



Fleet 51 – Spring Racing (L-R: Brent Benson, Doug Brown, Charles Smith)

Jet 14 Marketing Update

Dave Michos

Some of you may only think of marketing Jet 14s when you try to sell your boat. But how do we sell our Jet 14 Class?

Over the last decade, our Class has marketed itself in bits and pieces. During my stint as marketing director, I'll be uniting all those efforts into one marketing plan under the **“Four P’s of Marketing:”**

Product: Sailing and Buying a Jet 14. Major tasks: (1. We need to promote the uniqueness of the Jet 14: small boat with a spinnaker keeps the racing a challenge. The boat can be competitive with many crew weights; 2.)

Expand limited buyer choices with Find A Jet 14 Campaign; 3.) Bring supply and demand closer together with a

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Class Officers/Board Members

President:	Sean DeFusco 401-405-0493
First VP:	Dave Michos, Fleet 60 216-261-9922
Second VP:	Chris MacMurray, Fleet 61 703-680-4847
Secretary & Treasurer	Joy Shipman 401-423-105
Chief Measurer:	Marion Zaugg; Fleet 4; 419- 295-5555
District I VP:	Charlie Engler, Fleet 51 908-464-5564
District II VP:	Sue Michos Fleet 60 216-261-9922
District III VP:	Pete McKenna; Fleet 61 202- 778-0258
District IV VP:	Dave Japikse, Fleet 63 518-475-3550
Jet Blast Edit:	Ted Reshetiloff; Flt 61; 410- 267-1652
Webmaster	Chris Hennon Jet_1093@yahoo.com

Contacts for Active Fleets

Fleet 3:	Pines Lake SC, Wayne NJ– Jim Ungemach 793-893-5197
Fleet 4:	Mohican SC, Mansfield OH Carol Van Keuren 419-207-0488
Fleet 31:	Saratoga SC, Ballston Spa, NY – Al Tedrow
Fleet 35:	Packanack YC, Wayne NJ – Sue Clark 973-838-9358
Fleet 46:	West River SC, Galesville, MD – Randy Bruns 410-544-5571
Fleet 51:	Hunterdon SC, Clinton NJ – Charlie Engler 908-464-5564
Fleet 60:	Edgewater YC, Cleveland OH – Cliff Peshek 440-724-1232
Fleet 61:	Severn Sailing Assn., Annapolis, MD – Che Hale 410-243-5670
Fleet 62:	Annapolis YC, Annapolis, MD – Bob Putnam 410-263-0283
Fleet 63:	Lake Sacandaga, Mayfield, NY-Dave Japikse 518-475- 3550

builder in growing Ohio. A new “boat in the molds” ready for purchase would promote new boat sales; 4.) Establish class-recommended refit parts making older boats competitive. Make those upgrades commercially available.

Place: Where can you sail Jet 14? With five major venues, we need to strengthen those venues and add more. Our past boat shortage has constrained growth but a healthy supply of boats and promotions will expand our horizons. Sustained attendance at major multi-class regattas can open doors.

Promotion: How do sailors find out about Jets? We have Jet Blasts, Jet14.com, new Class brochures, a video on CD, new boat flyers and boat shows. Joy Shipman will distribute bumper stickers and I’m working on a small Jet 14 poster. Our class creates interest through open multi-class events: Cleveland Race Week, Sail Newport and the Annapolis CBYRA Midsummer-Nights. On the drawing board are articles for Sailing Anarchy, Scuttlebutt and others. Cliff Peshek has put together a fleet building kit.

Price: How much does it cost to get into a Jet 14? We all want this price attractive. Reality says \$1,000 boats will have either frustrated owners or boats that stay in the garage. Our goal is to get a race-competitive boat on the market for \$2,500 including refits of centerboards, jib leads, masts and sweat equity. Pricing of new boats is fairly straight forward.

