



# *The Florida Commodores Journal*

*Official Publication of the Florida Commodores Association  
Founded in 2008*

Volume IX Issue 1

January, 2019



## **Change of Watch**

On October 20, our Annual Change of Watch ceremony took place at Platinum Point Yacht Club. At left outgoing Commodore Sam Forman joins incoming Commodore Carole Lick in cutting a cake marking the occasion. Other officers installed for the coming year include, Vice Commodore Tom Reynolds, Rear Commodore John Slattery, Fleet Captain Stan Mitchell, Secretary Lynne Reynolds, Treasurer John Matthews and Immediate Past Commodore Sam Foreman.

## **Lake Beresford Yacht Club is the location for 2019 Winter Meeting February 22 - 23**

Details and registration form in this issue and online.



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## **Upcoming Dates...**

**Winter Meeting...**February 22-23  
Lake Beresford YC

**Spring Meeting**.....April 5-6  
Pensacola YC

**Four-Star Commodore**  
Nomination Deadline .....Sept. 30

## FCA Executive Committee



**Commodore** - Carole Lick (Don)  
Platinum Point Yacht Club  
734-945-3938  
[vicecommodore@flcommodores.org](mailto:vicecommodore@flcommodores.org)



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**Rear Commodore**  
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Coquina Coast Commodores  
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**Secretary** - Lynne Reynolds (Tom)  
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**Treasurer** - John Matthews (Nancy)  
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**Immediate Past Commodore** -  
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## FCA Chairpersons

**Bylaws** - P/C John Matthews  
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**Foundation** - P/C Larry Kimmerling  
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**Four-Star Commodores** - P/C Kathy Champagne  
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**Leadership Resources** - P/C Sam Foreman  
[leadership@flcommodores.org](mailto:leadership@flcommodores.org)

**Nominating** - P/C Sam Foreman  
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**Webmaster** - P/C John Slattery  
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*Photography for this issue was provided by Barbara Kimmerling of Clearwater Yacht Club. Thanks also to our Proofreader, P/C Mary Slattery of the Coquina Coast Commodores.*

### Scheduled publishing dates for 2019—2020:

<u>Publishing Date</u>	<u>Deadline Date</u>
April 1	March 25
July 1	June 25
October 1	September 25
January 1	December 18

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# From the Helm

Commodore Carole Lick



Here's hoping your holidays were wonderful and that 2019 brings lots of happiness and good health. I always find it difficult to say the new year – 2019 – it is amazing how very fast they go by.

We are anticipating lots of interesting ideas to come forth in 2019 as we embark on a Strategic Planning project. Typically, new opportunities and directions are identified in this process. P/C John Matthews is leading the project with P/C Bill Barnett, P/C Bill Bushelle, P/C June Ann DeGraw, and A/M Cris Mitchell serving on the committee. If you have ideas or suggestions please contact any one of them or me.

A high priority this year is to establish a plan for future meetings, making them more accessible to our members and less expensive to attend. To that end, we have reduced the number of general meetings from four to two and divided Florida into three areas for regional meetings: East Coast, West Coast and the Panhandle.

Members from the ExCom have been assigned to serve as Regional Coordinator for each region in the future, the coordinators will be selected by their respective regions. Each chapter will hear from their coordinator to discuss this new plan and solicit their input. This is a wonderful opportunity for members to help design programs that will be helpful for their clubs and chapters.

Communication is key to FCA and its members. We have the tools but need to make better use of them for our members. I attended the FCA Leadership seminar in October and was surprised to learn that two of the attendees from non-member clubs were completely unfamiliar with the FCA and had not heard of the seminar until recently.

They were excited to learn about us and really appreciated what they learned in the seminar. This is a clear sign that our communications are not getting to many of our members. Since the Commodores have been the primary path to a chapter/club's members, and this position changes annually, it is a challenge to keep up with this. We intend to find a way to improve this issue. Your ideas are welcome.

I want to take this opportunity to thank P/C Sam Foreman for his outstanding FCA service as Commodore for TWO years! It is normally a one year term, but due to unexpected circumstances it was necessary for him to serve a second year. We applaud you Sam, and thank you.

