

Westerlies

Tiburon Yacht Club



Latitude 37° 54' N.

Paradise Cay
Tiburon, California



NEXT GENERAL MEETING:
THURSDAY, FEBRUARY 16TH
6:30PM

Longitude 122° 28' W.

COMMODORE'S COMMENTS

By David Parkinson

All can say is January 14th was one fabulous day to be a TYC member. It started with the sailors having a building wind and a fabulous race on **Rob Hutchinson's** well designed course. All boats were back in port by the start of the second half of the Niners/Saints game when the day then segued from sailing to football. There was quite an impressive impromptu crowd cheering the home town on to victory in what was probably one of the most exciting games in playoff history. Then the atmosphere shifted and **Susie Woodrum** and her crew put on a crab feed to end all crab feeds. One hundred and twenty people sat down to eat and didn't get up for two hours as they became totally engaged in eating great quantities of delicious Oregon crab.

The Niners game was so much fun to watch that the event was worthy of an encore. The club was opened up for the Niners/Giants game the following Sunday. The 40-strong audience was served meatball sandwiches prepared by **Carla Parkinson**. We did our best to get the Niners into the Super Bowl but, alas, it was not meant to be.

Our general meeting was a lively affair with banter back and forth between the members and me. We discussed the trellis project and announced the study committee comprised of **Gerry Gunn, Chris Canada, Bill Hoehler, Peter Schoen, Ron & Pat Tostensen** and **Dan Higgins**. This group will make a recommendation to the board on the direction they think we should go with this important project.

We also discussed what to do with the Optis and chase boat and the best way to sell these items. Our meeting was followed by a very interesting travelogue put on by **Barry Widerner** about his riverboat trip from Nice to Paris. About 30 people enjoyed the program. Thank you to **Suzanne Jolma**, who took care of pizza and salad for the group.

In this issue of *Westerlies* there is an article by a world famous sailor who gives advice to yacht clubs on how to survive and prosper. It is encouraging to know that TYC is currently doing many of the things **Gary Jobson** suggests. The board and I intend to look to the article to help us do even more to improve the club. It is the board's desire to get more people actively involved in TYC. Please call or email me at 415-435-6305 or davey-jones217@yahoo.com. See you at the Super Bowl Party!

~ Commodore David Parkinson

CONTENTS

• Social Scene	2
• Super Bowl/ Chili Cook Off	3
• Membership News	
• Jobson's Strategies	4
• Cruise News	5
• Giants Cruise & Game	
• Race Notes	6
• Optis For Sale	
• February-March Calendar	7

Dan the
Crabmeister



The Social Scene

By Susie Woodrum

TYC's Umpteenth Annual Crab Feed — 300 Pounds of Crab Consumed!

A huge thanks to the more than 47 volunteers who signed up early and made sure the crab feed was a big success. After the rousing Forty-Niner win, 125 of us had worked up a mighty appetite.

Some outstanding stars from the day are: **Esther Mott**, who once again, handled all the reservations; **Ruth Stainken**, who helped with the shopping and prepared the heads and heads of lettuce, the spicy butter sauce and kept the galley buzzing; **Suzanne Jolma**, who purchased fresh bread and made it into luscious garlic bread (really, 800 slices?); and **Patty Cerf**, who must have made about a gallon of her special cocktail sauce.

Then there were all those who worked the "crab line": **Dan Higgins & Carol Brown**, **Rudy Salazar**, **Ronn Hill**, **Jane Borodkin**, **Bert Martin** and probably a few more I may have missed.

And finally, we were again treated to **René Matthew's** wonderful crème brulee in celebration of Staff Commodore **Alice Martin's** birthday.

Thanks to everyone who helped with the setup, galley duties, bartending and cleanup. We couldn't have done it without you.

Coming Up on the Social Calendar...

Trip Ames would like you to know that he and his committee will be presenting an evening of over-the-top entertainment including a world famous R&R band in celebration of the club's birthday on **May 19th**. Stay tuned for further developments.



