

March
2014

From The Commodore

Board Meeting Minutes

Book Review by Tod Bassham

SYSCO and Social Media

Small Yacht Sailing Club of Oregon

STARTING LINE



From The Commodore

Warren Dalby, Commodore

I'm happy to report that SYSCO will now have an online media presence thanks to Chris Harley. Chris has a plan that includes Facebook, Pinterest, Instagram and YouTube. He has also taken over the newsletter responsibilities, much to the relief of Ryan Rogers.

I spent last Saturday morning at the OCSA race management clinic. I'm always impressed by the depth of knowledge and experience that our sailing community is fortunate to have. We really are lucky to have people that know so much about organizing and putting on races here on the Columbia and are willing to

give up a Saturday to improve the quality of our racing experience.

At the clinic I was reminded that at the start of a race, if you are over early (OCS, on course side), it is totally the responsibility of the skipper to know they are OCS and get their boat completely back across the starting line. All the race committee will do is raise the individual recall flag and blow a horn. It's up to the skipper to know if they are the guilty party and turn around. The race committee has no responsibility to hail the OCS boats or let them know when they have successfully returned to the non-OCS side of the line. It would sure be easier from the skippers' point of view if the RC did hail OCS boats, but that could be considered outside assistance and shouldn't happen.

The SYSCO race clinic will be on Thursday, March 20th, at RCYC. Dale Mack will be going over the basics of racing on the Columbia, and Kerry Poe will be talking to us

**NEW ONLINE
SOCIAL MEDIA
SOLUTIONS
COMING TO
SYSCO!**

**SYSCO
RACE
CLINIC
THURSDAY
MARCH
20TH**

about local conditions of our sailing area.

Your SYSCO organizers spend a considerable amount of time organizing these events. They do it for our SYSCO members. I hope you take advantage of these educational opportunities.



SYSCO Board Meeting Minutes

Attending members: Mike Nance, Liz Nance, Dave Pilago, Scott Stevenson, Nicole Sirois, Rich Jones, Chris Harley, George Brown, Gary Bruner, Kristen Pierce, Thomas Mackmenemy, Warren Dalby, Jacqueline Pitter, Bill Sanborn, Ken Stevens, Tod Bassham, Ryan Rodgers
The March meeting began promptly at 7 pm.

Race Clinic

The 2014 SYSCO Race Clinic will be held at 6:30 on March 20th at RCYC. Dale Mack has prepared and will be presenting a new slide show this year. Kerry Poe will also be on hand to review start sequence tactics and methods. At some point, one of the speakers will touch on the new changes to the OCSA rules.

Race Marks

CYC proposed a joint venture with SYSCO to replace all race marks with new larger marks that allow for the sale of advertising to help absorb the cost. After extensive discussion, it was agreed that SYSCO's current size marks are preferred and that only two should be replaced along with the netting that shrouds the marks. The main reasons for opting out of the marks that CYC chose was size and cost. In the end, Tod Bassham made a motion to allow SYSCO to buy two new marks and hire Kerry Poe to construct the netting around the marks. Rich Jones seconded the motion and it was unanimously passed.

Treasury

After expenses the current bank balance stands at \$12,170.39 dollars. A check was mailed to Kell's Irish Pub as a deposit for the awards banquet.

Smack-Down

The Merit 25 fleet challenged the J/24 fleet to a battle of the one designs and asked SYSCO if it would supply the race marks and govern the race. Nicole Sirois made the motion, Ryan Rodgers seconded it and it was unanimously passed.

Membership

SYSCO currently has 93 paid members. The deadline for the \$85 dollar annual membership has passed and a membership will now cost you \$90 dollars.

Pancho

Pancho is still secure under his/her cover for the winter. Check your email for a request to come out and help prep the boat for the upcoming race season. The Pancho caretakers plan to splash down sometime in April.

Education

Nicole Sirois is spearheading a joint venture with OCSA to promote education on various sailing and boating topics. Look for a survey to be emailed out to the members and your crew asking for feedback on interesting content.

Membership Software

SYSCO is currently using Regatta network to facilitate race registration and yacht club membership records. This once free service is now costing the club about \$500 dollars. The board members are not anxious to return to the mail in registration method but the cost is a concern. Other options are being explored.

Sailing—Philosophy for Everyone: Catching the Drift of Why We Sail

Our own Tod Bassham sails casually through the philosophical musings of his fellow sailors in this month's book review

Sailing is an experience, something sailors do. Why think about it, or bother to read (or write) a book about the philosophy of sailing? Well, as John Rousmaniere explains in his forward to this collection of essays by sailors and philosopher-sailors, an examination of life under sail enhances the experience of sailing. Or, as editor Patrick Gould argues in his introduction, philosophical sailors simply have more fun.

The book includes 15 essays, written by an eclectic group of sailors who love to philosophize and philosophers who love to sail. Among the former are Gary Jobson, Nicholas Hayes and Hilaire Belloc. Among the latter are, well, a bunch of academic professors for the most part, but fine writers and keen observers of the phenomena of sailing.

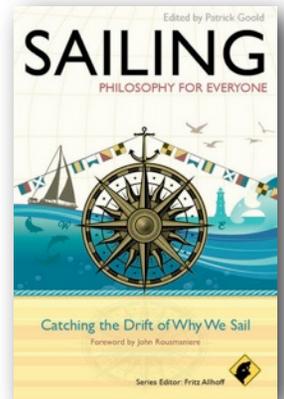
The book is divided into four parts, or themes. The first part is entitled *Passing Through Pain and Fear in the Place of Perpetual Undulation*. The most readable essay in this part is Jobson's article on the winning philosophy in sailboat racing. Jobson relates lessons learned from his long racing career, and argues that it is the mistakes we make from which we learn the most. Another noteworthy essay in this section is "Hard a' Lee: Why the Work of Sailing Can Be Great Fun" by Crista Lebens, a professor of feminist philosophy, who describes the existential process of sailing, based on her experiences sailing C-Scows. Also worth reading are Richard Hutch's meditations on solo sailing as spiritual practice.