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## Dues are due!

Your willingness to participate as an active member is very important to the Florida Commodores Association and its membership statewide. As we move forward this coming year with new programs and projects, we ask for your continuing support by renewing your membership. The annual dues for 2019 will remain at \$20 for a full member and At-Large member dues remain \$25. The dues for associate members remain at \$15. Upon receipt of payment of your annual dues, you will receive a "19" sticker to put on your FCA membership card denoting your paid-up membership for the year 2019.

As a gesture of goodwill and concern for the devastation caused by Hurricane Michael to the FCA member clubs of Bay Point Yacht Club and St Andrews Bay Yacht Club, your Board of Directors has waived the payment of 2019 annual dues for the members of their respective chapters.

All dues should be paid directly to your chapter Secretary/Treasurer who will send the chapter dues to the Association Treasurer. If you are unable to do so then you may send your dues directly to the address below. If you are an At-Large member please remit your dues directly to the Treasurer at the address below. It is also requested that all updated personal information be included with the dues. This is necessary to ensure that the membership database is up to date so that our Association management system continues to communicate with each and every member.

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*Dues, continued*

Our FCA Foundation, a 501(c)3 non-profit organization, requests that you consider making a donation to the Foundation along with your dues. Every Association member donation to the Foundation ensures the Foundation continues to execute its mission as approved by the Association. In 2018, the Foundation approved grants to several yacht clubs to assist in the development of their Junior Sailing Programs.

The annual dues were due on December 31, 2018. You will have until January 31, 2019 to pay your dues. Again, it is requested that chapters and At-Large members send your 2018 dues to the following address:

Florida Commodores Association  
Attn: Treasurer  
P. O. Box 488  
Shalimar, FL 32579

On behalf of the FCA Flag Officers and Directors, I want to thank you for your support in 2018 and look forward to your continuing support and participation in 2019. One way to achieve this is to encourage your yacht club Flag Officers to join the Association. Remember our slogan below, we are focused on

*Past, Present and Future Commodores to ensure that Yachting Customs and Traditions are well maintained.*

Respectfully,  
John Matthews, Treasurer



## **New Four-Star Commodore**

At the October General Membership Meeting and Change of Watch, P/C Kathy Champagne, Chairman of the FCA Four-Star Award Committee announced that Dr. Thomas Reynolds, Past Commodore of Fort Walton Yacht Club was selected as the 2018 FCA Four-Star Commodore. Following is the nomination by his club.



Past Commodore Tom Reynolds has been the "go to guy" at FWYC since he joined in 2001. Every time there is a job to do members look to Dr. Tom to get it done.

Subsequent to his tour as Commodore he has guided the club as a Director (5 years), as Chairman of the Five-Year Planning Committee (4 years) and as a member of the Finance Committee (6 years). Dr. Tom was instrumental in setting up sinking funds for club house replacement and another for dock repair to help ensure that funds will be in place if disaster strikes. Because of his foresight, when the docks were damaged in recent storms, funds were available to quickly repair the damage.

In addition, he has led or participated in numerous adhoc committees such as fundraising, self-help projects, race committees and social events to include the recent Statewide FCA General Membership Meeting. Dr. Tom is responsible for FWYC obtaining the Florida "Clean Marina" designation, a distinction in which the club takes pride and is a constant reminder to the community of our commitment to a clean environment.

Dr. Tom continued to serve the club as our Director to the Florida Council of Yacht Clubs for four years, traveling the state at his own expense to represent our club. His leadership ability was immediately recognized, and he serves as the FCYC Communications Director and was made a member of the Governing Board of FCYC. As such he helped block legislation that would mandate higher ethanol in marine fuel and restrict anchoring rights on our own Crab Island in the Choctawhatchee Bay, directly benefiting our members.

Past Commodore Reynolds is a Founding Member of the FCA and has served as Fleet Captain, Rear Commodore, Vice Commodore and then Commodore in 2010 and 2011. He also serves our club and the broader sailing community as an organizing member and Treasurer (2015-2018) of the Florida Commodores Association Foundation.

