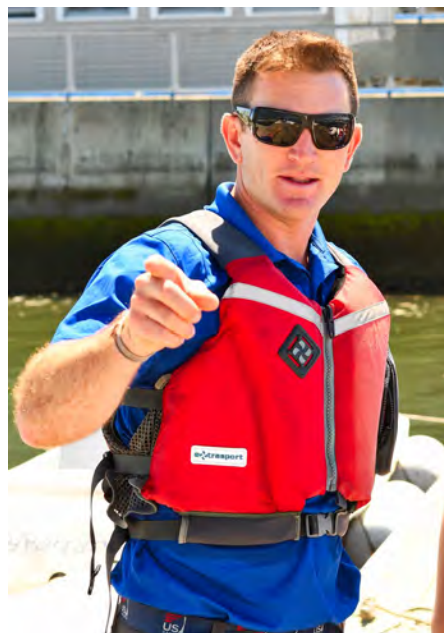


Make **Money**, Retain **\$**ailors, Grow
Member**\$**hip and Increase **\$**afety through
Powerboating



YMCA
CAMP SEA GULL
CAMP SEAFARER



Kevin Broome
Sailing Director
American Yacht Club



VAN KING
Program Director
Sea Gull



4 tracks @ NSPS 2019

They Saved the best for last

- Growing the Sport of Sailing
 - Attraction and Retention of sailors
- Sustaining your organization
 - Make money, keep clients and share knowledge
- On the Water Operations
 - Safety, efficiency and expanded seamanship skills
- Leadership and Human Dynamics
 - Leadership and followership (teamwork)





What is the mission statement at your organization?

Does powerboating fit in? Why? Or Why not?

We'd love to learn more about the people in the room:

Community Sailing

Yacht Club

For profit

Powerboating only?

Sailing only?

Others?





Where we are coming from

- Many programs offer both powerboating and sailing among other programs
- Some people are powerboaters only
- Some are sailors only
- Stand Alone Powerboat programming
- Augmentation of existing programs
- Seamanship skills



We are often so quick to draw sides:



Sailors



Powerboaters

We are often so quick to draw sides:



Cruisers



Racers!



Sailors! (according to *some* powerboaters)

- Why wait for "bad weather to go boating?"
- Presumptuous
- Sailors are always in the way!
- Slow!
- Always asking you "do you know how an airplane wing works?"
- Takes to long
- Boring!
- Hard!
- Disrespectful!
- Expensive
- Make the bridges go up! (the ones with the masts)
- Needy; require help all the time when the wind dies





Powerboaters (According to *some* sailors)

- Disrespectful!
- Presumptuous
- Always making waves
- Go way to fast!
- No skills needed
 - “Turn the key and go!”
- Stinkpots
- Expensive



Conflict and tension can lead to declining interest in the long run





According to the Navigation Rules is this a Sailboat or a Powerboat?





Navigation Rules Sailboat vs Powerboat?



Power Driven Vessel - Any vessel propelled by machinery. This includes any boat that has an engine. Sailboats are considered powerboats when they are being propelled by a motor - even if the sails are up.

Sailing Vessel - Any vessel under sail alone. Remember, if being propelled by a motor, a sailboat is considered to be a powerboat.



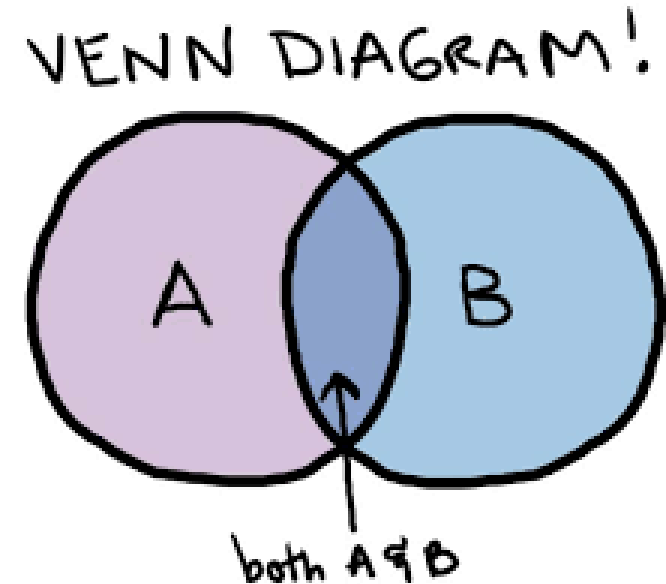
Let's find some common ground, and everyone can win



Overlapping skills

Where to begin?

