

## US Sailing Leadership Forum Sparks Ideas



*Above: Bruce Burton, President of US Sailing, addresses the 2018 Leadership Forum.*

Three members of the Jet-14 Class Association leadership, with support from the class, attended the 2018 US Sailing Leadership Forum in February. President Seth Parker, First VP Ernie Michaud, and District III VP Lenny Wells made the trip to St. Petersburg, FL to hear from a variety of speakers from US Sailing and engage with other club leaders, sailing organizations, and instructors. Ernie submitted the following report, which includes a number of helpful tips for growing your local fleet or beginning a new one. See President Parker's reflections on p. 5 :

### IN THIS ISSUE

Southern Comfort Classic Results.....	3
President's Corner.....	5
Contact Info for Jet Class.....	8
Upcoming Regattas.....	8
SCC Pictures.....	9

The 2018 US Sailing Leadership Forum was a very motivating three days for those working to develop sailing in the United States. Leaders of

clubs, sailing organizations and instructors for local and universities where all there. The small boat companies also had boats to try out at the beach one of the days too. Seth's father and step mother Terry were very gracious hosts in their new home just an hour north of the event. Aside from the ideas listed below I would also say that the keynote speakers where especially interesting with topics of safe sport for our children, communications and marketing to the right people in the manner they are currently looking at, and an intro to the next Americas Cup group formed recently with several East Coast groups and some key financial supporters.

Some ideas:

1. Mixed sailing fleets race together and managed by Portsmouth racing and scoring (not just for a few types of one design) : Also known as PY (Portsmouth Yardstick) Rum Racing where sometimes kept more simply and racing around the buoy and or the more permanent marks and back to a start area, not always around a more formal upwind downwind course. Interesting option is since 1973 this has been managed by US Sailing and is updated annually for changes to the ratings. Additionally this can be done and adjusted for light, medium, or heavy air ratings too. For more information on this go to [offshore.sailing.org](http://offshore.sailing.org) and a handbook is a pdf that is available to all sailors to view.
2. Improve internet information sharing via Facebook and Twitter. Do people get to our site from the outside or not really and what are they searching for.
3. Email blasts to keep people informed if they are not using the Facebook or Jet 14 web site to keep up on things. Text may not be the way to go but many are

attending to that over these secondary communications.

4. Focus (within) on the local active four fleets with extra boats to borrow options so those considering it may be out on the water with someone more often and later consider buying a boat (maybe).
5. Newspaper article or other more formal advertising in the local area with or without other small boat options.
6. Get back to the boat show in Cleveland 2019 January with a goal of water time for those who sign. Commitment necessary by those who may take them out is necessary and maybe a couple of times to entice them more fully and have them share interest with those owning boats to crew on web.
7. More boats onto the web to sell and update that web site some.
8. Summer and or winter meetings for fun and lectures to keep the excitement up – at club for their food or at a home to allow a more bring a dish and party afterwards.
9. Both Club Races and a special event race often more attended and grow if the FUN factor > actual race time > and more equally fun can be the preparation time too
10. Regular or even just a couple of announced or planned “open sail day” on a Saturday morning with maybe mixed crew and skippers so that more skills and social may be had in this process with support boats present and helping people too.
11. Debriefing after the races to help those trying to be more effective and learn to race better.

12. Live video on Facebook, Twitter sharing are both hot places to be sharing our information and what we are doing live. These can be seen and shared by others and that sharing grows as others shares.
13. Coordination of racing and communication via a group of northern Ohio clubs that may normally not interact. For our small boat sailing this might include connecting with Foundry, CYC, EYC, MYC and others like the inland lakes of Berlin Reservoir and also

14. Pymatuning Sailing and also their yacht clubs.

This list is a bullet list of ideas and anyone who is interested in working on any of them contact the group that went or your local fleet representative to try to help engage a few more people into our Jet 14 world. We hope this brings some discussion and please do not wait until summer to contact someone. Sincerely, First VP Ernie Michaud @ #1136 Edgewater Yacht Club. [ernie.michaud@gmail.com](mailto:ernie.michaud@gmail.com)

President Parker reflects on the event on p. 5.



