

15 Maritime Drive  
Post Office Box 1260  
Portsmouth, RI 02871

401 683-0800

Fax 401 683-0840

[info@ussailing.org](mailto:info@ussailing.org)

[www.ussailing.org](http://www.ussailing.org)



## **US SAILING Sanctioned Safety at Sea Seminar Planning Document**

### **Guidelines for Hosting a Seminar (updated April 6, 2011)**

Dear Seminar Organizer,

It's important that we communicate current safety information clearly to the boating public. Providing this information through yacht clubs, sailing clubs, racing associations and other groups, under the umbrella of US SAILING Safety at Sea Seminars demonstrates very clearly to the sailing public the commitment we have to safety, and provides them with a concrete reason to affiliate with our organizations. We should continue to work to establish Safety At Sea Seminars in every sailing area of the country, for the good of the sport.

Safety At Sea Seminars have been successful for most of the organizations that have run them. If any have failed to reach financial or educational goals, it is usually for one of these four simple reasons:

- 1.) The ticket price is too low, and the organizer ends up over budget. One reliable rule of thumb is this: Budget to breakeven with one-half the people you realistically expect to get. A ticket price of \$150 is not too much to charge (many in your audience are used to paying three times that amount for professional seminars).
- 2.) The pace slows and attendees lose interest. This often is because of time-consuming coffee breaks, less-than-dynamic local speakers or slow lunch service.
- 3.) The demonstrators do not thoroughly understand and have not practiced the Quick Stop man-overboard procedures and maneuver.
- 4.) Inadequate promotional planning before the seminar (This is, by far, the most frequent problem, and it needs your careful attention and the attention of your moderator EARLY in the planning process.)

Proper planning will help you avoid these pitfalls, and the following guidelines will take you step-by-step through the process of organizing your own successful seminar.

#### **I. SEMINAR SETTING**

Safety discussions can range from informal round-table conversations to fully developed public presentations. All are worthwhile endeavors if they focus the attention of those who go to sea on the subject. This document provides an outline for the large public format as it is the most difficult to execute. Programs of lesser scope can be extrapolated from this information.

Each seminar should be unique to its area, reflecting the particular concerns and needs of the audience, yet provide the "core curriculum" (described later in these guidelines) which is necessary to cover the basics of the subject. The use of local speakers who have credibility within the area is the preferred mode of presentation -- but at least one or two "professional out-of-town-speakers" to link the program with US SAILING is required, not only for color, but for to assure consistent incorporation of vital new safety information. The essential element in the seminar is its relation to the public in your area.

**Size:** This is one of the most basic decisions involved. In the past the average Safety At Sea seminar has attracted about 100 people the first year and 250 the second year. However it's up to you to determine what size auditorium you will use.

When considering a large facility, visit it and try sitting in the last row. If you can't see what's happening on stage, then the auditorium is too big. At the other end of the spectrum, there is a minimum number below which the whole exercise not worth the trouble. To do it for less than 50-75 people seldom proves worthwhile financially.

There are several fixed costs that are the same regardless of the size of the audience. So, at some point there is a minimal size below which the format projected here isn't justified. Of course, you are welcome to use this information and to change the format to suit your particular needs, right down to a Safety Day at your yacht club for as few as 50 people. Although it is unlikely that we'll be able to endorse such an event as a sanctioned Safety At Sea seminar, speak to us about "custom" or condensed programs if that's what you're planning, and together we'll determine whether such events can integrate with the Core Curriculum guidelines.

In nearly every case, the availability of a suitable hall will be a determining factor. It is very desirable to be able to conduct on-water demonstrations during your presentations -- generally during the noon hour. Ideally your hall should be within walking distance of a vantage point on the shore where the audience can spread out and watch demonstrations. But what if you're faced with a choice of a 1,000-person lecture hall far from shore, or one for 250 persons adjacent to the shore (a yacht club for example)? And, what if the small one is free, but the large one costs a good deal of money? These are the kinds of tough choices you will face and there are no standard answers. We would be happy to help you by offering advice, but in the end they will be your decisions.

## II. PHYSICAL REQUIREMENTS

**Hall:** A typical large high school or college auditorium able to accommodate your audience in a theater seating arrangement will work best.

**Rest rooms:** For short breaks of 15 to 20 minutes you will need about one receptacle for every 30 customers. For 300 people composed of 6:4 males/females (a typical seminar average), you'll need 6 individual facilities for the men and 4 for the women. If the hall has less than this, consider renting a couple of portable units to be installed outside.

**Hat/coat racks:** If you don't provide these, your audience will fill valuable seats with their gear. You'll need to have some sort of security person remain in the stowage area to prevent loss.

Parking: You must think about the problem and provide guidance in your ticketing information. Consider printing directions on the back of the tickets, with a map showing where to park and how to walk to the event.

Lunch: It is very important to keep lunch to one hour, so you must plan the dining process carefully. Few clubs can handle over 200 people for a lunch in a single group.

Ideas: Have participants bring a brown bag, or sell bags to them, or have a catering service come to the event and provide a lunch and include this in your entrance fee (we recommend this). . Box lunches have been the most popular with other organizers. Also remember that buffet service is much slower than served lunch. In any case, remember to have a lot of trash receptacles for the residue.

Smoking areas: Provide spaces for our still-smoking friends in a way that will not offend those who do not smoke. Adequate ashtrays, etc., and good ventilation are necessary.

Lighting and sound: These present more trouble than anything else. Rehearsals of these functions are absolutely essential to success. Portable and/or lapel microphones are usually necessary for speakers who do demonstrations. Sound levels should be marked on the console, lighting combinations explored and written down for the operator. Make sure your speakers' stand provides enough light for reading when the house lights are dimmed.

Audio/Visual Equipment: Most speakers will need a computer projector with a remote mouse and a VCR/DVD player. Some may still be using an overhead projector or a 35mm slide projector with a speaker-operated remote. Check with presenters well in advance so you don't waste money renting equipment needlessly. Be sure to test all gear the day before the event and to have at least one knowledgeable person available to help speakers change computers and microphones during the event.

Ushers: Have people at the door to take tickets and hand out the official materials, give directions for where to put coats, where the rest rooms are, etc. You also need "floaters" who can go to choke points and get them moving again. The key is steady flow in and out of the auditorium. Ushers need colorful nametags, arm bands or hats to identify them to the public.

Vendors: You will be asked by product manufacturers, bookstores, marine insurance companies and other magazines to distribute their materials, or to allow them to display their wares. Out of respect to the sponsors, we ask that you not accept local sponsorship unless it is approved by US SAILING. If a speaker wishes to distribute an article published in a magazine other than CRUISING WORLD/SAILING WORLD have the article duplicated instead of distributing copies of the magazine. Should you want to allow vendors have them state in writing what they will bring to the seminar. We suggest that approved vendors not be allowed to sell their wares on site. We urge you to make it clear to vendors that their presence is for educational purposes only, not to sell products. We advise making it clear to your audience that displayed products are not recommended gear, otherwise they may be mistakenly perceived as recommended or approved by US SAILING or your organization.