The second section is entitled *The Meaning of the Boat: Three Schools of Thought*. The best essays in this section are James Whitehill's "Buddha's Boat: The Practice of Zen in Sailing," and Steven Horrobin's "Sailors of the Third Kind: Sailing and Self-Becoming in the Shadow of Heraclitus." Horrobin argues that there are three general kinds of sailors: those who are attracted to the glamour and social iconography of yachting (you know who you are), those who sail to race (ditto), and those who sail for self-discovery. Horrobin, a long-distance sailor, is most interested in sailors of the third kind, who pursue a horizon that none of us can ever reach. His essay is an attempt to understand the memorable words of an old salt he met one day when casting off the lines at a Scottish dock: "If you ever get to that horizon, give it a good kicking, from me!" (p. 72).

The third section is *Beauty and Other Aesthetic Aspects of the Sailing Experience*. The most enjoyable essay in this section is Nicholas Hayes' article on "What the Race to Mackinac Means." Hayes is the author of *Saving Sailing* (Crickhollow Books, 2009), which argues that to save sailing from its long decline we need to return to its roots: sailing with the family. In this essay, Hayes explores the social experience of the famed Mackinac Race, cataloging among other things the various types of participants: the tweener, the superhero, the teammate, the yogi, the minister, the salt and—the most difficult type to race with—the solipsistic "skipper" who perceives his crew only as instruments to be manipulated. Another noteworthy essay in this section, by the philosopher-sailor team of Jesse Steinberg and Michael Stuckart, concludes that among recreational pursuits sailing is ideally suited to develop the Aristotelian virtues that lead to human happiness.

The final, and most technical, section is entitled *Physics and Metaphysics for the Philosophical Sailor*. One essay in this section applies the special and general theories of relativity of that famous sailor, Albert Einstein, to explain why sailboats—although incredibly slow relative to other modes of transportation—can, through sheer fun, seem to reverse the entropy of the universe. Another essay explores, with diagrams and an appendix of algebraic equations, the paradox and mystery of apparent wind, and the astonishing fact that some boats can sail faster than the wind. Somewhat incongruently, this section, and the book, concludes with an excerpt from Hilaire Belloc's classic *Hill and Sea*, an account of his wanderings in a small boat across the English Channel in search of "terror and salvation, happy living, air, danger, exultation, glory, and repose at the end." (p. 177).

Which returns us to where we started, with the existential experience of sailing. In the end, I think the reader will agree with Rousmaniere and the essayists that philosophizing about sailing enriches the experience of sailing, and vice versa.



Full disclosure: the author of this review co-wrote one of the essays in the book under review, and not one of the better essays, it must be confessed. Payment was seven copies of the book, no royalties. Six copies are now in the hands of friends and relatives (probably still unread).

So, while vanity plays a role in the reviewer's motivation for writing this review, desire for filthy lucre does not. If, based on this review, the reader chooses to buy this book (available on internet sites such as [Amazon.com](https://www.amazon.com) for \$11.99), she may rest assured that none of the proceeds will enter the author's pocket. In fact, the author will probably lose money on the deal, due to this guarantee: if the reader is not mentally or morally improved by reading this book, the author will buy the reader a beer.

Online Social Media and SYSCO

An approach to new communications strategies

Since 1978 SYSCO has promoted small yacht racing within a culture of competitive sport and camaraderie. To continue this tradition, SYSCO should begin to reach out to younger sailing enthusiasts, willing to take part in the organization's scheduled events, aware that the each event is designed to further the organization's mission to provide an atmosphere of personal growth, education, and fun. To further the goals of this mission, SYSCO should look to online social media resources to find, engage, and attract new members.

When positioning sailboat racing and sailing culture in an accessible and inviting manner, SYSCO can realize its goal of bolstering a younger membership base and continue its mission. By removing first-step barriers to entry, SYSCO will provide a welcoming atmosphere where participation is better understood by interested enthusiasts and recruitment efforts are shared across the entire organization. Across the

membership roster, recognition of the need for younger members is key to tapping into the mentoring efforts existing members can afford new recruits. By charting a clear course for new recruits, SYSCO can better realize its goal of adding new members from a younger demographic.

By embracing online social media tools such as Facebook, YouTube, Instagram, and Pinterest, SYSCO can begin a more robust outbound communication strategy geared toward sharing the club's activities and capturing the attention of prospective recruits. Each of these online resources provide a unique opportunity for SYSCO to share the club's activities in a way that promotes recruitment efforts in a manner that younger audiences have become accustomed.

Sailboat racing is uniquely fortunate in that our sport is dynamic and well suited for documenting in ways that make sharing the action an

informative and engaging exercise to an outside audience. By concentrating our collective efforts toward producing a broad range of media to share online, SYSCO will never be left without a story to tell. Online social media resources generously provide ways for SYSCO to communicate through the written word, in photographs, or through audio and video.

By reaching out across your existing roster and asking that members give of their time and attention, not only will they realize their ability to mentor prospective recruits, but in doing so, they'll also take part in creating the media needed to help tell their stories about sailing in a content marketing strategy that propels the sport of sailboat racing with SYSCO.

Chris Harley races on Wizard, a Cal 28 that made her first showing at SYSCO in 2013. Although new to the sport, he's enthusiastic to learn as much from his teammates as he will from his competitors. You'll find him at the helm in 2014 so please forgive his clumsy mark roundings.