



# PBJ Sailing

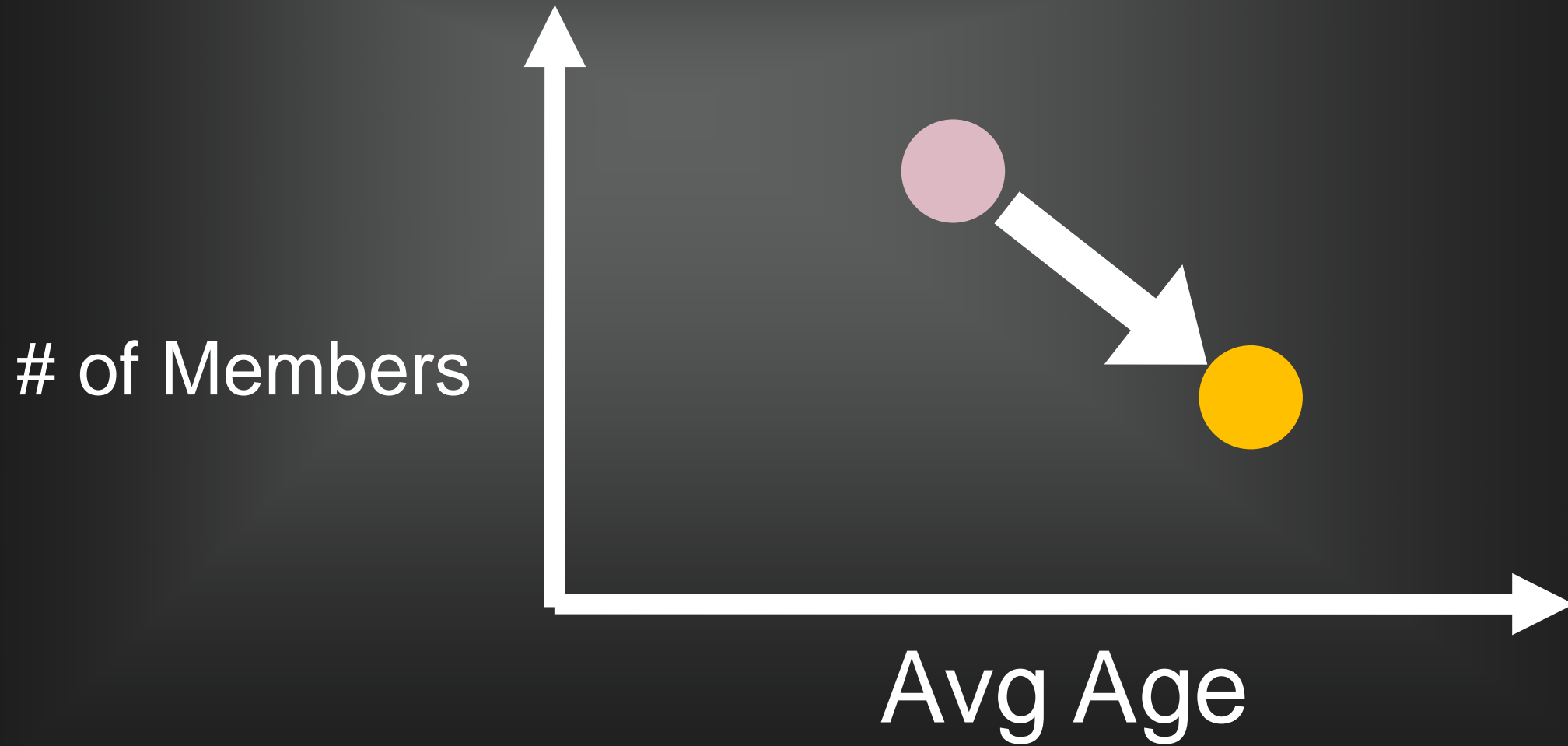
## Program for Very Young Sailors

Austin Yacht Club  
Bill Records  
Annie Lancaster



1 || Made in Austin, TX

# Is this your club?





How to **grow** club membership?

How to get **younger** members?