Much of the above work is complete and the rest will be by our annual meeting this August. The true challenge may be staying with a Marketing Plan rather than focusing on just one or two elements in future years. Any feedback is welcome and the best promotional idea I receive before August 1st will get you a FREE one-year subscription to the Speed & Smarts newsletter.

President’s Message

Sean Defusco

Its time to head outside, feel the sun on our backs, listen to the birds chirping and most importantly get our Jets ready for the season. FINALLY the sailing season is here. Some of you already have a couple regattas under your belt already for the 2006 season. The rest of us better get started if we hope to keep up.

The Jet board managed to get through some tough projects over the winter. All the changes to the specifications made over the past several years have finally been rolled up into one document. Make sure you get a copy if you don’t have one already. The next project is approval of several proposed changes. Nothing radical, I promise. Just some tweaks to keep the class up to date and account for new information we’ve learned over the years. These proposed changes will be circulated to the membership very soon so every member has an opportunity to review the changes before voting. Details on this process will be coming soon.

Overall the class is doing well. Several new Vermillion Jets were built over the winter. I’m sure the proud new owners will be showing them off soon. Memberships keep coming in and it’s good to see new names on the roster. However I couldn’t help notice that a few Jetters are missing; some from the membership list and some from the racecourse in the last couple of years. I want to focus on those of you that fall into this category. I know you’re all busy. We all are. It’s so easy to get sidetracked and miss the whole season. It almost happened to Kerri and me last year after moving

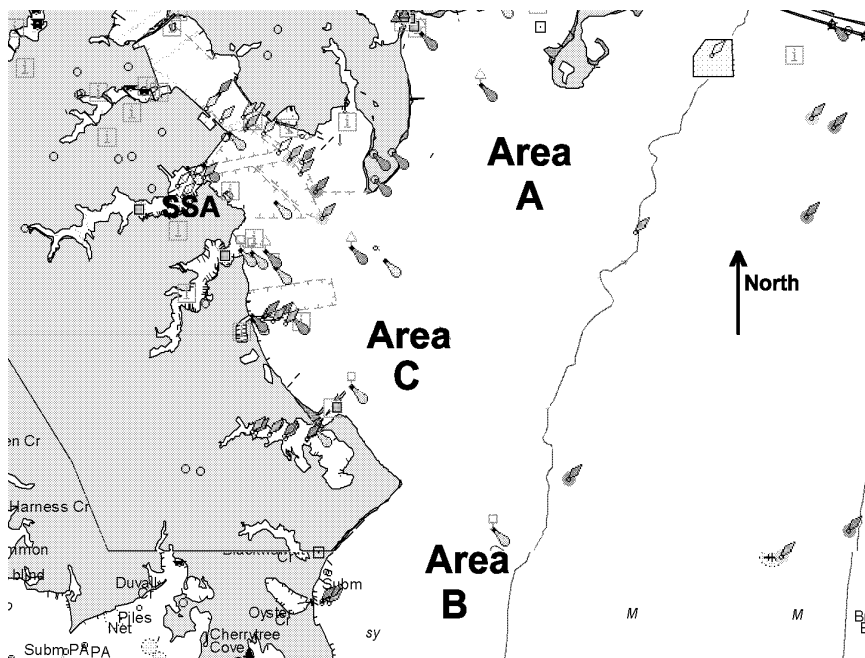


and starting new jobs. Don't let it happen to you. Here's a foolproof plan to get back on the water.

Start thinking back to all your great Jet moments; the first successful spinnaker run, the first big regatta you placed well in, blender drinks on the lawn at Saratoga, surfing the waves downwind on Lake Erie, the time you won nationals by beating Brent in the last race... some imagination doesn't hurt! Now that you're pumped up with these great memories (and dreams), take the following steps:

- Make sure you're actually a class member. Send in your dues if you haven't!
- Immediately look at the Jet schedule. Pick out your favorite regatta(s), and then schedule everything else around it.
- Call all your Jet buddies and tell them you're coming. Ask them to go too and tell them not to let you back out.
- Show up and actually sail. Have fun and get pumped up for the next event.
- If you can squeeze another event in, do it. If not, regret that you can't.
- Do the same thing next year and try to add one more event to your list.
- The Jet Class is a great class, mostly because of our members – all of our members - the ones that come to every event and the ones that we see just a few times a season. It's important to our class for all of us to do our best even if that means participating in just a few regattas. The key is not to give up and don't forget your friends in the Jet class.