*(Continued on next page)*

He brings distinction to our club by performing community service as a member of the Institute of Senior Professionals at the Northwest Florida State University, he serves on the Waste Management Advisory Committee for Okaloosa County, the Emergency Management Advisory Committee, and has been a member of the Children in Crisis Advisory Committee.

Nationally, he is a Fellow of the American Ceramic Society and Vice-president of Finance for the Institute of Electrical and Electronic Engineers (IEEE) and has served in that capacity for five (5) years. He was General Chairman of the Electronic Components Technical Conference, an international, annual event sponsored by IEEE. These national distinctions attest to Dr. Tom's leadership and life of service while bringing distinction to our club.

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## 36<sup>th</sup> Annual Golden Conch Regatta

By Commodore Carole Lick

Sailors come from far and wide to compete in the inviting waters of Charlotte Harbor for the 36th Annual Golden Conch Regatta held at Platinum Point Yacht Club. This two-day race series Jan.12-13, 2019 is an OPEN SAILING EVENT to be conducted outside the Burnt Store Marina entrance on Charlotte Harbor. Hand crafted trophies are made by PPYC member, Marc Matthew "Wonders with Wood". Marc has been crafting uniquely different Golden Conch Regatta trophies for approximately eight years.

There will be two separate race courses: five races for Spinnaker, Multihull, and Harbor 20 fleets; three races for cruising fleets. The Regatta qualifies for Charlotte Harbor Boat of the Year (CHBOTY). Thirty to thirty-five boats participate in the five classes offered. Both buoy and windward-leeward races are conducted. A skippers meeting is held on Saturday morning along with a complimentary continental breakfast. A barbecue social takes place following the Saturday races. The awards ceremony, with a light lunch, is held on Sunday after the last race. For future reference, the details, NOR, and Entry Form can be found at [www.ppycbasm.org](http://www.ppycbasm.org).

## The Christmas Tree Ship

The *Rouse Simmons* was a three-masted schooner famous for having sunk in a violent storm on Lake Michigan in 1912. The ship was bound for Chicago with a cargo of Christmas trees when it foundered off Two Rivers, Wisconsin, killing all on board.



The *Rouse Simmons* in Chicago unloading Christmas trees.

It was known as 'The Christmas Tree Ship' and was one of many schooners to transport Christmas trees across the lake. The *Rouse Simmons* was built in Milwaukee in 1868 by Allan, McClelland, & Company, and named after a Kenosha businessman Rouse Simmons. The ship became a workhorse, shipping lumber from mills to several ports around the lake for over 20 years.

In 1910 Herman Schuenemann bought an interest in the ship. The Schuenemann brothers, Herman and August, had been trading in Christmas trees in Chicago since around the start of the 20th century. While many rival traders had sold to wholesalers and local grocers, the Schuenemann's sold directly to Chicago residents at dockside by the Clark Street Bridge. By cutting out the middleman the trees could be sold cheaply while still making a profit. The venture used the slogan "Christmas Tree Ship: My Prices are the Lowest", with electric Christmas lights and a tree atop the main mast. The trees were sold for between 50 cents and \$1, but Herman Schuenemann, affectionately known as "Captain Santa", also gave away some of the trees to needy families.

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Schuenemann loaded the schooner with 5,500 trees from Thompson Harbor near Manistique, Michigan and planned to make the week-long journey to Chicago. The difficult weather had discouraged his competitors from making their own journeys, and snow had covered the tree farms in Michigan and Wisconsin. He hoped that the resultant shortage of Christmas trees would lead to a huge profit and solve some financial problems.

November has a reputation for especially violent storms on the Great Lakes. November 1912, however, had been relatively quiet, with only one significant storm so far, which affected especially southeastern Michigan and northwestern Ohio. Still, a second storm was brewing. The conditions of the day were very poor, with many ships anchoring in port for shelter to avoid being battered by the 60 mph winds that could be anticipated in a November gale.

