

I hope this article has been helpful to you. If you are considering a rebuild of your T-10, please feel free to contact me or look me up this summer in Chicago on the dock. I'm looking forward to racing with the Waukegan and Chicago fleets again this summer! Keep a weather eye on the horizon.

Your Opinion Matters

Please “**check-in**” to this session on the Sailing Leadership Forum app
and complete the session survey

Or

Complete one of the yellow survey forms in the back of the room and drop in the box

Thank you for attending this session