See you on the water



Severn Sailing Association Scouting Report

Dirk Schwenk

For anyone that is planning to come in for Nationals, here is your Local Knowledge According To Dirk. Much of what I will say here is fairly debatable, and my law partner Todd and I do regularly debate it, but I hope that it will at least lead you in right direction. Local knowledge doesn't help you sail fast – and I encourage sailing fast – but hopefully it will help you avoid some of the obvious pitfalls of sailing the Chesapeake.

The Racing Area. Annapolis is located on the Severn River, about a mile from its confluence with the open bay. Out of Severn Sailing our racing area is bounded by the Chesapeake Bay Bridge to the North; the shipping channel to the East and the shore and mouth of the Severn to the West. Jets typically sail in Area A, occasionally in Area C, and seldom in Area B. Area A is often described as Whitehall Bay; Area C is off of Bembe Beach. Both A and C have interesting effects caused by channeling of breezes in the rivers and bay, and by current effects based on depth and direction of water. Suffice it to say that area immediately off the mouth of the Severn is a complicated spot, with unknown and probably unknowable current eddies and effects, not to mention channeled and overland breezes coming from a lot of directions.

Wind. Much of what I know about wind here was originally derived from the Severn Sailings Hall of Famer – Dr. Stuart Walker, then tested against personal experience. His book A Sailor's Wind is fantastic, although it can be a difficult read. If you want to know "why" however, that is the source. For short-term wind forecasts, the best sources I know are:

http://tidesandcurrents.noaa.gov/ofs/cbofs/wind_forecast.shtml, which provides animated arrows predicting the upcoming 24 hours, and the Annapolis Capital weather column, which seems to usually get it right. The SSA website has many good resources at <http://www.severnsailing.org/weather/index.shtml>.

Summer wind on the Chesapeake is most typically a thermal generated seabreeze that comes up the bay from the South. Out in the open bay, a typical seabreeze is 180 degrees on the compass, and will have oscillations of 10 degrees either way. Sometimes these oscillations are short in duration, sometimes not. As a default, I typically sail with the



expectation that it will go back to 180, and try to pick my lifts based on that. According to Dr. Walker (and my experience) the Southerly will channel into the mouth of the Severn. For the sailor, this means you can have a persistent lift on Port tack if you get too close to the mouth of the river. This is not an oscillation that will come back, and therefore it is very difficult to get out of the right corner. If the tide is flooding into the mouth of the river, the effect is compounded, and you will get less breeze, worse current, and horrible angles coming back. Been there, done that. Not fast. For this reason, if the mouth of the Severn is in play, I generally favor the stronger breezes on the left, toward the deep water. If the tide is adverse in the deep water, however, its easy to over commit.



Che Hale, SSA Fleet Captain, Frostbite Start

If it's not a seabreeze, second most likely is a frontal breeze – usually a Northerly blowing down the bay – although this is much more typical of Spring and Fall racing. In a Northerly, particularly if the current in the deeper water is running North to South (which it almost always is), it seems to regularly pay to head left (looking upwind) into Whitehall Bay. My guesses as to why this works are: 1) avoidance of adverse current; 2) positive current caused by an eddy; 3) once you are to the left, you tend to get lifts to take back right, because of channeling coming out of Whitehall creek (that is the creek at the top left of the chart). In light air and adverse current, going hard left may be the only possible means of getting far enough out of the current to make headway. If it looks as though its going to be East or West, and the specifics of sailing off Bembe Beach in area C ... your guess may be as good as mine.