The journey began at noon, with trees crammed into every possible corner of the ship. The weight of the trees was far above recommendations, especially in the bad winter weather, and was certainly going to contribute to the tragedy. During the night, with storms hitting the *Simmons* hard, two sailors were sent to check the lashings on deck. Both seamen were swept overboard by a giant wave that collected them, many bundled trees, and a small boat. Now that the schooner was slightly lighter and more maneuverable, Captain Schuenemann directed it towards Bailey's Harbor. Suddenly, and tragically, the storms worsened; ice formed on the sodden trees and winds battered the hull.

When the Kewaunee Life Saving Station spotted the *Rouse Simmons* on 23 November 1912 it was low in the water with tattered sails, flying its flag at half mast to signal that it was in distress. Logs from the station show that a surfman spotted the *Simmons* at 2:50 p.m. and alerted station keeper Nelson Craite. Craite found that the station's gas tugboat had left earlier in the day and, at 3:10 p.m., Craite telephoned the nearest other station. George E. Sogge of Two Rivers, located just south of Kewaunee, sent out the power boat *Tuscarora* on a rescue mission, but the *Simmons* was not seen again.

The *Simmons* was not the only ship to go down during the storm, with the *South Shore*, the *Three Sisters*, and the *Two Brothers* suffering similar fates.

A message in a bottle from the *Rouse Simmons* washed onto the shore at Sheboygan. It had been corked using a small piece of cut pine tree and, other than the occasional trees caught in fishing nets, was the only remains of the vessel discovered for many years. The message read:

*"Friday ... everybody goodbye. I guess we are all through. During the night the small boat washed overboard. Leaking bad. Invald and Steve lost too. God help us."*

In December 1912, Christmas trees and wreckage were reported ashore at Pentwater, Michigan. In 1924, a fishing net trawled up a wallet belonging to Captain Schuenemann. The wallet, well preserved because it was wrapped in oilskin, contained business cards, a newspaper clipping and an expense memorandum.

In 1971, the wreck itself was discovered by scuba diver Gordon Kent Bellrichard at a depth of 172 feet. Many of the trees are still in the ship's hold, though two were extracted and shown as exhibits. The ship's anchor was retrieved and now stands at the entrance to the Milwaukee Yacht Club. The remains of the wreck are listed on the National Register of Historic Places.



Anchor at Milwaukee Yacht Club

The 'Christmas Tree Ship' lived on through Schuenemann's wife, Barbara, and their two daughters. However, in the latter years they chose to transport the trees by train and

merely used a boat as a sales platform. The practice of transporting trees by schooner ceased in 1920, and the increasing popularity of railways, highways and tree farms soon made it easier and more affordable for everyone to buy a tree.





## FCA Foundation

P/C Mary Slattery

It was a busy and fruitful year for the Foundation. First a hearty thanks to all FCA members who continue to support the Foundation ... and a special thanks to first-time contributors in 2018. We are very grateful to all of you ... *thanks so very much!*

The Foundation finished 2018 with funds ending \$5,000 shy of the benchmark goal of \$20,000 the Board as agreed to have on hand prior to going “live” accepting requests for grants and personal support appeals. This is good as it shows our fledgling FCA Foundation is growing *slowly but surely*.

What it also shows is that it is simply taking longer than expected for projects of interest to both the FCA and FCAF – including the key ones of youth sailing, Olympic and Paralympic sailing, and the WAVE program for wounded warriors – to be addressed and funded, as support for these can only be achieved through the benefaction of the membership.

The FCAF did take a step forward on one of these projects last year – Youth Sailing. In February, \$1,000 was made available, in grants of \$250 each, and offered to FCA chapter clubs to use for their youth sailing program as funding partial or full scholarships and the study of the subjects of communications and STEM (science, technology, engineers and mathematics). Three grants were awarded, one each to Ft. Walton, Davis Island and Halifax River.

For 2019, the Board has increased the Youth Sailing Grant Program funding amount to \$1500. However, grants will be made in varying amounts depending upon need, with a maximum of \$250 per any one club. In January, a mailing with program details will be addressed to the Commodore, the Fleet Captain and the General Manager. If you are involved in your club’s youth sailing program and would like to apply for a grant, check with these individuals. The program details and application can also be found on the Foundation website: [www.fcafoundation.org](http://www.fcafoundation.org). This year, the program will also be open to all Florida recognized yacht clubs. Also, look for the announcement in the January edition of *Southwinds*.