*Lenny Wells (left), Seth Parker, and Ernie Michaud (right) are all smiles at the US Sailing Leadership Forum*

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## 2018 Southern Comfort Classic Kicks Off Season

Seven Jets based at the Asheville Sailing Club were joined by three other North Carolina boats to contest the 2018 Southern Comfort Classic regatta. It was a deep and competitive fleet - five different boats would win at least one race over the course of eight contests. The weather

forecast was a bit ominous, with sustained NW winds in the teens and gusts into the 20s. Barry Saunders and Rebecca Walker (#737) from Carolina Sailing Club arrived with all of their capsized gear in tow. They were joined by Tim Porter and son Lucas from Lake Norman Yacht

Club, site of this year's Jet Nationals. The first race went off without a hitch as Lenny and veteran junior crew Caswell Kern established themselves as the favorites as they raced out to an early lead. ASC crew Bob Mitchell and Teri Fosmire (#1128) were the first crew to sample the pleasant bouquet of the Duke Energy powerplant cooling lake as they got caught in a nuclear puff during a tack and took a trip to Turtle Town up the first beat of the day. Unfortunately, they were unable to recover and had to retire for the remainder of the day. Wells and Kern finished off the fleet with a victory, followed closely by Grace/Pacheco and Porter/Porter. Relative newcomer Chris Dyko and Gary Merrill (#544) showed no fear and raced hard to a fourth place finish.

After three more races, Wells and Kern ponied up to the BBQ buffet line with a small lead over Team Porter. Unfortunately, budget cuts precluded hushpuppies from being included on the menu as the club was still paying off loans from a couple of years ago when Barbehenn showed up and consumed \$562 worth of hushpuppies in one weekend.



*Above: Grace/Pacheco (717), Wells/Kern (1130), and Dyko/Merrill (544) round the top mark.*

Going into Sunday's racing, Wells and Kern were one point ahead of Team Porter, with #483 four points back. Saunders and Walker had a sizeable advantage on the B fleet and merely had to stay upright to win. Well, they didn't exactly do that. In fact, the crowd watching the racing from the

shore at one point thought that #737 was doing capsize drills just to show off. But they popped right back up and killed the last day, taking a 2nd and 3rd and finishing the regatta in 4th place overall and 1st in the B fleet.

The A fleet crown would be decided #1130 and #483 as Team Porter had to leave for home the previous evening. Lenny showed the fleet who would be boss this day by ripping through some practice gybes and tacks before race 6... and then promptly heading into a cove of bushes near the shore and grounding his boat. Apparently a critical pin holding a shroud came undone and emergency measures had to be taken to save the mast. Park officials are still investigating if Hennon's crew had any involvement.

A close victory in Race 7 by #483 left Chris and Kevin one point ahead of #1130 heading into the last race. Alas, proper order was restored and #1130 lead from start to finish to take home the championship in a tiebreaker. Much thanks are in order to the numerous volunteers at the club that made this event possible. We're looking forward to helping Tom, Paula, and Tim put together the Jet Nationals at Lake Norman Yacht Club this August.