# PBJ Cookbook

8 ingredients for  
a junior sailing program







# Ingredients

1. The Basics

2. Safety

3. Facility

4. Gear

5. Coaches

6. Drills

7. Schedule

8. Results



# THE BASICS

- Avoid sailing-speak
- Ninety minute sessions (morning)
- No chalk talks / 3 rules
- Keep it simple / low cost
- Parental involvement





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# SAFETY

- PFD's always
- First Aid Kit
- RIB
- Hats
- Sunscreen
- Water





# Rylander Pavilion Dock







# FACILITY

- Boat storage
- Sail-on/off, swim on/off
- Warm water
- Protected cove
- Covered deck







# GEAR

- Optimis
- Kayaks
- Picos
- RIB







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# COACHES

- 2 Adults Coaches
- 2 Junior Coaches
- PB&J Alumni







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# DRILLS

- Learn to steer
- Capsize drills
- Reach to the mark
- Follow-the-leader
- Balloon capture







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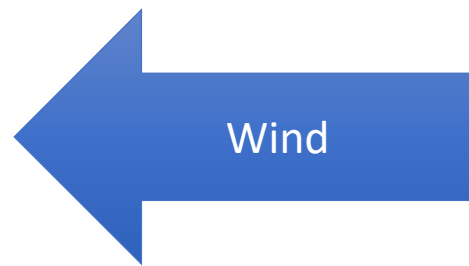
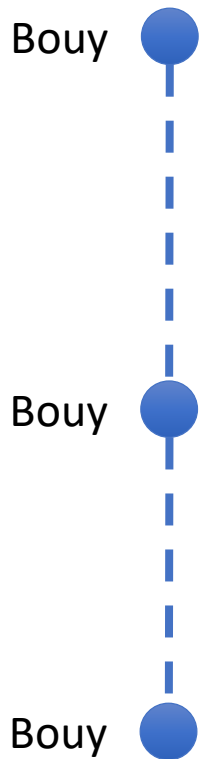


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# PB&J DAY 1

- Welcome all
- Name tags, Wind
- 3 Rules, Whistle
- Class photo
- Boat parts
- Steering drill
- Partner up
- Swim break
- Follow up





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## PB&J DAY 2

- Greet, call roll, rules
- How to slow down
- “Tiller Towards Trouble!”
- Dock landing
- Options
  - Capsize drill
  - Balloon game
  - Single-hand
- Swim break, follow up





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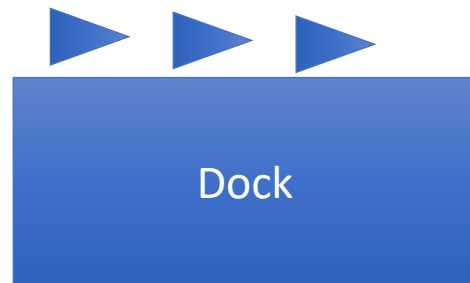
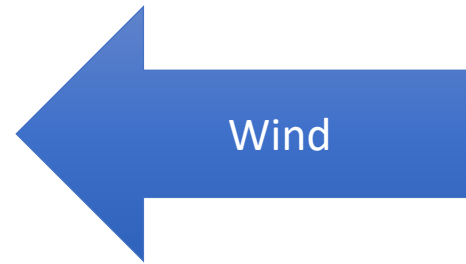




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## PB&J DAY 3

- Greet, call roll
- Review
- Activities
- Swim break
- Follow up







# PB&J DAY 3

- Greet, call roll
- Review
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- Swim break
- Follow up





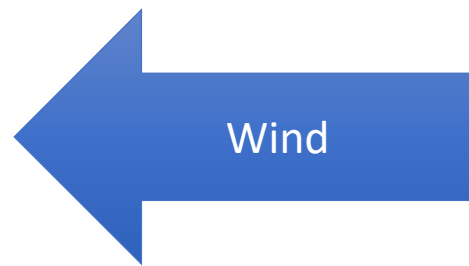
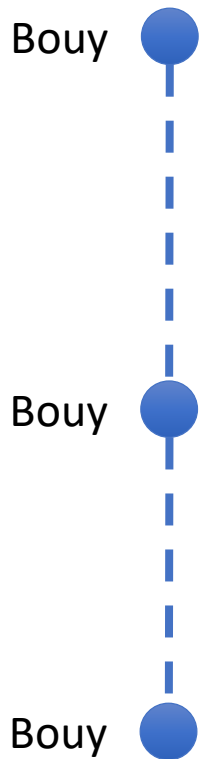