### III. ON-WATER DEMONSTRATIONS

On-water demos really cement the message given from the stage with concrete examples of man-overboard recovery, life-raft use, pyrotechnics characteristics, and evacuation by the Coast Guard. If you can add these to your seminar, they will greatly enhance its effectiveness. But it adds complexity as well. Keep in mind that recovery exercises must be

rehearsed by the crew until they have everything down perfectly. Here are the requirements:

30 to 40 foot sailboat. Preferable to demonstrate the "Quick-Stop" recovery system for man overboard, to launch a large raft and serve as a platform that is abandoned by its crew (less a couple) who board the raft and are then "rescued" by a U.S. Coast Guard helicopter. The crew must be capable of performing a Quick-Stop recovery under genoa and under spinnaker.

30 to 35 foot cruising-type sailboat. Needed for a man and a woman crew to execute the Lifesling method of man-overboard recovery. The boat should not have running back stays or other features that would preclude easy maneuvering by a single person. A hanked-on or roller furling headsail is preferable to a slotted head foil, to keep the sail under control when it is doused. Slugs in the mainsail are better than a boltrope system for the same reason. Self-tailing cockpit winches make the recovery much quicker and more dramatic.

Be sure the man overboard demonstration team has practiced the Quick-Stop and Lifesling recovery techniques and can do them smoothly. If necessary, your moderator may agree to arrive early to ensure adequate practice sessions. The people who go into the water must wear survival suits. A manned rescue boat is needed to deal with emergencies. The man overboard maneuvers must be predictable, so the Moderator can describe accurately what is happening and what is going to happen next. The raft inflation, helicopter pick-up and flare demonstrations can be "winged" without rehearsal IF the crews have been briefed carefully, but NOT the man overboard drill.

Reliable communication with boats is required at the control point. For each boat, designate a full-time radio operator who doesn't leave the radio location under any circumstances. Continuous radio contact with the aircraft is an absolute requirement.

A helicopter landing area may be needed, complete with standby fire apparatus, etc. Check with the U.S. Coast Guard and with local authorities well ahead of time for these details.

SAFETY is a major issue throughout these practical demonstrations. It would not be useful to have a volunteer injured during our seminar. Review safety procedures in these demonstrations very carefully and provide more than adequate supervision to avoid problems.

Your moderator should provide a Safety at Sea video, which includes videos of the man overboard demonstration; this is a perfect tool to help summarize the components of the exercise, and is an essential part of your seminar if you are unable to include on-water demonstrations.

Demonstration liferafts.

Please allow ample time for shipping liferafts, as they must be shipped as hazardous materials (containing flares and pressurized CO2 bottles).

## **APPROVED MODERATORS**

An approved moderator is required before your seminar can be sanctioned by US SAILING. We have four from whom you can select; they are listed below. If you would like to use someone else you can submit in writing a sailing and teaching/speaking resume of your candidate along with your Organizer Agreement for US SAILING approval. Your moderator should provide ongoing support as well as organizing and promotional guidance in the months preceding the seminar. He/she handles one or more of the key presentations, is the linkage between the indoor sessions and outdoor demonstrations, and connects what is happening on the water to the classroom presentations. A continuous stream of conversation with the audience is useful and instructive. Moderators should be up-to-date safety experts, experienced public speakers, and know their subjects cold.

US SAILING recommended Moderator & Hands-On Instructor list includes the following experts:

### **US SAILING Sanctioned SAS Seminar Moderators**

Bruce Brown  
(714) 435-9264  
2850 Mesa Verde Drive  
Suite 107  
Costa Mesa, CA 92626  
[bsquared@sprintmail.com](mailto:bsquared@sprintmail.com)

Sheila McCurdy  
(401) 524-0579  
81 Morrison Avenue, Middletown, RI 02842  
[sheilamccurdy@mac.com](mailto:sheilamccurdy@mac.com)

Ralph Naranjo  
(410) 263-2988  
300 Edgemere Drive, Annapolis, MD 21403  
[rjnanranjo@cs.com](mailto:rjnanranjo@cs.com)

John Rousmaniere  
(212) 662-7931, cell (646) 573-2024  
603 W. 115<sup>th</sup> Street, #238, New York, NY, 10025  
[jrousmani@aol.com](mailto:jrousmani@aol.com)

Ron Trossbach  
(703) 403-8408  
20550 Falcons Landing Circle, #5006, Potomac Falls, VA  
[rontrossbach@msn.com](mailto:rontrossbach@msn.com)

## ISAF Approved Hands-On Training Seminar Instructors

Ralph Steitz

Sailing Director of the US Merchant Marine Academy at Kings Point

(516) 773-5395

[steitzr@usmma.edu](mailto:steitzr@usmma.edu)

Dan O'Connor

Life Raft and Survival Equipment, 3 Maritime Dr, Portsmouth, RI 02871

(800) 451-2127 and (401) 835-3740 cell

[dan@lrse.com](mailto:dan@lrse.com)

Along with all the help and advice the moderator will give you in the months leading up to the event, and during the event itself, it is still very important to remember that you must plan and build your organization carefully. Don't try to do it all with three or four people. Establish an organization (logistics committee, funding committee, program committee, publicity committee, on-the-water coordinator, etc.) and assign responsibilities. Of particular importance, make sure someone with professional experience handles publicity and promotion for your event, and give them this responsibility at least four months in advance of your seminar date.

### IV. PRICING

Pricing is a simple matter of determining expenses, deciding on differential pricing structures and then setting ticket price. For the first year, structure revenues at 50 percent more than expenses, if full participation is gained. The next year you can fine-tune your pricing based on experience -- and may have some up-front money remaining to finance the preliminaries. Whatever your price, US SAILING requires that a \$5 Seminar discount be offered to its members as a condition of endorsement.

Commercial sponsorship: With US SAILING, *CRUISING WORLD/ SAILING WORLD*, WEST MARINE and Landfall Navigation already lending both moral and financial support to the Safety At Sea project, we feel confident that your seminar should not need to seek out commercial companies for additional sponsorship; we already provide our approved seminars with demonstration flare kits, the Safety at Sea video which includes the man-overboard section and enough *ISAF Special Regulations Governing Offshore and Oceanic Racing Including US Prescriptions and Safety Recommendations for Cruising Sailboats*, *CRUISING WORLD* Safety At Sea magazines and Official Course Booklets for each attendee.

US SAILING requires an administrative fee of \$25 for attendees. This fee will cover the costs of the take-home publications provided, a seminar certificate of attendance (suitable for framing), and listing attendees, the date of attendance and the completion of supplemental training for ISAF racing qualification on the US SAILING Web Site plus the administrative help that the Offshore Office will extend to you during the planning and execution phases of your seminar.