Michael the Horrible



Photos by Carolyn Fitz-Gerald

TYC SUPER BOWL XLVI & CHILI COOK-OFF



**Bring Your Favorite Chile Creations to TYC to Share
& Win Fabulous Prizes!**

Sunday, February 5th

2:00pm — Bar Opens

3:00pm — Chili Tasting

3:30pm — Game Time

**Join TYC for a Super Bowl Sunday Chili Cook-Off
Enter a Chili for Judging**

-or-

**Participate As a Taster
Traditional Hot Dogs & Sausages Also Available**

Cook-Off Participants - a Few Simple Rules:

Register by February 1st to enter your chili by emailing Jane Clark at tigressvictoria@gmail.com

Bring chili to TYC on Super Bowl Sunday “**ready to serve**”
Club will provide space for your entry and fixings (cheese, onions, etc.)
Crock pots work well!

Prizes awarded at half-time for the **People’s Choice Best Chili**

Chili Tasters:

Chili Tasting Kit — \$3.00

Hot Dogs or Sausages — \$3.00

Bring a chili and you taste and eat for free!

Membership News

By David Smith

MEMBERSHIP DUES REMINDER

A number of members have yet to pay their annual dues which were due on 11/30/12. A reminder notice has been sent to those whose dues are in arrears. So for those recipients, please remit a check as soon as possible. Thanks in advance. P.S. Somebody suggested that the last member to pay would become in charge of the next year’s dues collections. Interesting idea...

INTRODUCTION MEETING FOR OUR 2011 NEW MEMBERS

At February 16th's meeting at 6:30 we are planning a dinner with short introductions by new club members. We would like new members to spend about five minutes giving us a condensed history of themselves and their interests. Please contact me by email (samuraismiths@comcast.net) or by phone (415-435-6699) if you can attend. We would also like some of our new members to volunteer to help with bartending, setup, food preparations, and cleanup. Please let me know as soon as possible if you can be there. I think we have a great bunch of new members. Please help prove me right.

Jobson Offers World's Yacht Clubs Strategies To Survive And Prosper

September 1, 2011
in *Currents* by *Deborah Bach*

Yacht clubs are the “core institution” in recreational boating and need to take proactive steps to survive and prosper, sailing legend Gary Jobson told an audience at the Seattle Yacht Club yesterday. Speaking at the International Council of Yacht Clubs 2011 forum, Jobson outlined the challenges facing today's yacht clubs, including increased environmental concerns, high waterfront properties values, declining participation in boating and an aging membership.

“I believe it's a miracle that our yacht clubs exist at all,” said Jobson, who has sailed with more than 400 yacht clubs worldwide and belongs to more than 30. “It's up to us to not only preserve them, but to make them thrive.” To do that, he said, yacht clubs need to take a broad view and update their mission statements as needs and priorities change over the years. Clubs must also develop long-range plans that focus on all aspects of the operation, Jobson said, including the following.

Communications

When he was on the board of the Annapolis Yacht Club, Jobson said, someone decided to scrap the club's print publications and do all communication electronically — not the best decision, he noted, considering that club members had an average age of 61 and many didn't use email. The club eventually hired a communications director and relaunched its print newsletter with a greater emphasis on events, which got more people coming to the club. It also created a bi-annual magazine that was a bit hit with members, Jobson said. To boost positive media coverage and increase its visibility, the club met with editors from several newspapers in the area, which prompted a local paper to start covering sailing one day a week.

Jobson recommended yacht clubs review their websites and ensure they are providing information people want, such as weather forecasts and live weather cams. Clubs need to have a plan for communicating with members in the event of an emergency, Jobson said, such as the death of a 14-year-old Annapolis girl who drowned in June after her boat capsized during a sailing lesson. “It's easy to ignore this stuff until something happens,” he said.

Membership

Clubs with onerous application processes and long wait lists discourage potential members, Jobson said. Instead, clubs should welcome people who are passionate about boating and streamline their membership process. “An open-door policy really counts at a yacht club,” he said. Additionally, Jobson suggested clubs survey their members every two or three years, asking up to a dozen

simple questions to determine what they want from the club. From there, he said, clubs should focus their efforts on what members most want instead of trying to please everybody. “Take the philosophy to do fewer things really well and not try to spread too thin.”

Yacht clubs benefit when their members are enthusiastic and involved, Jobson said. Accordingly, they should seek to have each member volunteer for at least one club activity annually.

Finances

Jobson acknowledged that club finances are often a sticky issue, but said yacht clubs should raise fees incrementally every year instead of slapping members with a large increase after several years. “It's comfortable for the membership. They expect it and you don't find yourself in a hole.” Clubs should also have contingency funds for improvements, Jobson said, putting aside money each year so they don't have to ask for donations or take out a loan to pay for unexpected expenses.