In addition, a special request from the Ft. Walton Yacht Club’s Junior Program for \$300 for travel funds to participate in the Great Scot Regatta at Alabama’s Birmingham Sailing Club was granted last Fall. While success was not to be theirs at the race, this is the perfect example of the type of funding the FCAF wants to provide on a regular basis. Sailing, be it adult or youth, is the heartbeat of most yacht clubs and where the next generation of sailors are born. Without such funding, there are many, many youths who would never get the opportunity to experience advanced competition.

The Board was pleased to announce the appointment of two new FCA Board members in 2018 – P/C Jeff Brooks of the Bay Point Yacht Club and FCA Quartermaster, Beverly Plummer. Welcome!

In 2019 it won’t be all-work-and-no-play ... *oh, no!* The FCAF is sponsoring a European river cruise – “*The Captivating Rhine*” - a 14-day trip – September 23-30, 2019 – taking you through four countries with wonderful vistas at every turn in the river and fabulous food and libations. *There is no time to waste* in booking your cabin as river cruises are very popular – especially on the Rhine – and choice cabins sell out quickly.

This is a new boat – the *MS AmaMora* – brought to you with great style and care by AmaWaterways. Cabins start at \$3,899 per person. A portion of your fee is considered a tax deduction and you will be notified of such upon booking, as well as the FCAF receives a donation direct from AmaWaterways. So ... this is a wonderful trip and a fun way to support the Foundation. *Join the group!* See the flyer that follows for details. For *any information at all*, contact Holly and Joe Serokos, Burnt Store Travel in Punta Gorda. Telephone number: 941-661-4452 – email: [Holly@Burntstoretravel.com](mailto:Holly@Burntstoretravel.com). The Foundation needs your help ... support can be given while you are having a ball ... *what fun!*

In 2019, the Foundation Board looks forward continuing its work for you, *the FCA membership*, and the quest to achieve the goals envisioned for the organization.

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**Best Wishes for the New Year  
from the Executive Committee.**

# Strategic Planning Initiative

P/C John Matthews

As a part of the Leadership Resources Seminar syllabus, Strategic Planning is one of the major modules. Last year, it became very apparent that the FCA needed to initiate our own Strategic Planning effort to address how this association is going to change and develop to meet the needs of the generations to come. Commodore Carole Lick was quick to approve the recommendation of the Executive Committee to establish our own Strategic Planning Committee. Past FCA Commodore John Matthews answered her call to head a committee which includes William Bushelle, Fort Walton YC; June Ann Degraw, Pelican YC; Cris Mitchell, Lake Beresford YC; and William Barnett, Charlotte Harbor YC.

The committee is in the process of reviewing the FCA Vision and Mission Statements to determine if they are relevant to addressing the viability and sustainability of the Association for the future. In addition, we are addressing the strengths and weaknesses of the Association to identify areas where we can improve and other areas where we can capitalize on our successes.

The committee meets monthly via Go To Meeting to discuss our progress and address the direction we need to take. We are open to having additional members on the committee. If you are interested in participating on this committee, please contact P/C John Matthews at 850-516-1580 or via email at [johnhmatthews39@gmail.com](mailto:johnhmatthews39@gmail.com). Our target is to have a final plan presentation at the FCA Spring Meeting scheduled for April 6-7 at Pensacola Yacht Club.



## Leadership Resources Seminar

P/C John Slattery

On October 26 and 27, the 2018 FCA Leadership Seminar was held at the Charlotte Harbor Yacht Club. This year, by demand, a new module on designing and implementing a yacht club safety program was added to the seminar. The ongoing expansion of the annual seminar is producing a very intense two day schedule.

Presenters were Mitch Stump, CEO, Club Tax Network; P/C Dave Wilbur, Pelican Yacht Club; P/C Bob Peterson, Isles Yacht Club; P/C Wayne Stewart, Halifax River Yacht Club and P/C's Mary and John Slattery, Coquina Coast Commodores. The attendees were all from yacht clubs in the Punta Gorda area.

