



## YOU'RE INVITED TO JOIN US FOR THE GLOBAL SAILING RENAISSANCE AT STRICTLY SAIL CHICAGO:

**'IT ALL STARTS SOMEWHERE... IN THE BEGINNING SOMEONE TAUGHT YOU TO SAIL.'**

### **Meeting to Create Regional Grow Sailing Action Plans by John Arndt**

**When:** Friday, January 30th

**Time:** 9:30 AM – 10:30 AM

**Where:** Room 313, Navy Pier, Strictly Sail Chicago

**Who:** Anyone who is passionate about growing the sailing industry (make sure to bring your local dealers!)

**Why:** How is sailing going to deal with the market challenges ahead? Along with the rest of the planet the sailing community is facing very difficult economic conditions. It's a good time to pull the crew together, tune the rigging and work to chart our own course.

### **Invest 45 minutes before the show opens to hear how regional groups in Northern and Southern California are working together to help grow the sailing market.**

John Arndt of Latitude 38 has recently hosted and participated in several West Coast regional sailing meetings for concerned (freaked out, panicked, inspired, all of the above?) members of the regional sailing community. The meetings have been attended by close to 100 people who have gathered to brainstorm and take action.

There's nothing like a challenge to stimulate creative ideas and motivate action to reinvigorate languishing businesses. Despite the economic challenges, sailing has some tremendous opportunity ahead. Sailing is wind-powered and ideally suited to the changing environmental consciousness. And who doesn't want to 'get away from it all' right now!

**Come hear how West Coast sailing businesses are taking action** and how they hope to grow awareness and increase participation in sailing. Learn how to take advantage of shifts in the economy and recreational activities? Bring your energy, ideas and enthusiasm to discuss ways to grow sailing.

### **Agenda:**

- 1. Introduction:** Challenges/Opportunity
- 2. Review of the West Coast Sailing Renaissance**
- 3. Summer Sailstice** – What is it? How to participate for the benefit of your company and sailing.  
*'The best time to plant a tree is 20 years ago, the second best time is today'*
- 4. Next Steps** – How to go about organizing your own regional Grow Sailing initiative.

**Host Committee:** Sail America Education Committee:

Please feel free to invite anyone you feel has a stake in sailing and can contribute to its success (especially your dealers, vendors, customers, racer, cruiser, enthusiast, yacht club members)

For more information please contact Jonathan Banks at [jbanks@sailamerica.com](mailto:jbanks@sailamerica.com)



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