Facilities

Yacht club décor is “important,” Jobson said, and should honor the past by displaying items such as trophies and historic photos. It's also important to maintain and upgrade facilities, Jobson said, and take the inevitable resistance to change in stride. “Every yacht club I've been to in the world has the same six guys sitting at the bar, and whatever the issue is, they're against it,” Jobson said. “Here's what you do — you walk right past them.”

Events

Every yacht club should have a signature event that it rallies around, Jobson said, to help build prestige, get volunteers involved and attract new members. Clubs should also accommodate as many different boating activities as they can, he said, including not just racing but also day sailing and cruising.

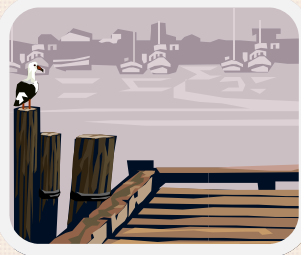
Yacht clubs are a “home away from home” for people, Jobson said, and should offer social activities and entertainment to keep members coming back and educational programs to engage spouses and children. Connecting generations to boating is critical, he said, as participation in boating has declined and the boating population has aged. “The yacht club connects the generations,” he said. “That's a really important part of this.”

Community Access

Yacht clubs can expand their reach by offering scholarships or membership by lottery for children who would otherwise not have the opportunity to join a yacht club, Jobson said. He also suggested that yacht clubs engage with the community by supporting a local non-boating charity. “That goodwill will come back to you in spades, plus you'll probably get some more people wanting to join,” he said.

Clubs might also consider establishing a fleet of boats for community use to entice young adults who sailed as children but got away from the sport, and also use the boats to offer ongoing adult instruction.

(Continued on page 5)



CRUISE NEWS

BY RICK BLAKE

February is kick-off month for TYC cruisers and the venue for our first cruise is the Alameda Yacht Club. We will be leaving at slack tide on Friday the 10th and getting together that evening for a potluck dinner at Fortman Marina, home of the Alameda Yacht Club.

On Saturday the 11th we participate in the club's crab feed. The price is \$30-\$35, payable in cash to the Alameda YC. We will be heading home some time on the 12th. So far, there are seven boats joining us.

Unfortunately, we are currently experiencing a technical problem with the cruise sign-in sheet. If you have signed up, or are about to, please go to the cruise calendar and check the cruise list in the "Who's Coming" column. If you don't see your name (as of this writing, you probably won't), please email me directly at rickblk@hotmail.com. Include the boat name, length and beam, number on board and an email address. You can also call me at 415-381-8853. Sooner is better than later...!

Coming Up...

We have nailed down the date for the Napa cruise. It's Friday the 9th, 10th & 11th of March. Deadline for sign-up is 3 March so mark your calendars.

Good Cruising!

Giants Cruise & Game

Put on your World Series hats and get ready for this year's annual cruise to South Beach Harbor for the Memorial Day game, *SF Giants vs. the Arizona Diamondbacks*. Seats are located even closer to home field this time on the left side, Section 131, lower box. Whether you'll be cruising or driving in, be sure to get your tickets while they're plentiful.

If you're cruising in, there are only five of ten berths left available from **Friday, May 25 through 11:00 am, Tuesday, May 29**. More berths may become available if the first ten sell out.

Tickets for the **May 28th** game are \$26. Berth fees are \$10. To procure either or both, send checks (made out to TYC) to:

Allen Dekelboum
49 Marblehead Lane
Novato, 94949

Questions? Contact Allen at **415-883-7739** or divedoc@mindspring.com. Go Giants!

Jobson continued from page 4

"Many adults never had much instruction and will like it," he said. "Education is really helpful and if you have a fleet of boats, that makes it easier."

At the end of his talk, Jobson — a National Sailing Hall of Famer, ESPN sailing commentator, author and president of US Sailing — reminded yacht club representatives who came from as far away as Australia and Hong Kong about the most important aspect of sailing. "Sailing is all about having fun," he said. "That's why we're here. That's why we're doing it."