# PB&J DAY 3

- Greet, call roll
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- Activities
- Swim break
- Follow up

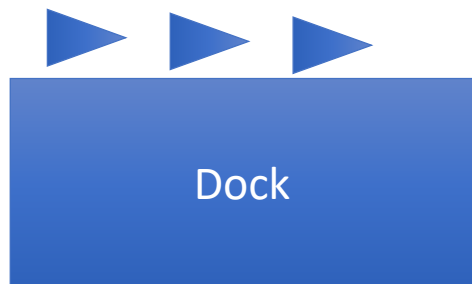






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- Greet, call roll
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- Activities
- Swim break
- Follow up







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- Review
- Activities
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- Follow up







# PB&J DAY 3

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- Review
- Activities
- Swim break
- Follow up







## PB&J DAY 3

- Greet, call roll
- Review
- Activities
- Swim break
- Follow up







# PB&J DAY 4

- Greet, call roll
- Review
- Activities
  - Single-hand
  - Cruise
- Graduation
- Promote Junior Program





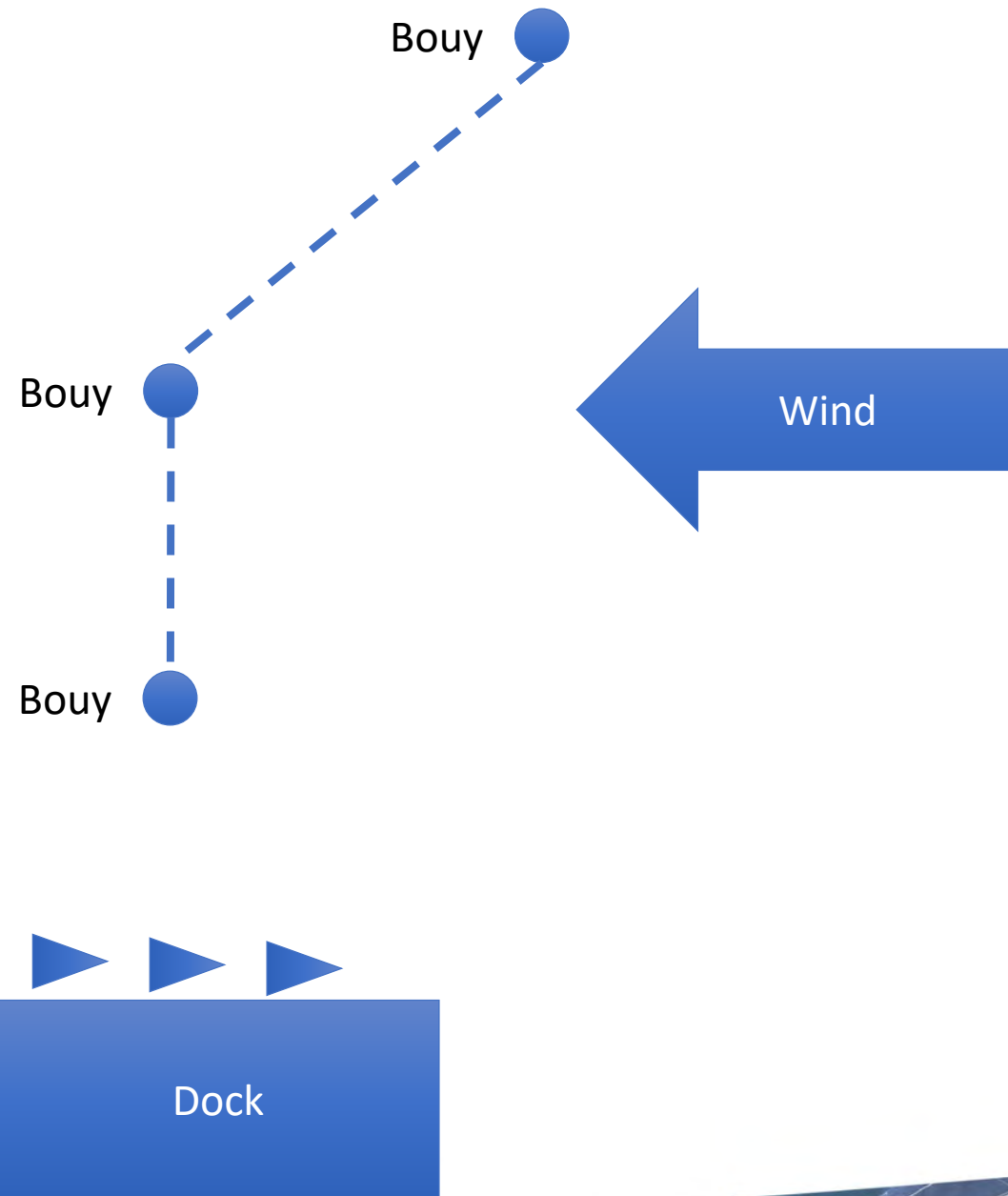


# PB&J DAY 4

- Greet, call roll
- Review
- Activities
  - Single-hand
  - Cruise
- Graduation
- Promote Junior Program







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# Austin Yacht Club

## 2017 PB&J

### Session 2



## Sailing Award

Presented To:

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For outstanding sportsmanship  
and sailing accomplishments in  
the PB&J Summer Sailing Camp

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Coach Bill

## PB&J DAY 4

- Greet, call roll
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  - Cruise
- Graduation
- Promote Junior Program







# RESULTS

- Younger membership
- More families
- More word of mouth
- Pipeline: Membership







# RESOURCES

- PB&J Cookbook [bit.ly/ayc-pbj-cookbook](http://bit.ly/ayc-pbj-cookbook)
- Kiwi Goes Sailing
- US Sailing Level 1 (A MUST)
- Saving Sailing

## PBJ Cookbook

### 22 tips for running a kids' learn-to-sail program

July 2011 | Austin Yacht Club | Doug Kern | [doug\\_kern@yahoo.com](mailto:doug_kern@yahoo.com) | [austinyachtclub.net](http://austinyachtclub.net)



This note gives a little background on AYC's "Peanut Butter and Jelly" program, a learn-to-sail class for 4-10 year-old kids.

