

We encourage yacht clubs to support their officers and directors in minimizing the financial commitment required to attend by subsidizing all or part of the expense involved in attending. The investment by a yacht club, we believe, will be repaid by better prepared officers and directors managing their club.

The seminar fee must be paid at the time of your registration for the seminar. Refunds will be handled on a case by case basis depending on the reason for cancellation.

The Florida Commodores Association (FCA) is dedicated to sharing knowledge, ensuring the future of Florida yachting and preserving our traditions. Its mission is to establish a community of past, present and future Commodores' who are members of recognized Florida Yacht Clubs, promoting Florida and International yachting customs and traditions through awareness, educational, charitable and social programs.

Besides educational programs the FCA sponsors youth sailing programs, wounded veteran recognition programs and a unique Four-Star Commodore program.

Membership is open to all past Commodores and current yacht club officers and their spouses or partners.

More information regarding FCA programs and membership application forms may be found on our website:

www.flcommodores.org

The location of the seminar will be:

Pelican Yacht Club
1120 Seaway Drive
Fort Pierce, FL 34949
(772) 464-2700

The cost of the course is only \$110 (\$135 for non-members) and includes:

- ☐ Friday - Lunch
- ☐ Saturday - Lunch
- ☐ All course materials.

Special \$79 per night hotel rate applies for attendees (reservation must be made by **September 20** to insure this rate)

Hutchinson Island Plaza Hotel
1230 Seaway Drive
Fort Pierce, FL 34949
(772) 595-0711

Use Group Code - FCAT

More information about the hotel can be found at: www.hutchinsonplazahotel.com.

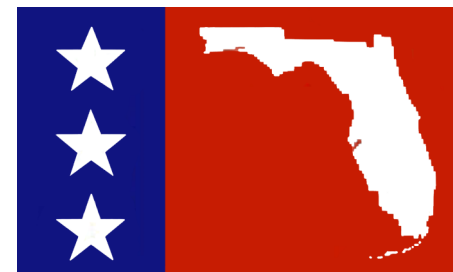
To reserve your place today, at this important seminar, go to **www.flcommodores.org** and click on the seminar information link on the home page.



Florida Commodores Association

P.O. Box 488

Shalimar, FL 32579



***The Florida Commodores
Association
presents***

***A Yacht Club
Leadership
Seminar***

***For Current and Future
Yacht Club Leaders***

October 18 - 19, 2019

Pelican Yacht Club

Fort Pierce, FL

The Leadership Seminar is an intensive two day learning experience sponsored by the Florida Commodores Association. The seminar provides everything a yacht club officer, director or manager needs to know in order to perform effectively in the complex and demanding world of club life.

The management of a yacht club is much more complex than the management of most businesses. The fact that a yacht club's members are both the owners and customers presents issues that require some unique management approaches.

The seminar is appropriate for incoming and serving yacht club officers directors and general managers, but is open to all those interested in learning how to manage a yacht club.

Seminar modules are presented by Past Commodores and professionals in financial, management, insurance and other areas. This is an intensive program of how to manage and direct your yacht club today and plan for its future.

The major areas covered are:

Leadership: Gaining the trust of members, motivating volunteers to be productive and earning the respect of members and employees.

Club Management: Hear the 'secrets' of effective yacht club management in the areas of hiring, firing, testing, managing and compensating employees.

Taxes: Fully understanding the tax laws as they apply to yacht club revenue sourcing in the only way to protect your club's tax status.

Communication: External (advertising, news releases, newspaper/magazine articles and social media) and internal (newsletters, e-mails, websites, and member meetings.)

Commodore/Manager Relations: The ability for these two senior positions to share concepts, plans and data is essential in insuring a well-run and successful club.

Followship: How committee member and volunteer support of the club's leaders is crucial in accomplishing the goals and objectives of a successful organization.

Meetings and Presentations: The ability for yacht club leaders to properly and efficiently conduct committee, Board and member meetings as well as delivering information and explaining plans and decisions is critical in gaining the support of the club's members.

Insurance: Understanding the myriad of insurance necessary to protect your club in many areas you may not have considered is necessary for today's yacht club leaders.

Club Business: Understanding that every club is a business and it's leaders cannot effectively oversee it's management without a basic understanding of goal setting, finances, costing, pricing and asset management.

Recruiting, Retention and Marketing: Recruiting new members, member retention and

membership diversity and interests is the primary way you can insure the continued success of your club.

Safety: Canned safety programs are fine for cans but every yacht club is different. We provide the structure and guidelines each club needs to develop and maintain a custom safety program.

Strategic Planning: Get the basics of developing a plan for your club that will set priorities, focus energy and resources to insure the long-range future of your club.

During the seminar, attendees will have ample opportunity to ask questions and seek advice from fellow attendees and presenters on issues unique to their clubs.

Your registration includes lunch on Friday and Saturday. On Friday night you may take advantage of dining at the club. We encourage attendees to use this opportunity to get together with officers and directors of other clubs affording them the opportunity to establish a network relationship for future support and advice.

Attendance is limited to 30 participants but spouses and partners are welcome to join the attendees and presenters at dinner on Friday night.

Men are requested to wear slacks and collared shirts and the same appropriate attire for women to conform to the club's dress code.