Differential pricing: Safety At Sea can be a major source of new membership for your group. Reduced rates for your members can provide a good payback for memberships. A membership booth in the lobby might be worth the effort, too. Obviously, this sort of thing complicates the calculations regarding how much to charge, as you don't know the mix of

audience until they ask for tickets -- but it might be worth the effort. A \$150 admission fee for non-members, \$145 for either US SAILING or club memberships and \$135 if they are members of both seems fair; if the cost of the event (including lunch and the US SAILING fee) was calculated to be between \$95 and \$100.

You can fine-tune the pricing for subsequent years and set up a fenced account for profits. The \$150 fee should not deter many non-members who own boats. Again, we're happy to discuss these aspects with you.

**Sales:** It is far better to emphasize advanced sale of tickets rather than to operate a sales facility at the hall. Make it your goal to sell out before the seminar day. This will depend largely on publicity and how actively you approach sales. If you need to go after ticket sales, try the local yacht clubs and marine outlets before resorting to on-site sales at the seminar. Then if you have a few seats left, you can advertise the last couple of days that "50 tickets remain and will be sold at the door." This approach anticipates natural disasters like snowstorms and other adverse conditions that may discourage people from attending if they have not already purchased tickets in advance.

You will most likely get 50% of your registrants up to two weeks before the event; your second 50% will come within the last two weeks. Make sure to have a pre-registration deadline (we recommend three to five days prior to the seminar).

**Income and Attendance:** For reference, the typical Safety At Sea seminar draws in an average of \$14,000 in revenues. The expenses also are approximately \$14,000. Those organizations who make out best financially are those who follow our budgeting and ticket pricing guidelines most closely. Some even make a slight profit.

Average attendance is approximately 275 people at an average ticket cost of \$145. This figure is dependent on your location, your facilities, whether or not lunch is included, any group memberships you may be serving, as well as advertising efforts. (We think that \$125 is the lowest figure you should charge.)

A typical audience consists of 67% cruisers; 33% racers; 80% of the audience sails; 40% of the audience is female; 33% of the audience has gone on a cruise of at least 200 miles; and 80% plan to go on a cruise of at least 200 miles in the near future.

Most organizers of the more than 400 seminars since 1979 have found that they needed a minimum cash flow of at least \$9,000 to cover basic expenses other than rental of the auditorium. This includes a payment of speakers' fees and expenses, seating, tickets and handouts.

A rule of thumb that has worked time and again in successful safety seminars, is that organizers should budget conservatively in order to break even. This means budgeting to cover all expenses if only one-half the expected audience turns up. For example, if you expect 400, budget to cover all expenses with 200.

## V. PUBLICITY

The key to publicity is repeated, multiple exposure beginning at least two months in advance for your event. Every yacht club bulletin should contain it, but much more important is exposure in the local marine outlets, marinas and such. Newspapers are also important publicity tools; most localities have a boating column in the paper and the cultivation of its author is a must. Good "ready to print" copy should be prepared and made available to each media outlet in the area. Please be sure to identify US SAILING, *CRUISING WORLD*, *SAILING WORLD*, WEST MARINE and Landfall Navigation as sponsors in all press releases and other printed materials

We recommend that approved seminar organizers create a flyer & poster using the US SAILING logo (available from [offshore.ussailing.org/SAS/SAS\\_Merchandise.htm](http://offshore.ussailing.org/SAS/SAS_Merchandise.htm)) and the term "US SAILING Sanctioned Safety at Sea Seminar". This clearly differentiates it from other seminars. Include specific information about your seminar including Moderator's and keynote speakers' names, seminar location, pricing, and contact information for questions and purchasing of tickets. Consider where your posters will be displayed. Enlarging the poster to 11"X17" might be most effective in some places.

You must keep putting the word out in every way you can until you sell out. This is very important. Repeated, multiple exposure includes putting up posters all over town, using radio and TV public service announcements, getting on radio talk shows, providing local TV outdoor/recreation reporters with opportunities to get action footage (such as the man-overboard practice sessions), assembling a ten-minute presentation and taking it to local yacht club meetings, community and business service organizations (Rotary, Lions Club, etc.), and having volunteers walk the piers and boatyards several weekends before the event handing out flyers.

To assure the success of your seminar and establish its credibility, it is absolutely imperative that US SAILING is informed of dates well ahead of press time, so they can help advertise your dates and contact information on the web site [offshore.ussailing.org/SAS/Seminars/SAS\\_Calendar.htm](http://offshore.ussailing.org/SAS/Seminars/SAS_Calendar.htm) and in sponsors' magazines. If possible, they should know about your details four months in advance of your event. The more time they have the more exposure your seminar will have in *CRUISING WORLD* and *SAILING WORLD* magazines. Ideally we would like to publicize dates and contacts two issues in a row.

As soon as you have hired your selected moderator, it is vital to begin to discuss with him your promotional plans for your seminar. The US SAILING recommended moderators have each been involved with many seminars and know what works and what doesn't, and how to best target your audience for best results.

Of course, you must identify your target audience. We suggest that you give pricing preference to members of US SAILING and the organizing yacht club, cruising association or yacht racing association, filling orders only for them up to a certain date -- then to the general public thereafter. As a starter, you may want to think of your audience as owners of offshore boats who have probably never made an extensive trip on blue water, at least on their own boats. Structure your publicity to reach them.

Here is a Publicity Time Line that follows for scheduling your press release mailings to various media sources. In addition to using this time line, contact your target media sources to confirm particular due dates for daily, weekly and monthly publications, radio or TV shows. Talk to your moderator if you have any questions or concerns about publicity.

## PUBLICITY TIME LINE

At least 6 months prior to seminar: Submit Organizer Agreement to Offshore Director, US SAILING for approval.

5 months prior to seminar: Notify US SAILING of finalized seminar date(s), confirm moderator and discuss publicity plans, etc. Create press release and event posters. Compile mailing list for press releases including club members, local boating organizations, yacht clubs, and media sources (print and electronic).

3 months prior to seminar: Send Press Releases to local magazines, newsletters and monthly publications including US SAILING, *CRUISING WORLD* and *SAILING WORLD*. Inform and discuss plans with your moderator.

2 months prior to seminar: Hang posters at popular local stores, meeting places, yacht clubs, marinas, chandlers, etc. Begin public appearances to promote seminars.

1 month prior to seminar: Send Press Releases to newspapers, TV and radio talk shows, as well as to any rented mailing lists. It is very important to follow up with phone calls one week after mailings are out. Never assume that your promotion materials have been received by the proper person, or will be used, unless you make those follow-up phone calls. Stay in close touch with your moderator to maximize publicity ideas and solve problems before time runs out.

