Print vs. Electronic Newsletters

Finding the Best Way to Communicate With Members

Speaker: Stuart Streuli



ussailing.org

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)

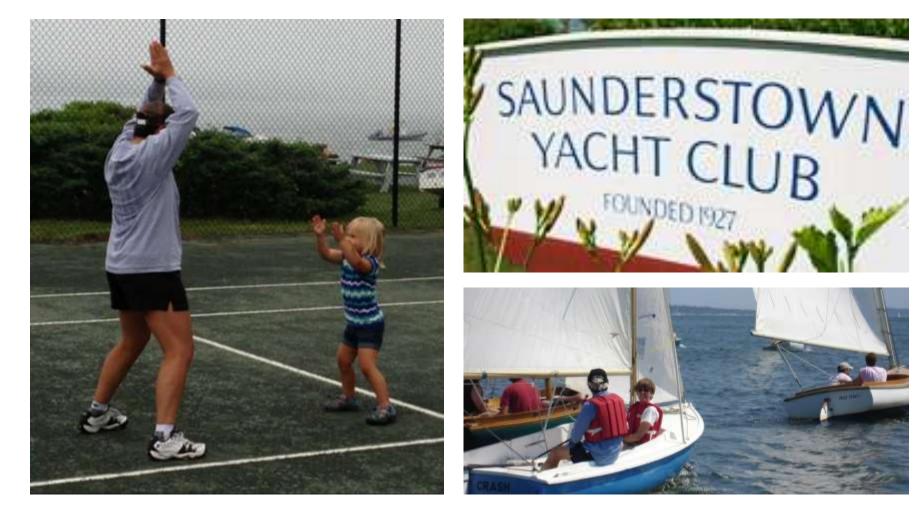




Member: Ida Lewis Yacht Club 2008-present



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 \rightarrow

the Membership

the Brand

With Whom?

• Members



With Whom?

• Members • Potential Members



With Whom?

Members Potential Members Non-



Before writing any communication, ask two questions:

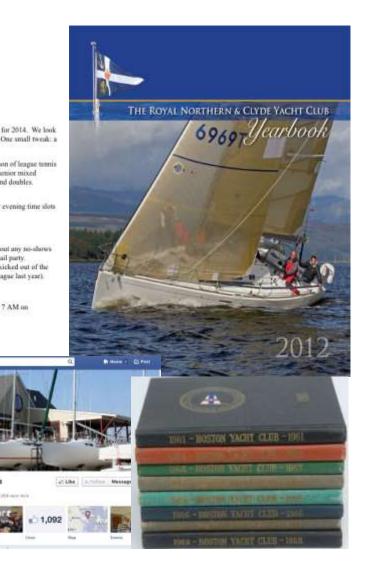
Who is this meant for?

Who is this meant for?

Why are we sending it?

Means of Communication





How Do We Communicate

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



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

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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

rstown Yacht Club <secretary@saunderstownyachtclub.org>

Having trouble viewing this email? Click here





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

Weekend Schedule

<u>Friday, September 6th</u> 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

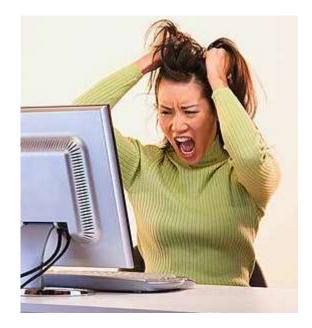


Websites

Negatives:

- Cumbersome and expensive to build
- Require regular maintenance
- Can quickly become dated, spread misinformation
- A static trap (non-viral)



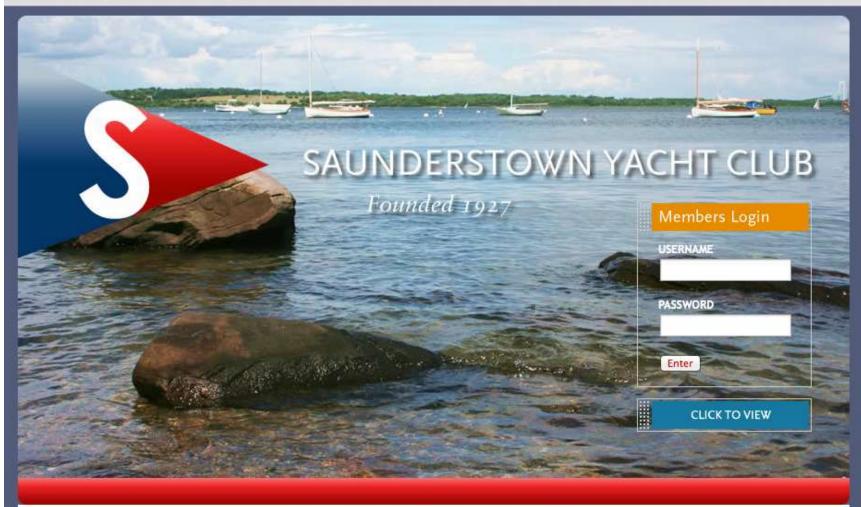


Website: Best Uses

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

Saunderstownyachtclub.org

ne NYYC Training Gmail-SS Newport, RI Forecast NYYC/Admin Facebook News ▼ Popular ▼ Stuff ▼



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Design & Photos by Joe Lee

About Us Jr. Sailing 2013 Bullseye National Login





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.

S> 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



Social Media Survival Tips

• Consider having more than one page



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 une 2013

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From Our President—The Sailing **Season Is Upon Us!**

uick 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 caus-

ing 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)

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Fleet Update: Waukegan, Fleet 1

By Ray Douglas and Sheldon Wecker

s 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 Eve-Ivn 32's on Thursday) and this vear 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 Regat-

tas. 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!





Fast Ten



Straight Jacket



Liberty



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Three practice drills to help jump start the season!

By Andrew Kerr

ith a great season of sailing ahead, here are three practice drills that are quick and can be done shorthanded 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? the take to get back to and try it – how did we do –

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)

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More Pics from 2013 Cleveland Race Week



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Rebuilding "Liberty" continued...

(Continued from page 17)

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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 Awlgrip 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 lan, 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 eve on the horizon.

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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



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