A Delicate Balance: Creating a Successful Relationship with Club Management and Waterfront Staff

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Emma Hermanek
Waterfront Director
Great Harbor Yacht Club, Nantucket, MA

• Grew up in Chicago, IL racing 420s on high school sailing team and sailing and racing larger keelboats during the summer
• 14 years working in the Marine Industry and seven years in Sailing Program Management
  • Started as a basic sailing instructor at Rainbow Fleet Community Sailing Program in Chicago, IL at age 16
  • Instructor at the Lake Champlain Community Sailing in Burlington, VT
  • Captain and counselor at Sail Caribbean in the British Virgin Islands, a youth sleep-away camp teaching sailing, cruising, watersports
• 2 years at Bitter End Yacht Club as a Sailing Instructor and promoted to Sailing School Director
• Started at Great Harbor Yacht Club as Adult Program Director in 2014
• Now currently the Waterfront Director at Great Harbor Yacht Club since 2016
• US Sailing Level 1 Instructor, Basic Keelboat Instructor, Club Race Officer and USCG 25-Ton Captain
Tom Pace  
Vice Commodore  
Pensacola Yacht Club, Pensacola, FL

• Lifelong Waterman  
• Former Pro Windsurfer  
• Olympic Trialist for Windsurfing in 1988  
• Represented the US in 37 countries internationally as a professional sailor and Paddleboard Racer  
• Active in the 111-yr old Pensacola Yacht Club, serving as current Vice Commodore, Chair of Long Range Yachting, and PYC Membership  
• Regatta Chair for Youth and One-Design events including Opti Nationals and the 2020 US Sailing Youth Championship
• Grew up sailing in Wisconsin on Pewaukee Lake and Lake Michigan
• Sail and race dinghies and keelboats, lived aboard my Ericson 29’ for 4.5 years in Tampa, FL
• Over 15 years working in the Marine Industry
  • Started at West Marine at age 16, worked for the company for 10 years up to an Assistant Manager position in the Tampa Bay area
• 10 years of Sailing Program Management
  • Davis Island Youth Sailing Foundation
  • Beverly Yacht Club
  • Annapolis Yacht Club
• Promoted to Clubhouse Manager within Annapolis Yacht Club in 2018 to open brand new facility for the membership this past summer
• Level 1, 2, 3 Instructor Trainer, Powerboat IT, National Faculty Member, ISSA Board Member, ICECP Certificate and USCG 50-Ton Captain
What makes the relationship between Waterfront and Club Management successful?

• Communication
• Strategic Planning
• Staff and Committee Partnerships
How do you get club management, Flag Officers and/or member committees involved in waterfront events?
What are some of the best practices at your club or organization?
Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

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