(Use your club's letterhead)  
SAMPLE PRESS RELEASE

---

FOR IMMEDIATE RELEASE  
(Put date here)

CONTACT  
(Name)  
(Phone number)

### **US SAILING SANCTIONED SAFETY At SEA SEMINAR FOR (city)**

A US SAILING Safety At Sea Seminar will be presented by (club or organization name) on (day, date), at (venue, address). The daylong seminar is open to all cruising and racing skippers, crews and their families, recreational power boaters, as well as commercial fishermen. The seminar, designed and conducted by sailors, all experts in their fields, will provide novice and experienced mariners with information and skills required to prepare for sailing offshore, boat preparation, handling heavy weather, recommended safety equipment, and emergencies at sea.

The program, endorsed by *CRUISING WORLD* and *SAILING WORLD* Magazines and sponsored by West Marine, and Landfall Navigation has evolved from the highly successful program developed by the U.S. Naval Academy at Annapolis, Maryland. It will incorporate the latest techniques and information available.

On-the-water demonstrations will include "Quick Stop" and man-overboard recoveries, flare procedures and helicopter evacuation. Lecture topics also include life-raft inflation, crew preparation and safety, preventing medical emergencies, hypothermia and personal flotation devices. (Adapt as appropriate).

Among those making presentations will be (names and credentials, for example: John Rousmaniere, a well-known author, whose books include *The Annapolis Book of Seamanship*; etc.). The program will run from (time) to (time). Tickets are (amount) before (date) and (amount) thereafter. (Club names) members receive a (amount) discount. The fee covers lectures, demonstrations, exhibits, course materials and lunch (if appropriate).

There is limited seating and advance ticketing is strongly advised. To charge tickets to a credit card, call (club, if appropriate) at (number). To order tickets by mail, make checks payable to (club name, address). For more information call (number).

## VI. CURRICULUM

A core curriculum has been developed, to which can be added "enhancement subjects" that can vary each year to keep interest among those who might attend more than one year's event. The subjects included in this core curriculum should be handled by your local experts, imported experts, or your moderator, who can handle almost all of these topics. Discuss your options with him.

### **Classroom Theoretical Sessions - MANDATORY CORE CURICULUM**

#### CREW

- Crew composition, organization, training, and leadership
- Hypothermia, first aid organization CPR and Sun Safety

#### SAFETY EQUIPMENT

- Personal and Boat Safety Equipment (rafts, PFDs, harnesses, pyrotechnics, EPIRB's, signals, electronics)
- Care and Maintenance of Safety Equipment

#### TECHNIQUES:

- Equipping and preparing your boat for offshore sailing
- Heavy-Weather
  - Weather forecasting
  - Crew routines, boat handling, storm sails and drogues
- Man Overboard prevention and recovery. (Normally given by the Moderator and supplemented with *CRUISING WORLD's* Safety at Sea video, Man-Overboard section.)
- Damage Control and Repair
  - Fire precautions and fire fighting

#### RESCUE AT SEA

- SAR organization and procedures
- Communications equipment (VHF, SSB, GMDSS, Satcomms)
- Assisting other craft

#### NOTES:

1. ISAF Special Regulations, Appendix G contains the Model Training Course that details the minimum topics that must be covered for each of the subjects above. Speakers should be given a copy of the appropriate sections of this model course so that they can be sure to cover these required topics. Appendix G can be downloaded from [http://offshore.ussailing.org/SAS/ISAF\\_Special\\_Regulations.htm](http://offshore.ussailing.org/SAS/ISAF_Special_Regulations.htm)

2. The Rescue at Sea presentation should normally be given by the Seminar Moderator and the Commander of the nearest U.S. Coast Guard air station, or the station that would likely service the area sailed in by your audience. (It's best to approach this officially by way of the Coast Guard District Commander's office -- this lends valuable support to the assignment and gets some priority of attention that otherwise might be lacking.) Your moderator can provide a video /DVD titled Helicopter Rescue Preparation Guide to show if USCG is unable to provide this presentation.

3. Timing in the presentations is critical and if the schedule is not enforced by the moderator, the whole thing will unravel quickly. Speakers must be told firmly that they

MUST stick to the schedule, and then you must require that they do. Allow three to five minutes between speakers for the Moderator's transition remarks and some slack to make up for overruns without jeopardizing the rest of the day's schedule. Particularly if you have a U.S. Coast Guard helicopter arriving at a given time, you must make that schedule or lose that portion of your event.

4. Develop the schedule to minimize lost time such as coffee breaks. Keep attendees alert with changes of pace: separate "talk" sessions with "show and tell" topics. If there are on-the-water demos at noon, schedule the related subjects in the morning. Consider saving the distress signal demonstration for late afternoon - it keeps people at the seminar, and the growing darkness improves visibility of the signals.

5. Don't try to cover every conceivable safety subject. Stick with the core curriculum subjects and make each session long enough for full coverage rather than covering more topics with shorter presentations. Provide opportunities to respond to questions from the participants.

6. Handouts are a very important part of the presentation, as they provide information that the audience takes away to read at leisure. The Official Curriculum Booklet provided for each attendee is provided at no cost for members of your audience -- and must be used at all Safety At Sea Seminars. Speakers should be given copies this booklet ahead of time so they can cover the required ground and refer their audience to it.

7. Enhancement topics can be decided by you and your selected moderator.

## **PRACTICAL, HANDS-ON TRAINING SEMINAR**

An optional second day of training that includes theory review & exam plus in-the-water exercises with and without lifejackets and in-the-water inflation & boarding of a liferaft including righting an overturned raft should be considered. Additional in-the-water drills are held with throw ropes, lifeslings, signal mirrors and other signaling devices. Hypothermia is described and 'keep warm' exercises practiced. Students learn to use fire extinguishers, send Emergency Communications, including MAYDAY Messages and EPIRB deployment and how to fire all types of flares. Conducted by US SAILING Certified instructors using ISAF approved curriculum. [Click here for a syllabus.](http://offshore.ussailing.org/SAS/Seminars.htm)  
(<http://offshore.ussailing.org/SAS/Seminars.htm>)

## **ISAF Approved Offshore Personal Survival Course Certificates**

- Issued to all who attend both Safety at Sea and Hands-On Training Seminars and pass written exam all in the same calendar year.
- Good for five years
- Required by some US races and most Category 1 and 2 races that start outside the US
- Issued by ISAF Member National Authority (NMA) who is the Offshore Director, US SAILING Association ([offshore@ussailing.org](mailto:offshore@ussailing.org))

## VII. SPEAKERS

It's important to remember that public speaking is at least as difficult an art as writing for a publication.

It takes careful preparation, hard work, confidence and a bit of showmanship to do well. Some people thrive on it; others are in agony the whole time.