-Chris Hennon (#483)



*Above: Sampson/Cannon get a good start near the pin as others find the boat end more favorable.*

See 400+ pictures at [jet14.smugmug.com](http://jet14.smugmug.com)

### 2018 Southern Comfort Classic Results

Sail	Skipper	Crew	1	2	3	4	5	6	7	8	Total
1130	L. Wells	C. Kern	1	1	6	3	3	(7)	2	1	17
483	C. Hennon	K. Trebilcock	(7)	6	1	2	2	3	1	2	17
717	T. Grace	P. Pacheco	2	5	(7)	5	4	1	4	4	25
737	B. Saunders	R. Walker	5	7	4	4	(8)	2	3	5	30
1129	P. Hennon	N. Bunce	8	3	5	1	5	6	5	(DNS)	33
544	C. Dyko	G. Merrill	4	4	(8)	6	6	4	6	3	33
645	T. Porter	L. Porter	3	2	2	7	1	(DNS)	DNS	DNS	37
951	D. Read	L. Beeler	(DNS)	DNS	3	8	7	5	DNF	DNS	56
977	B. Sampson	T. Cannon	6	8	(DNS)	9	DNF	DNS	DNS	DNS	67
1128	B. Mitchell	T. Fosmire	(DNF)	DNS	DNS	DNS	DNS	DNS	DNS	DNS	77

## President's Report from US Sailing Forum

It was a great pleasure to attend the 2018 US Sailing Leadership Forum and learn from some of our sport's leaders. For this event I was accompanied by Jet Class Vice President Ernie Michaud and District III VP Lenny Wells (below). PJ Blonski was planning on going with us but took a tumble chasing Lindsey Vonn down the slopes. The forum was held in early February in St Pete, Florida, which has much nicer weather than Ohio this time of year. For several years I had wanted to attend one of these events to network with other classes and see what else was going on in the sailing world with hopes of gaining information that could help keep our class strong. This happened to be the best attended forum of its kind held by US Sailing. It was great to see that there are so many people with such a strong passion for our sport.



The event kicked off with a beach bonfire to welcome attendees with twirling fire stick jugglers and an open bar, which seemed like a dangerous combination to me! Each morning started with key speakers and then broke into different mini seminars. It began with a few speakers from the very top of our sport. We were all greeted by US Sailing President Bruce Burton, and CEO Jack Gierhart. Gierhart presented us with the US Sailing vision, which can be found on their website, and some inspirational words. We also had the pleasure of listening to an excellent presentation by Susan Woessner, the director of Safe Sport which is an organization dedicated to keeping athletes safe and free from harassment and abuse of any nature. I strongly recommend anyone involved in running any kind of sail camp or organized program becoming acquainted with Safe Sport, you can check

them out on the web.

The last speaker of the morning was a very energetic guy named Brian Fanzo who emphasized the use of social networks to promote sailing. To an extent we do this already thanks to the efforts of Chris Hennon and other contributors, and it would be great to utilize this form of marketing even more. Rumor has it that the Jet 14 class even has a Twitter account. Brian urged people to simply use their phones to go live



on Facebook or post on Twitter as much as possible to reach the masses! The image of the stereotypical millennial usually has someone glued to the screen of their cell phone, so what better way to reach them than stream directly to what they are already glued to! Fanzo's presentation got the crowd all fired up and ready to break into seminars, but only after a delightful lunch.

Since there were three of us and many seminars to choose from, we were able to split off for some of these to get the most of our time that and gather as much information as possible. I chose to sit in on a presentation about club owned fleets. In short this was about using available boats to attract people who might not be able to access our sport on their own. Think about a beginner or a kid in college who may want to try sailing for the first time or might want to see if they like the boat but do not want to fully commit to buying a race ready setup. Many in our class have been very

good about using their own extra boats to get new people involved. There are many active members now who started out borrowing boats from these people, so we know the method is effective. This is also an excellent way to get people into the sport and develop them into crew!