Tide and Current. The best means to gauge tide and current is check out which way the anchored shipping is facing. There are typically a few tankers or freighters anchored South of the sailing area, in deep

water. They will tell you what is going on in the channel. Because the Chesapeake is partly a big river, most current runs North to South toward the Ocean. Dr. Walker did a tide study a few years ago (with the help of our own Bob Putnam). His thoughts became a Sailing World Article and his notes are on the SSA website:

<http://www.severnsailing.org/weather/tidalcurrenteffects.shtml>. He boils it down to this:

- Beating against the flood in a southerly: In a southerly, wind shifts often negate the effect of the current.
- From FB (“Flood Begins”) to 3 hrs after FB - Go right (on port) to the Starboard layline
- From 3 hrs after FB to EB (and into EBB) - Go left (on stbd) to close to the port layline
- Beating against the ebb in a Northeaster: In a northeaster, current usually trumps wind shifts
- From EB (“Ebb Begins”) to 4 hrs after EB - go left (inshore) on Starboard - then out on or above the port tack layline.
- From 4 hrs after EB to 6 hrs after EB - go left but tack out under the port tack layline

Hope this helps – feel free to ask questions on or off the water!



Ted & Claudia Reshetiloff finishing a Frostbite Race

Spring Thaw '06

Barry Saunders

In temporary exile from customary digs on Lake Norman, the Spring Thaw took place April 22-23 on Kerr Lake near the NC/VA line at Carolina Sailing Club. Our 8-Jet scratch sheet shrank to 4 boats, alas, in the run-up to race day. It turned out to be an Ohio/Carolina event: Dave & Sue Michos in 217, Marion & Carol Zaugg in 1132, Tom Grace and Paula Pacheco in 717, and Dan Albert and me in 962.



A front came through Saturday with some lightning just as we were headed out on the course, and we wound up canceling races for the day. Sunday's weather was much nicer, with winds building toward 10 knots through three races. The Zauggs won the longer first race, on a modified Olympic course, and the Michoses won the second two, on windward-leeward courses.

Saturday afternoon, after a Club social and snacks in the "Glass House," Jetters reconvened under a picnic shelter on a nearby peninsula, at the camp area where several of us stayed Friday and Saturday nights.

All participants took home hardware: really nice mugs designed by Tom!

All told, this was a very nice weekend of sailing and camping.

Help Wanted

Jet Blasts Editor Needed

This is the last year Claudia and I will be producing the Jet Blasts and we are looking for a replacement. MS Word proficiency is a plus but not required. Four issues produced per year. Candidate to be approved by Class Board of Governors. Interested contact Ted Reshetiloff 410-267-1652 ted_reshetiloff@yahoo.com

Crystal Bowl 2006 - West River SC

Gary Montesana

The West River Sailing Club hosted the annual Crystal Bowl Regatta on May 20, 2006. A total of 12 Jets participated and were treated to a broad range of exciting conditions. Four windward-leeward races were held in a westerly ranging from 5 to 20+ under a sky that was filled with more sun than clouds.

There was a brief postponement to let almost everyone get out to the racecourse in a rather light westerly. However, once the first gun went off someone decided to turn on the fan. By the time we reached the first windward mark, outhauls were max'd and vang's were on! These conditions, which included oscillating shifts of 10-20 degrees, persisted throughout the day and we even saw some gusts that felt to be in excess of 20.

We saw a number of new faces that challenged the difficult conditions. Charles Aler was out soloing in 1084 ... we promise to never let you leave the dock again in conditions like that without another set of hands. Jack Saunders sailing with Bert were out in Old Blue (737). Paul Mettus, a WRSC member, and his daughter Kailyn borrowed the recently restored

(thanks to Randy Bruns!) WRSC fleet boat (1075), saw their first Jet action and were interested enough to consider getting a Jet of their own sometime soon. Lastly, RJ Bay, an Opti sailor, did quite well sailing Best Jet Yet with Todd Lochner as his rock star crew.