As important as the Moderator is at a seminar, the speakers you choose are equally vital to its success. This is why we suggest that you contract with one of our proven, expert speakers, in addition to the moderator. Here are some further considerations:

Some Basics: Local volunteers are preferred for some of the speaking slots for many reasons. It makes the seminar a local event, provides a good forum for your area sailors to demonstrate their considerable knowledge, keeps it more credible for your audience ("I know Dr. Jones, he's a fine sailor.") and keeps the price down, which helps accessibility. It also makes it obvious that your club or association is contributing to the community. HOWEVER, you must ensure that your volunteers are EXPERIENCED PUBLIC SPEAKERS -- that they have voices that will carry, that they don't have distracting mannerisms that show up when they speak publicly and that they don't "choke" when they speak before large audiences. Those who are blessed with unconcern in front of large groups have a difficult time realizing how difficult speaking to audiences can be for some of our best friends -- but they can be disasters on the podium if you haven't carefully examined their speaking skills.

Dress rehearsals are highly recommended, but that's not always possible with busy participants. Require your local speakers to prepare and submit an outline to you, so you can send a copy to your Moderator for approval well in advance of your seminar. Together you can smooth out the flow of the day, and in this manner anticipate problems. Encourage the use of PowerPoint slides, videos, movies or actual equipment to supplement each presentation and be sure the proper audiovisual support is arranged and operational. Be sure to provide your local speakers with a copy of this entire section.

A Cautionary Note: The use of panels is a trap into which it's all too easy to fall. We advise against it. Many potential participants think they will not have to do any preparation if they are on a panel. But if none of them do, whoever is the Moderator of the panel will have to carry the whole thing on his own, and it can be DULL. There are also physical problems attendant to panels, with microphones, lighting and all that. If you choose to make a panel part of your seminar, perhaps at the end, the best solution is to allow the audience to submit questions on note cards all day during the breaks. These can then be categorized into subjects by the Moderator and handed to the panelists well ahead of their appearance, and they can then be ready to respond to the question. The Moderator reads the question (changed as necessary to make it of general interest -- questions need not come from the audience; some can be manufactured by the Moderator) and asks the specialist to respond to it. During his response, the Moderator can sense if another member of the panel wants to add something and then vector it to him. This works well and results in a lively discussion that provides a good response to the audience's input. The important lesson is to keep everything STRUCTURED and controlled by a dynamic Moderator.

This brings us to the central acting spot, that of the Moderator. This person is a bit like the Stage Manager in Thornton Wilder's play, "Our Town." He welcomes the audience; provides introductions for each speaker; connects the various subjects; fills in all the gaps of any other speakers; narrates the on-water sessions; gives one or more of the presentations;

and ensures that all the latest Safety At Sea information is imparted to the audience; in short he is the orchestra director for the entire event.

This requires a real actor, someone who knows the subject inside and out and can think quickly on his/her feet. The Moderator is the central role in your presentation, and you should select your Moderator with great care for approval by US SAILING.

Before defining roles, discuss with your Moderator how the seminar will work. For example, your Moderator may be expected to introduce each presenter and relate each topic to the day's theme; present the session on safety equipment; narrate the water demos; and to present concluding remarks at the end of the session.

If there are any subjects about which the organizer is worried (speaker quality or availability) the Moderator should be informed in advance so he can be prepared to serve as a backup.

Establish with the Moderator the list of safety equipment that will be discussed and displayed, and be sure it will be available. US SAILING Safety At Sea Seminars are entitled to an impressive package of demonstration gear. Discuss the remainder of your needs with your Moderator.

Moderator fees are set at \$1,700 plus transportation and room and board costs. This is based on the moderator working with the organizer well in advance of the seminar to ensure the event is on track from both an educational and a promotional point of view, and two days of the Moderator's time (arriving in your town the day before the seminar, and leaving the evening of it). If further days on site are needed, for travel reasons or whatever, the fee goes up at the rate of \$500 per day.

Your out-of-town speakers and Moderator should be reimbursed for transportation expenses and provided meals and housing in the area, very much like judges at a regatta are normally treated. (We respectfully request that Moderators are given accommodation in a nearby hotel or motel, rather than at someone's home. Some are doing these events on several consecutive weekends, and they need the private time to prepare comfortably for your event.)

Moderator and speakers are your VIPs, and a reception to introduce them to your local speakers and organizing committee the evening before the event is not only welcome, but vital to discuss the events of the next day and how they will work. At that time, have the final program ready for distribution and review the entire day's activities, from opening the hall and collecting tickets through the day's program inside and outside, to cleaning up when it's done.

Lunch should be provided for all speakers including the Moderator (dining with the audience is preferred). Transportation costs should be paid on demand from the proceeds. The best guidance is to treat speakers as your guests and let local practice make it graceful and courteous. Modest honorariums are usually in order for all speakers to help them to continue to do this kind of work. In most cases, it's well justified. Again, your selected Moderator will give you advice.

## VIII. SUGGESTED SPEAKERS - To Augment Your Local Experts

This is a list compiled from those speakers who have participated successfully at our Safety At Sea Seminars, who are experts in their fields, and who may be available for speaking engagements at future seminars. You can use any of these people or pick others. If you use others you must submit their names and sailing & teaching resumes to the Director, Offshore Sailing at US SAILING for approval when you submit your Organizer Approval Request.

### **Moderators** (can speak on all seminar subjects)

Bruce Brown - All Subjects - Past President, United States Marine Association, Instructor for USCG 100 Ton License Program, Transpacific Yacht Race skipper, extensive offshore racing experience. Specialty: Safety Products (functions and operations), Life Rafts, Marine Communication, Heavy Weather. 2850 Mesa Verde Drive - Suite 107; Costa Mesa, CA 92626 W (714) 435 9264; C (714) 299 5951 EMail: [bruce@b2associates.net](mailto:bruce@b2associates.net)

-Sheila McCurdy – All subjects- SAS Moderator in training. Over 90,000 miles offshore cruising and racing, Marine writer and lecturer, Chair of National Faculty and Passagemaking Training Specialist for US SAILING, Advisor to US Naval Academy sailing programs, Advisor to Suny Maritime College, Master of Marine Affairs, USCG 100 T license, STCW Basic Safety Training Certificate.  
(401) 847-0051 and (401) 524-0579 cell  
81 Morrison Avenue, Middletown, RI, 02842  
E-mail: [sheilamccurdy@mac.com](mailto:sheilamccurdy@mac.com)

Ralph Naranjo - All subjects -Extensive cruising experience with boat systems and construction; circumnavigator with extensive bluewater experience.  
Technical Editor, Practical Sailor Magazine  
300 Edgemere Drive, Annapolis, MD 21403  
(410) 263-2988 E-mail: [rjnanarajo@cs.com](mailto:rjnanarajo@cs.com)

-John Rousmaniere – All Subjects- Moderator, Heavy Weather, Crew Organization and Care, Crew Overboard Rescue and other emergencies  
603 W. 115<sup>th</sup> Street, Apt. 238, New York, NY 10025  
(212) 662-7931 (646) 573-2024 (M) E-mail: [jrousmani@aol.com](mailto:jrousmani@aol.com)