The evaluation surveys, received from all attendees, gave all the topics and presenters very high marks. All attendees felt they carried away very useful information and insight in the management of yacht clubs. The seminar format and the venue also received high praise.

This was the seventh year the seminar has been given and it's always rewarding to hear attendees from years past still comment on how valuable the program was to their successful years in yacht club leadership. FCA chapters looking for a project to boost the success of their club should consider the sponsorship of the club's future leaders.

More information about the Leadership Seminar is available on our website at [www.flcommodores.org](http://www.flcommodores.org). The dates and location of the 2019 Seminar will be announced online and in future issues of this publication. For further information you can contact P/C Sam Foreman at [leadership@flcommodores.org](mailto:leadership@flcommodores.org).

"Is everything OK? You haven't photographed your food yet."







**Fall Meeting  
Platinum Point  
Yacht Club  
October 19 - 20, 2018**







**Fall Meeting  
Platinum Point  
Yacht Club  
October 19 - 20, 2018**







**Fall Meeting  
Platinum Point  
Yacht Club  
October 19 - 20, 2018**







## Florida Commodores Association



### General Membership Meeting

February 22-23, 2019

Lake Beresford Yacht Club  
1961 Hontoon Road  
DeLand, FL 32720

### Schedule of Events

#### **Friday, February 22**

- 1330 FCA Foundation BOD Meeting (as invited)
- 1430 FCA Executive Committee Meeting (as invited)  
Leisure Time - Visit downtown DeLand or other local attractions
- 1830 Cocktails, Dinner - The Byte (a modern bistro), 145 N. Woodland Blvd., DeLand

#### **Saturday, February 23, 2019**

- 0815 Registration
- 0900 FCA Winter Membership Meeting (Class C uniform no Cover)
- 1015 Break
- 1030 Speaker from the Florida Fish and Wildlife Commission  
Topic: "Ecosystem Assessment and Restoration - Harmful Algal Blooms ("Red Tide")
- 1215 Lunch

#### **Educational Program**

- 1315 "Dollars & Sense" - The Business of Your Club - P/C John Slattery
- 1415 Break
- 1430 "Communications" - External and Internal - P/C John Slattery

#### **For Guests and Spouses**

- 1330 Heritage River Tour of the St. Johns River  
Hontoon Landing, 2317 River Ridge Rd., DeLand, FL 32720  
Cruise the St. Johns River and the Hontoon Dead River
- 1730 Sundown Ceremony followed by a brief Cocktail Celebration - (LBYC Lounge)  
(Class B uniform with cover)
- 1900 Dinner with dancing (LBYC Dining Room) (Class B uniform and Cocktail attire)

#### **Sunday, February 24, 2019**

- 0900 Breakfast from the Yacht Club (order from the menu)

Questions and additional information:

Contact: Past Commodore Stanley Mitchell at [smitchell113@cfl.rr.com](mailto:smitchell113@cfl.rr.com), or  
[lakeberesfordyachtclub@gmail.com](mailto:lakeberesfordyachtclub@gmail.com) (901) 570-1108 (cell)



# Florida Commodores Association



## Registration Form Winter Membership Meeting February 22 - 23, 2019

Member Name: \_\_\_\_\_

Chapter/Yacht Club: \_\_\_\_\_ Member# (FCYC clubs): \_\_\_\_\_

Associate Name: \_\_\_\_\_ Guest Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Schedule of events

#### **Friday, February 22, 2019**

The Byte (a modern bistro), 145 N. Woodland Ave., DeLand

# Attending

\_\_\_\_\_

#### **Saturday, February 23, 2019**

Lunch - Pasta Bar - \$17++ per person

\_\_\_\_\_

Educational Presentations

\_\_\_\_\_

St. Johns River Cruise - \$22.00 per person

\_\_\_\_\_

Dinner with dancing - LBYC Dining Room - \$27++ per person

\_\_\_\_\_

Please make a selection for each attendee:

Filet Mignon grilled to temperature and served with red wine reduction

\_\_\_\_\_

Salmon - grilled or blackened with teriyaki glaze

or lemon dill sauce with cajun remoulade

\_\_\_\_\_

New Zealand Lamb - grilled split rack prepared to temperature  
with garlic and herb gravy

\_\_\_\_\_

#### **Sunday, February 24, 2019**

Breakfast at LBYC - Order from the menu

\_\_\_\_\_

**Please return this registration form by February 15, 2019. Mail to:**

Lake Beresford Yacht Club

1961 Hontoon Road, DeLand, FL 32720

Attn.: P/C Stanley Mitchell

Or send by email to: lakeberesfordyachclub@gmail.com.