Since the 1950s, the Austin Yacht Club AYC has kept things simple. We are a sailing-only club, with no restaurants, fancy club-houses or "stinkpots". We have a volunteer-culture, with three full-time staff and 440 members. We're lucky to sail on the clean, clear water of Lake Travis, just 30 minutes from downtown. See [www.austinyachtclub.net](http://www.austinyachtclub.net).

Since the early 1990s, the PBJ program has been offered on summer Saturday mornings, with more than 100 kids signing up for four 90-minute Saturday sessions over June, July and August. Each class includes typically has 16-20 kids using a fleet of ten Optimist sailboats, with parent volunteers as coaches and program administrators. Roughly half the kids are club members and half non-members. John Morran and I have run the program since the late 1990s.

We've had a lot of support in creating a popular program that provides funds to reinvest into the junior program and plays a part in recruiting new club members.

The PBJ classes are part of the "AYC Roadrunners" junior sailing program that includes year-round sailing practice using the club's fleet of Optimists, Lasers and FJs.



Here's the "cookbook" for running the PBJ program:

#### Approach / Philosophy.

1. **Lifelong Sailors.** PBJ's goal is to build life-long sailors by getting kids comfortable in the water, sparking a love of sailing, and getting them excited to sail again. Note that the goal is NOT about building a group of racers. While most of us love racing, it's really just a side-effect that will only occur if there's an underlying excitement about the sport.
2. **Three Rules.** Kids have short attention spans, so we try to keep things simple. Over the years, we've tried and failed at chalk-talks and introducing abstract notions of apparent wind, port/starboard and other "traditional" teaching approaches. Each PBJ class starts with the three rules: Have Fun, Wear a Lifejacket, and Listen to the Coach. We then teach two parts of the boat – how to steer, how to pull in the sail – and then push the kids out on the water.