-Ron Trossbach- All subjects –Past Chairman US Sailing Safety at Sea Committee; Racing and extensive offshore cruising experience  
20550 Falcons Landing Circle, # 5006, Potomac Falls, VA 20165  
(703) 403-8408 (M) E-mail: [rontrossbach@msn.com](mailto:rontrossbach@msn.com)

### **Moderators in Training**

-Howard Lapsley –SAS Seminar Moderator in training. Crew Composition, Organization, Training and Leadership, Heavy Weather Crew Routines and Man Overboard Prevention  
78 Clarke Circle, Needham, MA 02492  
(617) 424-3439 (O) (339) 222-1058 (M) E-Mail: [h.lapsley@verizon.net](mailto:h.lapsley@verizon.net)

**Speakers:**

Robert H. Amsler, D.O. – Medical Presenter  
Bayview Yacht Club  
100 Clairpointe  
Detroit, MI 48215

Bill Band - Ship Pilot on Chesapeake Bay and Captain - Presentation called “A View from the Bridge”  
24 Malibu Ct, Towson, MD 21204  
410-296-5471

Chip Barber, CDR, USN (Ret) - Man overboard, boat preparations, crew preparations, storm evasions and meteorology - Former Commodore Naval Academy Sailing Squadron, educator, author, transatlantic veteran, USNA Coach aboard 1992 Bermuda Race winner, President: Yacht Management  
PO Box 230, Waccabuc, NY 10597-0230  
(914) 763-6890

Bill Biewenga

-Bruce Brown – Crew composition, organization, training and training, Safety Equipment, Equipping and Preparing for Offshore, Heavy Weather, Crew Overboard, Damage Control and Repair, SAR, Communications, Assisting other craft. Veteran Ocean Racer and Cruiser. Owns a business that focuses on recreational and commercial marine products. Marine Safety expert.  
2850 Mesa Verde Drive, Suite 107, Costa Mesa, CA 92626  
(714) 435-9264 (W) (714) 299-5951 (M) E-Mail : [bruce@b2associates.net](mailto:bruce@b2associates.net)

-Dan Carlin,MD Medical preparation for the offshore sailor, emergency medicine, telemedicine  
111 Morgan Hill Road, New London, NH 03257  
(603) 494-4830 E-Mail: [dcarlin@worldclinic.com](mailto:dcarlin@worldclinic.com)

Michael Carr - Instructor, Marine Weather and Safety,  
Maritime Institute of Technology & Graduate Studies  
5700 Hammonds Ferry Road, Linthicum Heights, MD 21090-1952  
410-859-5700 ext 324 Email - [mcarr@mitags.org](mailto:mcarr@mitags.org)

-Lee Chesneau – Professional Meteorologist, conducts marine weather seminars at shows and forums. US Coast Guard STCW Meteorology Instructor. Published author. Covers Marine Meteorology, interpretation of weather fax charts, heavy weather avoidance and related navigation strategies at sea.

P.O. Box 572, Woodinville, WA 98072

(206) 949-4680 (M) (425) 487-1331 Email : [lee@chesneamarineweather.com](mailto:lee@chesneamarineweather.com)

-Jenifer Clark – Gulf Stream dynamics, eddy formations and speeds, race results and strategies using ocean currents and weather.

3160 Lacrosse Court, Dunkirk, MD 20754

(410) 286-5370 E-mail [gulfstream@comcast.net](mailto:gulfstream@comcast.net)

Patricia Clark - Heavy-weather sailing, sail trim, getting to know new boats - Licensed U.S. Coast Guard Captain.

10 Tonetta Circle, Norwalk, CT 06855

(203) 838-9014

-Steve D'Antonio – Damage Control and Repair, Fire precautions and fire fighting, Equipping and preparing your boat for offshore sailing. Systems; electrical, engine and running gear, raw water plumbing, hull construction, reliability centered maintenance and crew self reliance.

PO Box 111, Wake, VA 23176

(804) 776-0981 E-Mail : [info@stevedmarineconsulting.com](mailto:info@stevedmarineconsulting.com)

Ed Eloranta - Weather and meteorology.

2520 Lunde Lane, Mt. Horeb, WI 53572

Work - (608) 262-7327

Email - [eloranta@lidar.ssec.wisc.edu](mailto:eloranta@lidar.ssec.wisc.edu)

Kerry Emanuel - Weather at sea - Earth, Atmospheric and Planetary Sciences Dept., MIT Room 54-1620, Massachusetts Institute of Technology

Cambridge, MA 02139 (617) 253-2462 Email: [emanuel@texmex.mit.edu](mailto:emanuel@texmex.mit.edu)

-Dave Flynn – Sails, sail handling, trim and heavy weather technique

95 Bay Ridge Road, Annapolis, MD 21403

(410) 268-1161 (410) 991-4931 E-Mail: [dflynn@quantumsails.com](mailto:dflynn@quantumsails.com)

Eric Goetz

(401)253-2670 (401) 743-4832

[eric@goetzboats.com](mailto:eric@goetzboats.com)

Pam Hayes - Meteorologist and Professor of Meteorology

18830 NE 116th St., Redmond, WA 98052

(425) 881-3997 [phayes@geophys.washington.edu](mailto:phayes@geophys.washington.edu)

-Stan Honey- 25 TransPacifcs, 10 TransAtlantics, 1 Circumnavigation (winning navigator on ABN AMBRO in 1995-96 Volvo Ocean Race), Singlehanded and Doublehanded Transpacs. Navigator, Boat Preparation, Weather, Heavy Weather Sailing, Communications.

827 Lytton Ave., Palo Alto, CA 94301

(650) 328-3428 (650) 799-3428 (M) E-Mail: [stanhoney@attglobal.net](mailto:stanhoney@attglobal.net)

Jeremy R. Hood - Boat preparations and Navigation - Blue Water Cruising  
1 Portofino Plaza, Clear Lake Shores, TX 77565  
(713) 334-7678

-Michael Jacobs, M.D. – Co-author “A comprehensive Guide to Marine Medicine”. Teaches Medicine for Mariners courses including Health Maintenance at Sea, the ‘Fearsome Five’, (fatigue, fluids, fitness, Fahrenheit, & food), Seasickness, Medical Evacuation, Medical Emergencies at Sea, Prevention and Treatment of Solar Injury, Cold Water Immersion, Injury and Trauma, Wound Care, Medical Kits and many other medical topics. USCG license Captain.