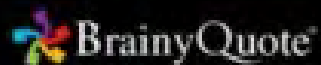
- Seamanship
- Knots
- Navigation
- Weather
- Rules of the Road
- Environmental Stewardship
- Teamwork
- Safety
- Boat Handling
- Confidence
- Similar experiences
- Nomenclature
- Love of the water





**Share our similarities,
celebrate our differences.**

M. Scott Peck

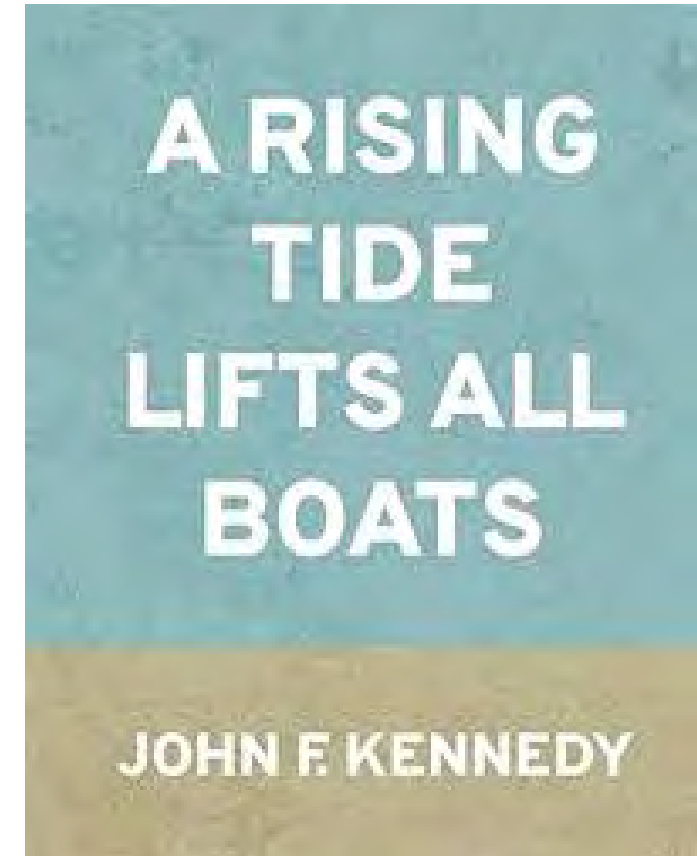


“Rising Tides Float all the boats”





Who coined the phrase?





U.S. Recreational Boating Industry is growing

There were 280,000 new powerboats sold in 2018

There were 998,000 pre-owned boats sold in 2018

13 million registered/documentated boats in the US in 2018

95% of boats in the US are smaller than 26 feet

62% of boat owners report a household income of less than \$100,000

- Fresh water fishing boat sales up 2-4 %
 - (fishing is credited as the most popular activity aboard a powerboat)
- Personal water craft sales are up 6-8 %
- New pontoon sales are up 5-6 %
- Wakesport boats; aimed at wake surfing and wake boarding which is very attractive to younger boaters are up 9 - 11 %
- New cruiser sales - (22 to 32 feet) are up 2-4 %

Recreational boating contributes an estimated \$170.3 billion to the US economy

- National Marine Manufacturers Association www.NMMA.org





Powerboating Thoughts

Increasing your powerboat programming can also increase other areas of your business or program

- Make Money
- Retain Sailors
- Get different people involved in activities
 - Aka - Grow Membership
- Increase Safety
- (Have FUN is always part of what we do)





