

Panel: Ask Youth Sailors What They Want

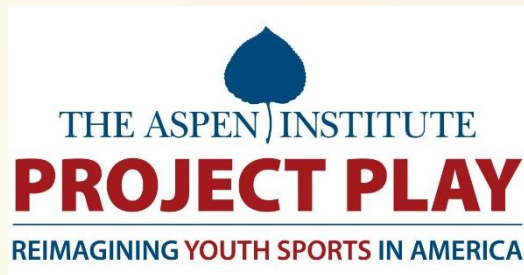
Panelists: Mariana Shand and Will Levy
Moderator: John Pearce

About the Panelists:

Mariana Shand	<ul style="list-style-type: none">• Laser, snipe and F18 sailor, now Nacra 15 sailor• Nacra 15 - US Olympic Development Program sailor• Mission Bay Yacht Club Jr Commodore
Will Levy	<ul style="list-style-type: none">• Instructor/Coach, Charles River Sailing Academy• Beaver Country Day School Varsity Sailing• Junior Instructor, Yale Corinthian Yacht Club• Summer Racing, Yale Corinthian Yacht Club• Sailed and Raced 420's and Lasers

The Challenge: Youth Sports are Organized by Adults

Yet, the number one rule in business is: *know your customer*



“Ask Kids What They Want” is the #1 recommendation of Project Play, a major youth sports research and advocacy initiative from the Aspen Institute.

www.aspenprojectplay.org

Project Play is a HIGHLY recommended resource

THE 8 PLAYS

Key developments in the past year within the eight strategies for the eight sectors that touch the lives of children

1. ASK KIDS WHAT THEY WANT
2. REINTRODUCE FREE PLAY
3. ENCOURAGE SPORT SAMPLING
4. REVITALIZE IN-TOWN LEAGUES
5. THINK SMALL
6. DESIGN FOR DEVELOPMENT
7. TRAIN ALL COACHES
8. EMPHASIZE PREVENTION

What Video Games and Social Apps Do Well

A Kid-Centric environment, with fast feedback loops to adjust to **what kids want:**

- Lots of action
- Freedom to experiment
- Competition without exclusion
- Social connection with friends as co-players
- Customization, and control over the activity
- No parents



**Source: Project Play Playbook: <http://youthreport.projectplay.us/the-8-plays/ask-kids-what-they-want>*

Question #1:

What got you hooked on sailing?

What opportunity (program, mentoring, instruction) opened up doors for you?



Question #2:

Tell us about one of your best sailing experiences so far.

What experience or opportunity are you looking for next?



Question #3



What are the key “ingredients” to get kids hooked?

What about older kids? Tweens and Teens?

Question #4

Where do you see gaps in youth sailing pathways?

Why don't more kids stick with it and become lifelong sailors?



Question #5

What are the areas for growth?

What opportunities would appeal to your peers that have stopped sailing, or haven't tried sailing yet?

Question & Answer

With the time left, let's get some questions from the crowd

IT IS TIME FOR THE **SOCIAL MEDIA MINUTE**

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Thank you for attending this session