The next breakout session I sat in on focused on the collaboration between multiple yacht clubs in the Chicago area to generate a stronger sailboat racing program. This large sailing organization called CASRA, Chicago Area Sail Racing Association, brought together five local sailing clubs to solve several problems that we have probably all experienced. One of the main issues with having so many great sailing venues so close together is overlapping events. Having many events is great but having fewer great events which more participants can attend is the greatest! This concept also allows for sailors to experience things they may not have access to at their own club, such as well-organized race committees, different regatta formats, and hopefully more youth sailors getting involved. Another great idea given by one of the CASRA club commodores was getting local powerboaters involved in our sport. We are always looking for extra volunteers on and off the water, extra crash boats, or maybe even crew and powerboaters are an excellent resource. If we put aside the whole blow-boat vs stink-boat thing we can find that both these groups of people have a lot more in common than what might be realized, especially a passion for the water. I bet if asked, a powerboater might even be curious about learning how to sail if someone was willing to take them out a few times. Let us not forget our fuel driven brothers and sisters!

Rise and shine, it's time for day two! From 6:30 to 7:30 am there were sailing fitness classes held on the beach...we decided not to attend. A coffee hour was hosted at a more reasonable time which we were not going to miss! Accompanied with the morning caffeine buzz was an excellent chat about the history of women Olympic sailing. It was great to hear from some of the female legends in our sport telling stories of struggle and triumph and their journey to competing at the very top. This was followed up by an excellent keynote about branding by Ron Tite, I think Ernie walked away with some excellent marketing

ideas from Tite's presentation. To finish the morning off, I attended a mini session about kickstarting kiteboarding which seems to really be taking off.

After an incredible lunch, the fun on the beach began. Zim sailing and other vendors set up many demo boats, and our very own Ernie Michaud was one of the first to hit the water. For a small fee, I am willing to share a video I took of Ernie and his crew as they try to get off the beach in almost no wind. Lanny and I elected to enjoy the warm weather and watch the foiling kiteboarder zip around as the breeze picked up later in the afternoon. This was also an excellent opportunity to network with many sailors from all over the country who all had different backgrounds and different ideas to share about their own sailing programs. After getting a quick tan, it was back to it with the break away sessions. This time we talked about team racing and how it helps to get more sailors involved. This format is used quite a bit in high school and college sailing but is not seen as much beyond this. Team racing can be organized for sailors of any age, in any one design class. This might be fun for some of our fleets to experiment with, or we might even be able to implement this concept in a regatta.

On the final day we missed yet another chance to experience fitness classes on the beach, wish I could avoid that snooze button. We managed to make the free coffee hour again, this time with a rules question and answer seminar by Dave Perry. Lenny was so drawn in by Dave's charisma that he promptly went to the US Sailing booth and purchased all of Dave's rule related books. If you haven't read any of these, Dave does an excellent job of explaining how rules apply in different situations. This was followed by an exciting presentation focused on the Bella Mente Quantum America's Cup campaign, which took up most of the morning. After another great lunch, I think it was roast beef?? Ernie and I headed to the beach to catch Mike Ingham sharing some of his secrets to success. The final presentation of the day was probably one of the coolest in my opinion. The presenter knew absolutely nothing about sailing but was an expert in youth sports. In short, the presenter's main point was that many youth sports are losing participation because of the stress on winning and not on providing fun environments for young athletes to develop friendships and build character. He explained that pushing young athletes too hard at too young of an age makes it difficult for most kids to actually enjoy the sport. Specialization in one sport also restricts kids from developing athletically, many elite athletes grew up playing multiple sports. Supporting the progress of young athletes rather than just success encourages the mentality that its ok to fail and promotes a positive learning environment. This was a great talk to end the forum with.

I would say the networking and hearing about how other sailing groups are experiencing success was equally as valuable as sitting in on any of the break out seminar sessions. Many conversations between break out seminars gave the three of us a lot to talk about. Most of our discussions involved how to get people interested in sailing in the Jet 14 class and keeping them. It seemed that the forum correlated gaining new interest in sailing with marketing through social media, and good branding techniques. Chris Hennon has been pushing us along this path this year, and it is about time we give him a little more help. Learning to "go live" of the Facebook is simple and something that anyone with a phone and the FB app can do. I am not as familiar with Twitter, but Ernie assures me that it is really cool, and all the kids are using it. If the kids are into it, then that's where we need to be. As a challenge, a mystery prize will be rewarded to anyone able to get Marion Zaugg signed up to use FB or Twitter, fake accounts do not count! Ernie is also working on some new marketing brochures for the class which will help our brand pop out of the 90's which I'm pretty sure was the last time we came out with new brochures.