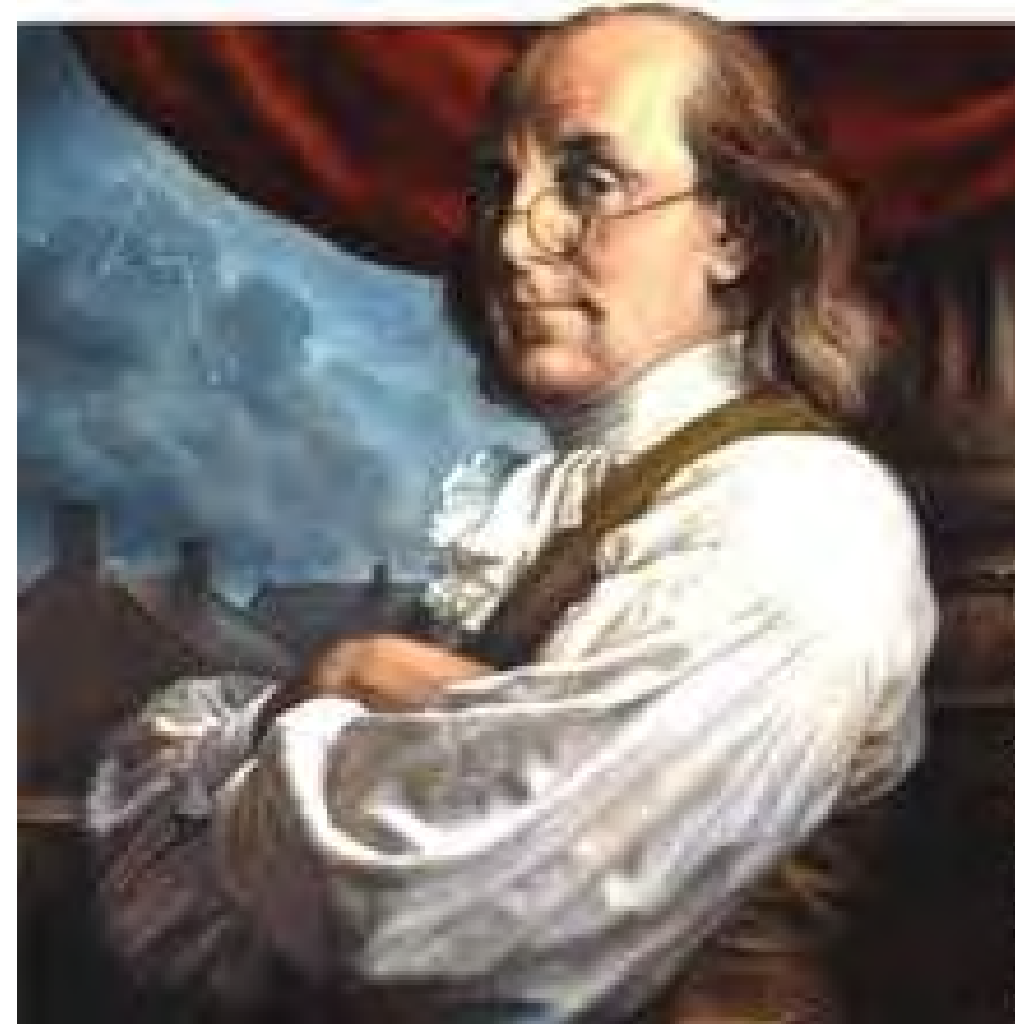
Make \$

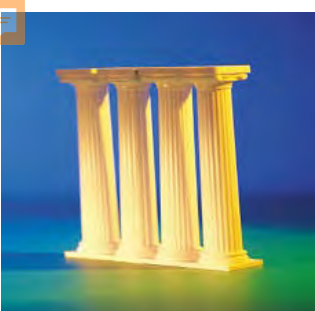
- Offer Different Courses
- Lessons/Clinics
 - Private
 - Semi-Private
 - Group
 - Custom
- Customer Retention
 - More courses
 - More years
 - A program's version of "accrued interest"
 - Lost customer vs retained customer