364 State Road, Vineyard Haven, MA 02568

(508) 693-8066 (H) 508-560-1269 (M) E-mail: [saildoc@vineyard.net](mailto:saildoc@vineyard.net)

-John Jourdane - Heavy weather, damage control and repair, crew preparation, boat preparations - Professional sailor, 50 yrs and 300,000 miles at sea, 49 Pacific and 12 Atlantic crossings, 3 circumnavigations including 2 Whitbread Round the World Races, author of “icebergs, Port and Starboard” and Sailing With Scoundrels and Kings”

13962 El Dorado Drive, 60J, Seal Beach, CA 90740

(562) 430-2809 E-mail: [Jjourdane@aol.com](mailto:Jjourdane@aol.com)

-Mike Keyworth – Emergency Repairs to boat and systems, Boat preparation

101 Narragansett Ave, Barrington, RI 02806

(401) 246-1600 (O) (401) 245-1093 (H) (401)965-3528 (M) E-mail:

[mkeyworth@byy.com](mailto:mkeyworth@byy.com)

-Henry Marx – Safety Equipment, Man Overboard Prevention and Recovery. Marine Safety equipment, Life Rafts & Abandon Ship Bag, Abandon Ship procedures, Marine Risk Management, How to inspect your boat before departure and make up a Risk Assessment Plan and corrective actions

Landfall Navigation, 151 Harvard Avenue, Stamford, CT 06902

(203) 487-0775 x13 (203) 554-3981 (M) E-Mail: [landfallnav@juno.com](mailto:landfallnav@juno.com)

Phil Mitchell

Dan O’Connor

Life Raft and Survival Equipment, 3 Maritime Dr, Portsmouth, RI 02871

(800) 451-2127 and (401) 835-3740 cell

[dan@lrse.com](mailto:dan@lrse.com)

-Charles M. (Chuck) Oman, Ph.D, Seasickness prevention and treatment – both drug and non drug approaches; effective cures vs nostrums. Effects of fatigue on alertness and performance. Seasickness, watch systems, crew selection and training.

Director, MIT Man Vehicle Laboratory, MIT Rm 37-219, 77 Massachusetts Ave., Cambridge, MA 02139

(617) 253-7508 (W) (781) 729-7625 (H) E-mail : [coman@mit.edu](mailto:coman@mit.edu)

Skip Raymond - Boat Preparations and Heavy Weather Sailing - Extensive offshore experience, sailmaker

184 Selleck St, Stamford, CT 06902

203-324-9581

Paul Russell - Safety Equipment and Rescue  
2806 222nd Ave. NE, Redmond, WA 98053  
(425) 898-0448     [prussell@safeserv.com](mailto:prussell@safeserv.com)

Fred Sanders - Weather, micro-bursts, storm squalls - Research meteorologist, MIT  
9 Flint Street, Marblehead, MA 01945  
(781) 631-3332    E-mail: [Fnmisander@aol.com](mailto:Fnmisander@aol.com)

Joe Sienkiewicz  
[joseph.sienkiewicz@noaa.gov](mailto:joseph.sienkiewicz@noaa.gov)

Ralph Steitz  
Sailing Director of the US Merchant Marine Academy at Kings Point  
(516) 773-5395  
[steitzr@usmma.edu](mailto:steitzr@usmma.edu)

Karen Thorndike - Singlehanded Circumnavigator  
P.O.Box 714, Snohomish, WA 98290  
(360) 568-7841    [kthornd@gte.net](mailto:kthornd@gte.net)

## IX INSURANCE

US SAILING does provide liability protection specifically for the moderators of the seminar.

If you are already insured in THE BURGEE PROGRAM (the insurance program endorsed by US SAILING for sailing organizations) liability coverage for the seminar will be automatic. If you would like information regarding this program, or if you have insurance questions, please contact Linda Smith or Denece Herrera at Gowrie, Barden & Brett (managers of THE BURGEE PROGRAM) at 1-800-262-8911 or Lindas@Gowrie.com.

## X. PRESENTATIONS

### 1. Preparation

The major cause of failure in presentations is lack of preparation by the speaker. This usually stems from either overconfidence or a lack of confidence. In the former case, the speaker assumes that he or she knows the subject so well they can speak "off the cuff." In the latter, fear postpones preparation until it's too late to do it properly. No one can speak truly well without careful preparation.

Those with a lot of experience can manage with just a few minutes of thought about their subject and the audience, but most of us need an hour or more just to plan a 15 minute presentation on a subject we know extremely well. As in writing, there are no shortcuts to excellence. Here are some steps most good presenters follow in preparing their presentation.

- a) Outline what you want to say. This requires you to determine your major points in advance and structure the presentation to deliver those key points in a logical sequence.
- b) Structure your presentation. An oft-cited rule says "Tell 'em what you're going to say; say it; then tell 'em what you've said." It's a good guideline: introduce the important points, deliver them, then summarize them.
- c) Create an opening statement that will grab your audience's attention and link their need with what you have to say.
- d) Make note cards of your presentation, with underlining, highlighting or whatever is most effective for you, to keep you focused on the subject as you talk. Cards are better than a sheet unless you're going to read the whole thing, because you can exchange cards quickly without losing your place. (And reading the presentation almost guarantees that it will be dull and ineffectual, and that you'll lose your audience within seconds of the start.)
- e) Practice your presentation in front of a mirror; record it with a tape recorder and listen carefully to the playback. Most untrained (and even many trained) speakers have a whole array of distracting mannerisms, both physical and verbal, that disrupt audience attention. To maximize your effectiveness, you must suppress these habits. "Uhhhhhs" and throat clearing may fill the silence while you think, and jingling keys and change in your pocket may relieve your nervousness, but soon the audience will concentrate on those habits instead of listening to what you are saying. Speaking at a normal conversational pace may be too fast for an audience to follow, and nervousness often causes you to talk even faster (to get the ordeal over with quickly).

Learn to keep your delivery slow enough for the listeners to grasp your ideas. Remember that silence in speaking can be very effective in itself.

## 2. Development

It's easy to say "structure your remarks" but that may be hard to do if you're inexperienced. Start by identifying the specific points you want the audience to take away with them. Educators call these your "learning objectives." Once you have listed them, think about the methods you can use to communicate them: lecture, demonstration, participation or some combination of these approaches. Identify aids to help you make your points: videotapes, PowerPoint presentations, view graphs, slides, physical props, charts, etc. In general, the more audience participation you can achieve, the better you will hold their attention. Using a variety of techniques is usually better than sticking to a single method, such as lecture, from start to finish. As the audience grows, participation becomes more difficult, but even participation by a few members of a large group helps keep the attention of the rest. After you decide how you're going to deliver your message, it's time to arrange your remarks into a logical sequence, so your audience will be able to follow your reasoning from start to finish.

The time-honored format is:

\*Background: What is the basis of your presentation? What is its history, why did you become interested? How did you learn about it? Why is it important to the audience? Use this part to arouse the audience's curiosity, but keep it brief. (Novice speakers are particularly prone to letting the background dominate the talk -- or they fall into the trap of giving too little background, so the audience is lost before the real remarks start.)

\*Development/Discussion: This is the meat of the presentation, where you really get into the facts of your subject and move from one learning objective to the next. It's the place for logical development of your subject and systematic coverage of your objectives. Use illustrations to emphasize and illuminate key points but, please, don't let "sea stories" get you off on a tangent.

