PBJ Sailing
Program for Very Young Sailors

Austin Yacht Club
Bill Records
Annie Lancaster
Is this your club?

# of Members

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

- Optis
- Kayaks
- Picos
- RIB
GEAR

• Optis
• Kayaks
• Picos
• RIB
GEAR

• Optis
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• RIB
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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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
PB&J DAY 2

• Greet, call roll, rules
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PB&J DAY 3

- Greet, call roll
- Review
- Activities
- Swim break
- Follow up
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• Review
• Activities
• Swim break
• Follow up
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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
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PB&J DAY 4

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- Promote Junior Program
RESULTS

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

- Kiwi Goes Sailing
- US Sailing Level 1 (A MUST)
- Saving Sailing
RESOURCES

• PB&J Cookbook
• Kiwi Goes Sailing
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• Saving Sailing

Contact me: Bill Records
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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*