As for the grizzled veterans, we saw a few capsizes and experienced (first hand) moments where a capsize appeared to be imminent. James and Peter McKenna recovered from a capsize, or at least a swamping, in race 2 to almost win race 3 and took show honors and won the battle of the frostbiters.

As for the racing, if you had the boat handling aspect of the game down, the focus near the front of the pack was all about staying in phase and, secondarily, staying in pressure, especially downwind. While going fast was important, it was probably more important to be on the favored tack or jibe. And if that didn't work, it was always good to be lucky, as we were in two downwind finishes when we rode significant velocity down to the leader.

Once onshore, we were able to take in some video that was shot during the day. Why is it that windy conditions never translate to video?

We had a great time and thank WRSC for allowing us to enjoy their wonderful facilities.



The ever-photogenic McKenna's at the Crystal Bowl

FLEET REPORTS

Fleet 51 - Hunterdon Sailing Club

Charlie Smith

The spring series got underway on May 7 with three Jets on the starting line. Four weeks into the season we have had six different Jets on the water. If we can just get them there at the same time, we'll really have something going!



Brent and Barbara Benson, Charlie Engler with Stacey Bachenheimer or Anita DeMatteo, Charlie and Joanna Smith, Doug Brown and Susan Mallows, Guido and Simon Bertocci in their newly acquired #1148, Vim Einthoven and Art Roswell and Nicky Einthoven sailing with Elliot Zimmerman have all joined in the racing. For the most part the racing has been close with boats showing equal speed top to bottom.



Charlie & Joanna Smith at Pines Lake

In addition, we sent five boats to Pines Lake for the first leg of the District 1 Championship. Doug Brown sailing with his daughter Kelly won the five race two throw-out regatta with three firsts before the lunch break. Pines Lake's Chris Adams with his son Tyler won the afternoon session with two firsts sailing #458 with a deck stepped wooden mast and no spinnaker! Brent and Barbara Benson were a close third followed by Charlie and Joanna Smith (thanks to the two throw-out format!) and Howie Ungemach of Pines Lake in fifth. Also present from HSC was junior sailor Caleb Zimmerman at the helm with his father Elliot at the front of the boat and Nicky Einthoven sailing with Anita DeMatteo. There were a number of boats at this regatta with juniors which was great to see and good for the class. Leg two will

be at HSC on August 19 and leg three at Packanack on October 7.

The annual Wren Regatta to be held on July 22 - 23 at HSC will again be split into a Junior/Novice day on the 22nd and an Open day on the 23rd. This will be a great warm-up for Junior Nationals so if you're planning on doing Nationals, put this event on your schedule. The Novice Division is open to anybody who doesn't normally skipper a Jet 14. The crew position can be manned by anybody. This is a great opportunity to give your crew a chance to drive and for you to experience what it's like to sit up front.

FLEET 4 - Mohican Sailing Club

Carol Zaugg

Fleet 4 at the Mohican Sailing Club has had a positive off-season. Stewart FitzGibbon sold #1091 to Dave Crist of Zanesville, Ohio who has joined our club and fleet. Dave is an outstanding sailor with years of sailing and racing experience in small dinghies including Mirror dinghies. Stewart sold his boat because he has ordered a new Vermillion fiberglass Jet. Not to be outdone Mike Chambers sold his Jibotech to a New Jersey owner and has ordered a new Vermillion fiberglass Jet.

Several of the guest sailors at our recent regattas have also stepped up and have purchased or are looking for Jets to purchase.

We are looking forward to a summer and fall development regattas - one at Sandusky Sailing Club and the other at Cowan Lake near Cincinnati. Both of these events are being organized with the main focus on generating more interest in Jet-14 sailing and racing.