Money Saved

- Better trained staff and volunteers
 - In some cases allows for more efficiency, and perhaps, less overall staff
- More in house capabilities
- More utility with existing assets
- Less damage to boats (both theirs and others!)
 - Less damage = less repairs
 - Less repairs = more time to do other things





Retention of sailors/customers

- Variety is important
- Cater to different needs
- Cater to different wants;
 - A break
 - A new challenge
 - Something different
- Keeping customers/campers involved in the waterfront in one way or another makes it that much easier for them to try or reengage later
 - Avoid getting turned off from previous activity
- *Studies show that it is much easier/cheaper to keep an existing customer than to find/create a new one*





Retention of sailors/customers

- No wind? No problem
- *Sometimes poor sailing days are GREAT powerboat days*
 - *(and vice versa)*
- Longer Season
 - American YC does powerboat programming all year long
 - Winter sessions do tend to be shorter though!
- Mental bridge
 - Some customers have an easier time learning to powerboat as they can connect it to existing skill sets such as driving a car or even a go cart





Retention of sailors/customers

- *why do most people start a sport or a hobby?"*
- *A.) fun*
- *B.) to meet people*
- *C.) it's something to do*
- *D.) sweet tan lines*



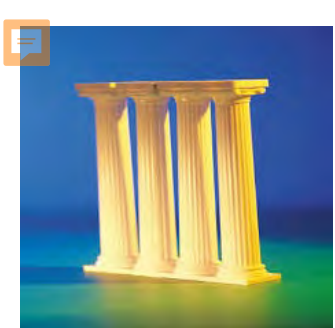


Retention of sailors/customers

Why do most people stop a sport or a hobby?

- A.) Not having fun*
- B.) Doesn't think community cares*
- C.) Timing*
- D.) Injury/Fear*
- E.) Not challenging*





Grow membership AKA Squaring the pyramid



- Social opportunities
 - More options can make club more welcoming
- Different clients
 - Perceived and true
 - Different interests
- Different types of events
- Depending on services
 - Varied need:
 - Mooring depth
 - Fuel
- Related activities
 - Watersports
 - Wakeboarding/water skiing
 - Tubing





Increased safety

- Weak skilled powerboaters can be a hazard to themselves and others
 - Help provide training opportunities
- Conversely; skilled powerboaters can help others be safer
 - Safety tows
 - Rescues
 - Words of wisdom when others need advice
- Training and experience
 - Powerboats are tools, we often think of them as a danger but like any tool, they must be used properly
 - Respect and proper training can set up students for a lifetime of successes





Increased safety

Teach all sailors how to be safe around powerboats

- Many sailing programs don't teach their sailors about powerboats
 - Coach and safety boats are part of the sport of sailing in many areas
- Everyone should know the do's and don'ts
- Related safety equipment
- Encouraging Safe Speeds
- Does your program have a policy about sailors in or near powerboats?
 - Where to sit
 - Where/when to hold on
 - Who can drive and when
 - Good Towing practices
 - Thumbs up
 - Good behavior



Powerboating is flexible and adaptable

Many programs have taken the US Sailing/Powerboating training and made it fit our needs

- Duplication
- Adaptation
- Inspiration
- Creation

Ready to go resources

- Online and in person
- Subject matter experts
- Guest Instructor Network



Existing US Powerboating Courses

<https://uspowerboating.com/courses/>

- Host different courses
 - Bring in NASBLA/State Licensing
 - Power Boating 101 (Intro)
 - Powerboating 102 (Brush Up)
 - Maintenance and Troubleshooting
 - Towing/Water Sports
 - Fishing
 - Navigation to a destination



Existing US Powerboating Courses

<https://uspowerboating.com/courses/>

- Safe Powerboat Handling
- Accelerating Safe Powerboat Handling
- Safety and Rescue Boat Handling
- Mark Set and Boat Handling
- Powerboat Instructor
- Combination courses
- Basic Powerboat Cruising
- Inshore powerboat cruising
- And more coming down the pipeline!