#### Class Structure.

3. **20 kids per class.** The typical PBJ class has 20 kids, two adult coaches and uses 10 Opti sailboats: a 2:1 ratio for kids:boats. We often have a few no-shows, so it's common for 14-16 kids to show up, given summer vacations and sick-days.

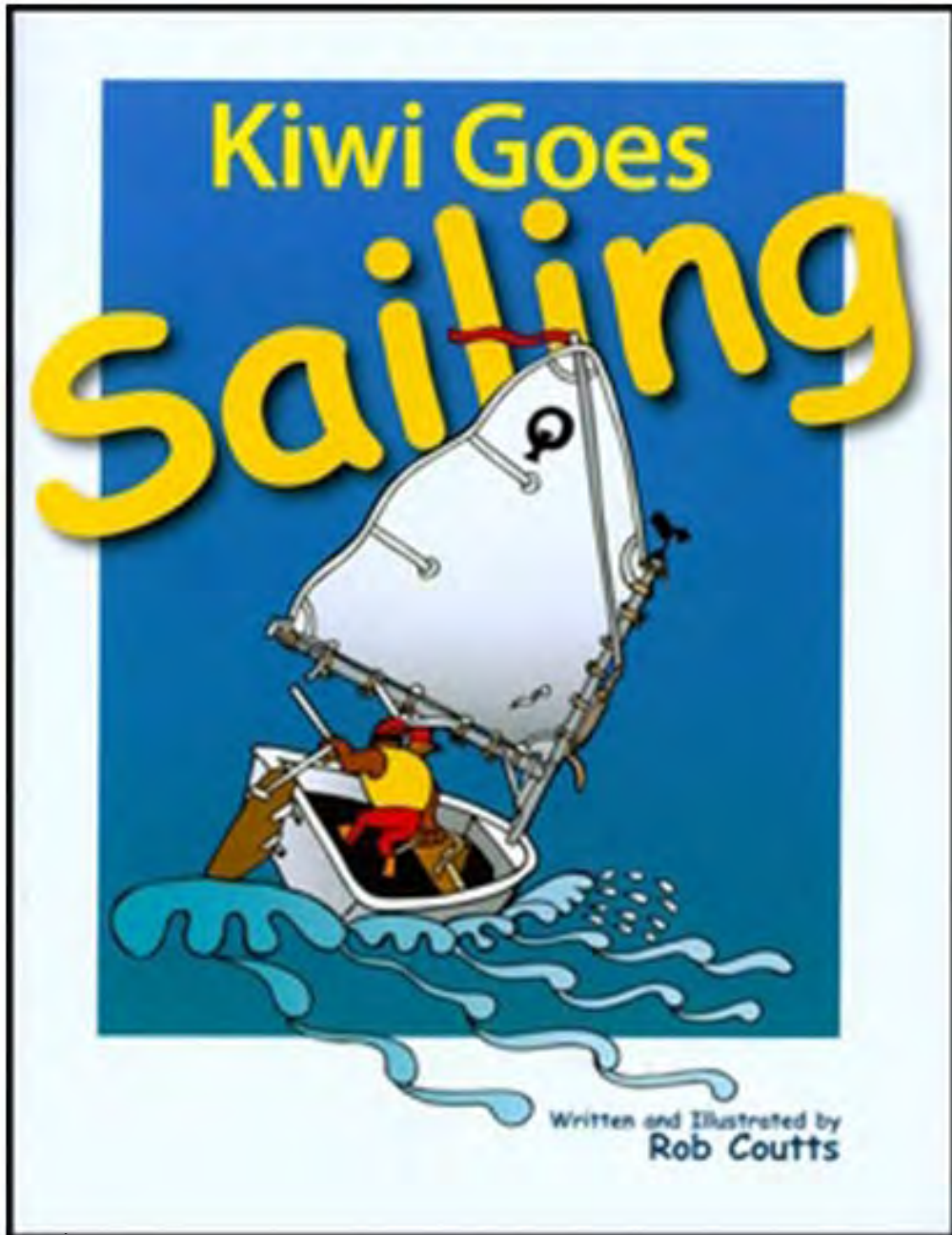
AYC PBJ Cook Book.doc

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Contact me: Bill Records  
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(512) 913-4989





# 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*