## Florida Commodores Association



### Winter Membership Meeting February 22-23, 2019 Accommodations

#### Hotels

##### **Hampton Inn & Suites**

20 Summit Oak Place, DeLand, FL 32720

(386) 279-7812

[www.hampton.com](http://www.hampton.com)

\$185 +taxes per night—Reservations by Jan. 22, 2019

##### **Courtyard by Marriot**

308 N. Woodland Blvd., DeLand, FL 32720

(386) 943.9500

[www.marriot.com](http://www.marriot.com)

\$209 +taxes per night—Reservations by Feb. 1, 2019

##### **Budget Inn of DeLand**

2801 E. New York Ave., DeLand, FL 32724

(386) 715-0006

[www.budgetinnofdeland.us](http://www.budgetinnofdeland.us)

Call for rates

##### **Comfort Inn—DeLand**

400 E. International Speedway Boulevard, DeLand, FL 32724

(386) 736-3100

[www.choicehotels.com](http://www.choicehotels.com)

\$113 +taxes

##### **Holiday Inn Express & Suites**

1330 Saxon Blvd.

Orange City, FL 32763

(386) 917-0004

[www.hiexpress.com](http://www.hiexpress.com)

\$194 +taxes per night Free breakfast buffet

##### **Quality Inn**

445 S. Volusia Ave., Orange City, FL 32763

(386) 775-7444

[www.choicehotels.com/quality-inn](http://www.choicehotels.com/quality-inn)

\$110 +taxes per night Free breakfast

#### Bed & Breakfast

##### **The DeLand Hotel**

442 E. New York Ave., DeLand, FL 32724

(386) 624-6710 [www.thelandhotel.com](http://www.thelandhotel.com)

\$250 +taxes

##### **Swiss-American Bed and Breakfast**

208 W. Florence Ave., DeLand, FL 32720

(386) 490-3400 [nbunge@rocketmail.com](mailto:nbunge@rocketmail.com)

Call for rates

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## **A dual presentation of the FCA Leadership Resources Committee**

### **The Business of Your Club**

Yacht clubs are very unique businesses in some respects but still subject to the same concerns of any small enterprise. Yacht club leaders cannot effectively oversee it's management without a basic understanding of finances, cost, pricing and asset management.

It is not uncommon for yacht club officers, who have had successful lifetime careers, to find themselves in a management position requiring new skills and understanding. Even those who have held extensive senior management roles need to learn the 'sole proprietor' approach to yacht club management.

You won't come away from this session with an MBA in yacht club management but you will have a better understanding of how a yacht club commodore needs to direct and work with their management team.

### **Communications**

Although we live in an expanding information environment, yacht clubs are historically some of the least effective organizations when it comes to communications. Information about your club is important to good community understanding, recruitment of new members and the participation and retention of current members.

External communications involves advertising, news releases, newspaper/magazine articles and social media. Since most yacht clubs don't have large budgets (some clubs don't have any) for expensive external media, they fail to do anything in this critical area of communications. Actually, it's possible to accomplish broad positive exposure without spending much money, if you know how.

Internal communications includes your club's newsletters, e-mails, website and membership meetings. Many monthly newsletters are very glossy four-color expensive and boring. Club websites are often out of date, lack useful information or are difficult to use. Your membership is constantly discussing the club's business among themselves and often misinformation is being spread and embellished. Unless you provide a regular opportunity for your members to hear the facts and ask direct questions, serious problems can develop.