**We know you own Digital Cameras!
Bring them to Regattas!
Give them to Race Committee!
Take pictures of Award Ceremonies & Parties!
SHARE THEM WITH JET BLASTS!**

Fleet 60 Edgewater Yacht Club

Cliff Peshek

This has been a busy winter for Fleet 60. Our focus continues to be on fleet building. Last year we had 9 boats registered for our club races, one short of our 2005 goal. This winter we set a goal of 15 boats for 2006. At this time we are at 14 boats with very good prospects of meeting or exceeding our goal. There are a few key ingredients to this growth. First of all, we have a great boat and class to promote. The Jet-14



Tight Racing at Pines Lake

fills a very nice niche for a lot of today's sailors. The increasing availability of good used boats is essential to fleet growth. The "find a jet" campaign is already responsible for two boats being bought. Another key to our success is our local racing program. Our race administration has been fantastic, mostly due to a few key volunteers: Joe and Ginia Volter, Brian McSweeney, and Al Hensel. Joe is our PRO and is a reliable as they come. Brian, Ginia and Al take care of the mark boat, safety boat, timing and scoring. As a result, we have established a very serious racing program.

A very popular aspect of our racing is our individual scoring system named for its inventor, Jonathan Histed. Under the Histed system, each sailor is scored individually. This means that you can compete from race to race and week-to-week sailing in any boat in either the crew or skipper position.

We have developed a nice atmosphere around our racing. The competition is good, but never contentious, and we always have a great time during the post race gatherings. On the social calendar, we plan one event per quarter. This winter our Fleet meeting was held in conjunction with a bowling party, in the mid-summer we have a cookout, and in the fall we have the famous Chili Bowl. All the while, we stay in good communication with the fleet through frequent emails and fleet meetings. The Jet-14 Fleet has become known as the friendliest around and the most fun to sail in.

Fleet 60 has gotten great support from our Class Secretary, Joy Shipman. She is always willing to help by doing mailings to any new Jet-14 prospects. Fleet

4 in Mansfield has also been a nice partner to Fleet 60. The two major MSC regattas, Mohican Chief and Halloween Classic, make Jet-14 racing all the more enjoyable.

We have a boat setup and tuning seminar in the early spring. We also had Greg Koski of Doyle Sailmakers put on an informative seminar on "winning in the Jet-14". Greg has also volunteered to some on-the-water coaching. This year, Fleet 60 is proud to be hosting the Silver Chevron in conjunction with Cleveland Race Week.

Fleet 63 Mayfield Yacht Club

Dave Japikse

2006 Plans-District IV Championship (and party) July 15-16 (Weekend after Sail Newport)- Focus on a great regatta with Jet 14 sailors from outside district IV meeting new potentials and having a great party for adults and kids alike.

Coordination with Saratoga and MYC as partners, not competitors Launch District IV "Butts in Boats" campaign with these possible actions-

- Identification and introduction of all District IV Jet 14 boat "owners of record"
- Contribute to a Jet 14 rebuilding corner of web/local support for rebuilding old Dist IV boats Mid Summer Jet 14 rally
- Lean on Top Sailors for Tuning sessions
- Jr Sailing 101- get regional boats available for JR Sailing at MYC
- Invite Top District IV sailors like Sean and Tery to be guest speakers/coaches at Jr Camp races.
- Get our Jrs in boats with top sailors in class and be graceful when they kick our butts.
- Jr Program travel to other Clubs
- Stretch Goal - Coordination and penetration into Saratoga Jr Program.
- Stretch Measures of Success for District IV in 2006
 - Inventory of boats
 - 100% increase in active District IV sailing
 - MYC fleet grows from 5 to 8 boats
 - 5 adults get active in sailing jet 14s with their children
 - Capsize/safety study on older Jets
 - Re-establish Saratoga Lake Fleet status as active
 - Momentum in place for a 200x bid for District IV/National Jet 14 regatta at MY



Edgewater Yacht Club Fleet Captain and Chili King – Cliff Peshek

- **Reminder; All skippers must have current class membership status. Contact Joy Shipman with membership questions.**
- **Look for a special “Get Ready for Nationals” issue of Jet Blasts coming soon!**

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