American YC Powerboat Programming

- How to act in/near powerboats
 - New for 2016
- Safe Powerboat Handling
 - Juniors
 - Adults
- Safety and Rescue
- Race Committee training
- Gender specific classes
- Family clinics
- Private lessons
- Semi-private lessons



American YC Powerboat Programming Philosophy

- Powerboats can be a part of being a mariner
- Bring in new people to the sport
 - Can draw in a different crowd/customer
 - Appears to some to be a “different way to enjoy the water”
- Keep people around longer
 - Variety is the spice of life
- Extend hours of the day on the water
 - Cross training
- Powerboat cruises and meet ups
- Help families connect
 - Powerboating can be both the journey and the destination for multiple generations



American YC Powerboat Programming

U12

- How to act in/near powerboats

- Being an informed helper (keeping watch etc)

12 – 15

- How to assist instructors as a JI/Sailing Counselor

- State license training

- Safe Powerboat Handling (SPH)

- RC helpers

15-18

- Prep for using boats with less supervision

- SPH and for some, S + R

- Future job training

 - Level 1 Prep

 - Launch Driver Prep



American YC Powerboat Programming

Group Lessons

- Gender specific

- Age/Skill specific

- Family oriented

- Certification

- Duty specific

 - Mark set

 - S and R

Private and Semi Private

- Time

- Focused Goals

- Flexible scheduling





Camp Sea Gull and Camp Seafarer Powerboat Programming





Sea Gull / Seafarer History of Successful Powerboat Programming

- Safe Powerboat Handling
- Outboard Operator
 - a. Dockside Tether Drill
 - b. Follow the Leader
 - c. Planing
- Outboard Cruiser
 - a. Minimum Control Speed
 - b. Approaching a Mooring Buoy
 - c. Docking and Departing
 - d. Steering a Range
 - e. Williamson Turn
- Outboard Skipper (A)
 - a. Low/High Speed Slalom
 - b. High Speed Stop
 - c. Aster Slalom
 - d. Holding Position
 - e. Constant Bearing
- Outboard Skipper (B)
 - a. Pivot Turn
 - b. Man Overboard
 - c. Tow and Be Towed
- Classroom Portion and Test



Sea Gull / Seafarer History of Successful Powerboat Programming

- Powerboating staff are certified/trained as USPB Instructors.
 - They teach campers Safe Powerboat Handling
 - They teach sailing staff Safe Powerboat Handling
- WE HAD TO GROW INTO THIS, AND WE'RE STILL GROWING!
- Working towards all sailing and powerboating staff being trained in Safety and Rescue Boat Handling.
 - Our 12 Sea Leadership staff every year are trained in Safety and Rescue Boat Handling.



Sea Gull / Seafarer History of Successful Powerboat Programming

- Once we had certified staff we were able to teach easily teach customers other than our summer campers.
- Safe Powerboat Handling
 - Adults on weekends
 - Parents/kids during family camps
- Modifications of the Curriculum
 - Outreach programs with local schools
 - Regatta volunteers as a pre-requisite to being a safety boat operator
- These programs have just begun and are STILL GROWING!

Why all the fuss?



Better Trained Powerboaters

- Better Trained Race Committee
- Better Trained Yachters
- Better Trained Coaches
- Better Trained Safety and Rescuers

Happier Sailors

- More efficient Racing
- Everyone is safer on the water
- More efficient practice sessions
- Safer sailors





Time Check and Q and A:





Powerboating and sailing are complimentary



Increase your powerboat programming and you will increase your sailing #s as well!

- Make Money
- Retain Sailors
- Grow Membership
- Increase Safety
- (Have FUN is always part of what we do)



Share the water, the opportunities and the fun!





Thanks for joining us!

YMCA
CAMP SEA GULL
CAMP SEAFARER



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Your Opinion Matters

Please open the **NSPS app**
and complete the **session survey** found in the
menu bar for a chance to win a **free drink ticket!**

Thank you for attending this session