\*Conclusion: Review what you've covered, summarize the evidence and repeat the most important points. This is the part you want your audience to take home with them.

## 3. Delivery

Be well groomed and neatly dressed for the presentation. Your personal image is very important to your credibility. Make it a point to establish eye contact with the whole group, moving your gaze about the room. As you gain experience, you will be able to gauge whether your remarks are being received by the audience or if you need to repeat something or illustrate a point with a story or analogy. Watch for glazed eyes and glassy stares that tell you to shift gears, stamp your foot or do something unexpected to regain drifting attention. Stick to your script and resist the temptation to wander off onto interesting diversions that your remarks bring to mind. Keep your remarks cogent, sharp and to the point. Watch a clock to stay on your schedule. Keep reminding yourself of Shakespeare's dictum "Brevity is the soul of wit!" And when you are finished, don't forget to thank the audience for their attention.

## 4. Duration

It becomes increasingly difficult to retain audience attention for much longer than 30 minutes, so the best presentations are tailored to fit that time span. The maximum length should be 45-50 minutes, and only experienced adult audiences will be able to stay with it for the full journey. As the length increases it's necessary to incorporate additional

"grabbers" in the presentation to recapture the straying minds: changes of pace or style can keep a long session from bogging down.

#### 5. Questions

Is it better to address questions during the presentation or leave them to the end? It depends on many factors, including the size of the audience. If it's small and reasonably homogeneous in experience, you can probably accept and respond to questions during the presentation -- but be careful they don't keep you from achieving your learning objectives.

If the audience is larger or differs greatly in experience and knowledge, it is better to defer questions until the end when you've covered your learning points and can respond to related as well as unrelated issues without distracting the course of your remarks.

#### 6. Final Advice

RELAX! Audiences are kind unless you abuse them. Know your material, do your job well

#### XI Sponsorship Obligations:

The National Sponsors for US SAILING's Safety at Sea Program are:

- Sailing World and Cruising World Magazines
- West Marine
- Landfall

When thanking sponsors at the beginning and end of your Safety at Sea Seminar, we ask you to mention the National Sponsors before mentioning your local event sponsors. In all materials where Sponsors are mentioned, we ask that you include the national sponsors as well.

The national sponsors may wish to provide banners and pass out materials for each event. We ask that you hang the banners and distribute their materials in a professional manner. The national sponsors may wish to exhibit or bring a booth to each event, please provide them space with other vendors, free of charge,

US SAILING will provide a general Safety at Sea banner for each event, we ask that you hang this in a prominent location during your seminar.

Dear Seminar Organizer,

Kindly fill out this form and return to US SAILING Offshore Office as soon as you have your seminar information firmly in place. Good luck, welcome aboard, and thank you for taking on this important project!

**US SAILING Sanctioned Safety At Sea Seminar  
2011 Organizer Agreement**

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Name of organization)

1. Plans to hold a Sanctioned US SAILING Safety At Sea Seminar

On \_\_\_\_\_ at the following location:  
(Date)

\_\_\_\_\_  
(Facility & Address)

2. Does/Does not plan to hold an Optional, Second Day of Practical Hands-On Training

On \_\_\_\_\_ at the following location:  
(Date)

\_\_\_\_\_  
(Facility & Address)

People requesting information should contact

\_\_\_\_\_  
Name

\_\_\_\_\_  
Phone/Fax

\_\_\_\_\_  
Address

\_\_\_\_\_

\_\_\_\_\_

E-Mail

Our organization agrees to follow the general guidelines, standards and requirements set out in the official US SAILING Planning Document.

We have secured the services of the following:

Moderator, SAS Seminar:

\_\_\_\_\_

Additional Approved Speaker:

\_\_\_\_\_

Who will cover (topic) \_\_\_\_\_

Hands-On Instructor for Optional, Second Day:

\_\_\_\_\_

Anticipated Audience Size: \_\_\_\_\_  
(Day One) (Day Two)

Anticipated Cost of Ticket: \_\_\_\_\_

We agree to discount each Seminar ticket sold to members of US SAILING by \$5.00

Anticipated Cost of Seminar: \_\_\_\_\_

We agree to display the Safety At Sea Banner that will be provided (free of charge, but must be returned) and we additionally agree to provide the *CRUISING WORLD* Safety At Sea issue, *ISAF Special Regulations Governing Offshore and Oceanic Racing Including US Prescriptions or Safety Recommendations for Cruising Sailboats*, and the *CRUISING WORLD* Seminar Curriculum booklet to each seminar participant as well as WEST MARINE and LANDFALL provided handouts and a US SAILING membership flier. In addition, we agree to utilize *CRUISING WORLD's* Safety at Sea video (man-overboard section) and, if possible, the provided Demonstration Visual Distress Kit provided by WEST MARINE

We agree to send to US SAILING \$25 per participant to cover costs of materials, issuance of a certificate to each participant and their inclusion in their database of racing sailors meeting ISAF Special Regulations training requirements.

The official name of the seminar is the "US SAILING Sanctioned Safety At Sea Seminar" and we agree to refer to it accordingly in all literature and publicity.

We agree not to distribute publications other than *CRUISING WORLD* and *SAILING WORLD* magazines at the seminar. If a speaker desires that material from another magazine be used to support his or her presentation, as a courtesy he or she should arrange for copies/reprints of the article to be made and distributed, not the complete publication.

We agree to cover the primary core curriculum safety topics prescribed in the Planning Document, and then, based on the advice of your Moderator, other topics as needed.

We also agree to follow the US SAILING Hands-On Training syllabus if we hold the optional, second day of training.

We agree to demonstrate the following: Flares (SOLAS standard and non-SOLAS standard); Life jackets (U.S. Coast Guard-approved inherently buoyant and inflatable); Inflating life raft; Safety harness and jack line; and Lifesling.

On completion of each seminar, we agree to provide to US SAILING an Excel spreadsheet of the participant's names, addresses and membership status with the information placed in columns as follows:

Last name  
First name middle initial  
Street address line 1  
Street address line 2  
City  
State  
Zip code  
Email address  
US SAILING Member – Yes/No

Additional Information required for ISAF Approved Personal Survival Course certificates:

Date of attending Sanctioned SAS Seminar  
Location of Sanctioned SAS Seminar

In return for meeting the above criteria, we understand *CRUISING WORLD and SAILING WORLD* will publicize our event in their magazines as a US SAILING Safety at Sea Seminar, Landfall Navigation will contribute a \$100 gift certificate for use as a door prize, West Marine has agreed to send us a Demonstration Visual Distress Kit and US SAILING will issue a certificate of attendance to each participant.

As the individual responsible for organizing this seminar, I agree to the foregoing terms and will keep US SAILING Offshore Office informed of developments and changes as they occur.

---

(Organizer)

---

(Organizer's E-mail address)