Since we have some ideas on gaining members, the final step is keeping them. No, we can't just duct tape sailors to Jet 14s and expect them to not figure out a way to escape. I believe our success will be found by doing something that we are already pretty good at, which is making sure everyone has a good time. Keeping new sailors involved is especially challenging. It can be frustrating for a new comer to get lost in all the technical aspects of sailing and often finding themselves in the back of the fleet. This is something we can address at the fleet level by having tune up days, getting more experienced sailors in the boat with new skippers, maybe having some fun style races, and just creating a welcoming environment in a sport that can sometimes seem a little intimidating. When I mention fun style races, Lenny, Ernie, and I came up with a few ideas that might be interesting to try at club races sometimes. If there is a clear divide in talent in a fleet, maybe have the lead boat not fly a spinnaker giving the slower boats a chance to catch up. Team racing was a big topic at this event and might be another fun way to keep less experienced sailors more involved in the race. In the end it comes down to our amazing fleet captains and race organizers, these are the people that are already doing a great job of getting and keeping us all out on the water and I thank them for their dedication. We walked away with a great deal of information from this event, and I hope that I have shared enough to get people thinking. If there are any questions, please feel free to contact me or to check out the event website at <https://sailingleadership.org/> there is a great deal of information here including most of the presentations and keynotes in the event archives.

Seth Parker

Jet 14 Class President

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### Upcoming Events

Mohican Chiefs	May 26-27
Irey Memorial	June 2-3
Cleveland RW	June 16-17
Governor's Cup	June 16-17
Wren Regatta	June 17
Independence Day	June 30-July 1

2018 Nationals at Lake Norman YC,  
Mooresville, NC

**AUGUST 8-11 – MARK YOUR  
CALENDARS!**

### Contact Us!

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### Jet-14 Class Online

Website: <http://www.jet14.com>

FB: <https://www.facebook.com/groups/65507183048/>

Twitter: <https://twitter.com/Jet14Sailing>

Pictures: <http://jet14.smugmug.com>

News Blog: <https://jet14.wordpress.com>

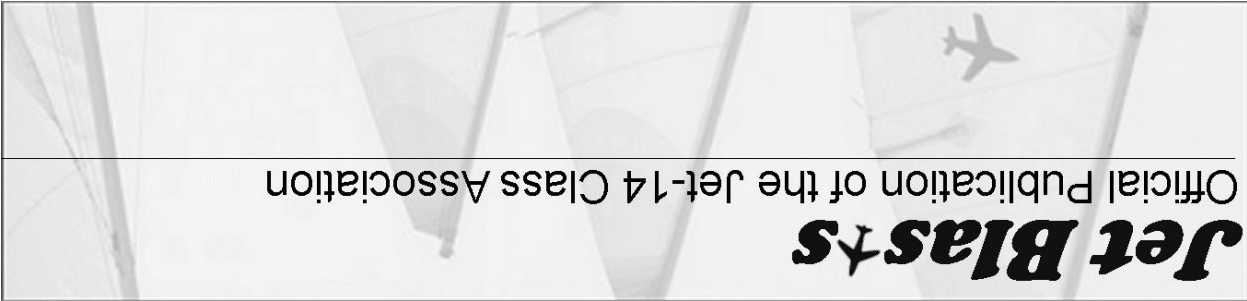
Membership: <https://www.jet14.com/membership>

Email: [https://groups.google.com/forum/#!forum/jet14\\_national](https://groups.google.com/forum/#!forum/jet14_national)



# Jet-14 Southern Comfort Classic Photos (Credit: Brad Cole)





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