### **Presented by Past Commodore John Slattery**

P/C Slattery is a Past Commodore the Florida Commodores Association (FCA), a Past Commodore of the Palm Coast Yacht Club and a past member of two other yacht clubs. A Charter Member of the FCA, he is currently serving again as Rear Commodore. In addition, he serves as the Publisher of the FCA Commodores Journal and as the Webmaster of the FCA. He was a member of the Board of the Marine Trawler Owners Association for six years and served as their Media Director as well as Publisher of their quarterly magazine.

During his business career he held senior positions in the areas of Executive Management, Finance, Manufacturing and Human Resources for a Fortune 500 corporation.

He has been a presenter at the annual the FCA Leadership Resources Seminars since the inception of the program. He regularly makes presentations on Club Business, Effective Presentation Skills, Communications, Safety and the U.S. Flag.



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- » Walking tour; Zaanse Schans visit
- » Daily breakfast; Porterage service

**POST-CRUISE:** 2 nights hotel in Lucerne at the Hotel Schweizerhof Lucerne (or similar), then 2 nights hotel in Zurich at the Hotel Marriott Zurich (or similar)

- » Transfer from the ship in Basel to the hotel in Lucerne, then to Zurich; Daily breakfast
- » Guided city tour; Porterage service



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DAY	DESTINATION	ACTIVITIES
Sep 23	Amsterdam	<b>EMBARKATION</b>
Sep 24	Amsterdam	Canal cruise tour; Scenic cruising out of Amsterdam
Sep 25	Cologne	“Holy City” walking tour and cathedral visit OR Cologne bike tour OR Kölsch beer tasting
Sep 26	Rhine Gorge Rüdesheim	Castles along the Rhine scenic cruising Rüdesheim wine tasting OR Gondola ride OR Schloss Johannisberg bike tour Siegfried’s Mechanical Music Museum OR Rüdesheimer Coffee
Sep 27	Ludwigshafen	“Romantic Heidelberg” excursion OR Heidelberg Philosopher’s hike OR “Secrets of Speyer” tour
Sep 28	Strasbourg	“The Gem of Alsace” tour OR Strasbourg bike tour
Sep 29	Breisach	Riquewihr walking tour OR Freiburg excursion OR Breisach wine country bike tour OR Black Forest excursion
Sep 30	Basel	<b>DISSEMBARKATION</b>

\*Itinerary subject to change



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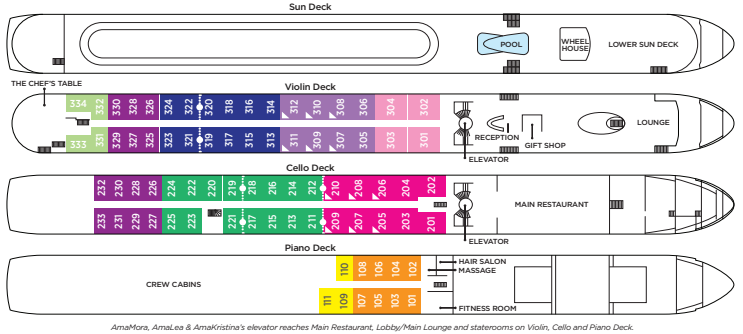
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Technical Data	
Built: AmaMora - 2019	
Length: 443 ft.	
Width: 38 ft.	
Crew: 51	
Staterooms: 78	
Passengers: 156	
Registry: Switzerland	

Suite	Violin Deck French & Outside Balcony - 350 sq. ft.
Cat. AA	Violin Deck French & Outside Balcony - 235 sq. ft.
Cat. AB	Cello Deck French & Outside Balcony - 235 sq. ft.
Cat. BA	Violin Deck French & Outside Balcony - 210 sq. ft.
Cat. BB	Cello Deck French & Outside Balcony - 210 sq. ft.
Cat. CA	Violin & Cello Deck French Balcony - 170 sq. ft.
Cat. CB	Violin Deck French Balcony - 155 sq. ft.
Cat. D	Piano Deck Fixed Window - 160 sq. ft.
Cat. E	Piano Deck Fixed Window - 160 sq. ft.

..... Staterooms separated by a dotted line can become connected upon request

Captivating Rhine

September 23 - 30, 2019

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City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Emergency Telephone Number: \_\_\_\_\_

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