



**South Atlantic Yacht Racing Association  
Annual General Meeting  
January 27 – 29, 2017**

**DETAILS ABOUT SATURDAY'S SESSIONS**

**State of the Sport**

Participation in sailing is declining in America, down more than 40% since 1997, and down 70% since 1979. As pressures on free time have increased, many Americans have turned to spectator sports or highly structured activities and away from lifelong, family-based, multi-generational recreation.

**Keynote Speaker: Nick Hayes**

Market researcher and avid sailor Nick Hayes interviewed more than 1,200 sailors worldwide in his efforts to understand why participation in sailing is declining and what sailing clubs can do to regain ground. As a result of his quantitative research, Nick wrote the book *Saving Sailing*. When the book was released in 2009, it quickly reached Amazon's bestseller lists in the Sailing and Outdoor categories and stayed there for 64 weeks. Nick lives in Milwaukee, where he actively participates in the sailing scene with his wife and two daughters. When he is not sailing, he works as a partner at the research and strategy consultancy firm FiveTwelve Group.

**Breakout Sessions**

Following Nick's keynote address on Saturday, attendees (adults and juniors) will break out into small groups around the conference room to discuss a proposed topic. All of the small groups will brainstorm the same topic for a short period of time. Then, each group facilitator will share key outcomes, and Nick will provide his thoughts about the outcomes. This interactive approach is designed to encourage the exchange of ideas, and challenge traditional ways of thinking.

The agenda includes time to discuss 5 – 7 topics in this interactive format. Attendees will have input on the topics selected from a list Nick has recommended that includes titles such as:

- Are Sailing Clubs Compatible With 21<sup>st</sup>-Century Trends?
- Reaching Different Demographics: Women, Families, Millennials, etc.
- Networking: Methods, Messages & Money
- What a Sailing School Can Be

**New Rules Presentation**

New copies of *The Racing Rules of Sailing for 2017-2020* are now available from US Sailing. The new rulebook includes a number of changes and additions. While there are no major game changers, it is important for those who are involved in racing or race management to know what the changes are and how they may affect their events. JD Rosser will provide an overview of the changes and additions at the SAYRA AGM before the meeting for Race Officers and Judges.

**Race Officers & Judges Discussion**

During this session, the group will discuss (1) ways to improve race management training seminars and identify additional seminars that would be useful to clubs; (2) how to help clubs with the development of race management and mentoring new race officers; (3) highlight training and development opportunities for SAYRA judges and trainees; and (4) address key concerns and issues encountered at recent regattas.

**Junior Committee & Youth Championship Meeting**

Attendees to this session will learn more about the SAYRA Junior Series and ways to get involved. Junior initiatives and programs within SAYRA will also be discussed.