RACE NOTES

BY IAN MATTHEW



The 2012 racing season kicked off on Saturday, January 14th. It was a beautiful day...except for the lack of wind! However, shortly after the prescribed start time a bit of wind did appear and our esteemed race officer, **Rob Hutchinson**, set a custom course keeping us to the north (and in the little bit of wind) ensuring that we finished a race. As it turned out, the wind cooperated, getting us into the club with plenty of time to consume adult beverages and watch the second half of the 49ers/Saints game!

Eight boats came out to race including two multihulls, **Millenium Falcon** and **Ma's Rover**, who were given their own start as the monohulls all competed against each other. At first glance it looked like spinnakers would be advantageous in the flood tide but the spinnaker leg turned out to be tight and it was **Red Hawk** who prevailed in the monohull division. Here are the results:

Midwinters Race 1:

Div 1 (Multihulls)

- | | | |
|---|-----------------------------|--------------|
| 1 | Millenium Falcon (Cross 27) | John Donovan |
| 2 | Ma's Rover (Corsair F31) | Mark Eastham |

Div 2 (Monohulls)

- | | | |
|---|---------------------------|----------------------------|
| 1 | Red Hawk (Hawk Farm) | Gerry Gunn / John Sullivan |
| 2 | Frenzy (Moore 24) | Lon Woodrum |
| 3 | Siento el Viento (C&C 29) | Ian Matthew |

Full results can be found on the Race Page of the TYC web site.

In the CYC Midwinters, we had three TYC boats turn out for what turned out to be a really stormy weekend. **Bill Hoehler** in **Joyride**, **Gary Proctor** in **Meritime** and my **Siento el Viento** all braved gusts of 30+ knots on Saturday and a steady 20+ SE wind and rain on Sunday to finish both races. No stellar performances, but we stayed the courses!

We will be having a Race Work Party on Saturday February 4th to put **Hopeful** back on the line (after her AWOL session the week following the Midwinters race). Volunteers are needed to clean up the starting buoys and reset the line. Contact me if you can spare some time.

Next Race – Saturday February 11th.

Fair winds!

FOR SAIL:

TYC has decided to sell its five Optis as well as the chase boat. If anyone is interested, please have them call or email **Gary Stypulkoski** at 415-789-5808 or garystyp@gmail.com.

We are asking \$1,999 each for the Optis. The chase boat is negotiable.



February 2012

Sunday		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	Jan	30	31	1	Feb	2	3
			10:00am Tai Chi Class			5:30pm Tiburon Mist H.O. Meeting	
5		6	7	8	9	10	11
2:00pm Super Bowl & Chili Cook Off			10:00am Tai Chi Class 7:00pm PCHA Board Meeting	Club Cleaning	6:30pm Board Meeting	Cruise to Alameda YC	Cruise to Alameda YC 1:00pm Midwinters #2
12		13	14	15	16	17	18
Cruise to Alameda YC 3:00pm - 6:00pm Private Meeting			<i>Valentine's Day</i> 10:00am Tai Chi Class		6:30pm General Meeting		Loch Lomond YC Cruise In
19		20	21	22	23	24	25
Loch Lomond YC Cruise In	<i>Presidents Day</i>	10:00am Tai Chi Class	Club Cleaninng				
26		27	28	29	1	Mar	2
	Westerlies Deadline	10:00am Tai Chi Class					

March 2012

Sunday		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	Feb	27	28	29	1	Mar	2
		Westerlies Deadline	10:00am Tai Chi Class				
4		5	6	7	8	9	10
			10:00am Tai Chi Class 6:00pm PCHA Annual Meeting		6:30pm Board Meeting	Napa YC Barbecue Cruise	Napa YC Barbecue Cruise 1:00pm Midwinters #3
11		12	13	14	15	16	17
Napa YC Barbecue Cruise <i>Start Daylight Savings Time</i>			10:00am Tai Chi Class		6:30pm General Meeting		<i>St. Patrick's Day</i> St. Patricks Day Dinner - Corned Beef Sliders
18		19	20	21	22	23	24
			10:00am Tai Chi Class				
25		26	27	28	29	30	31
	Westerlies Deadline	10:00am Tai Chi Class					

OFFICERS

Commodore David Parkinson
Vice Commodore David Smith
Rear Commodore Gary Stypulkoski
Secretary Ken Royal
Treasurer Patty Cerf
Past Commodore Drew Clark
Directors Trip Ames
Gerry Gunn
Suzanne Jolma
Ian Matthew
Thad Triehy

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TIBURON YACHT CLUB

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FIRST CLASS