

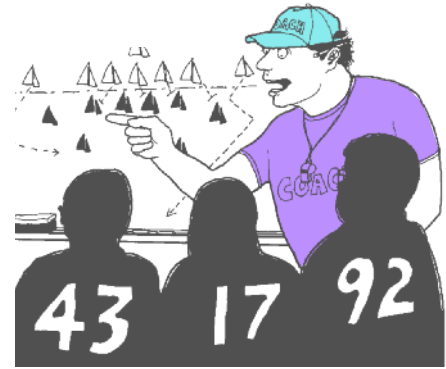
2019 Strategy and Tactics SEMINARS

Information for potential seminar hosts

In 2019 we are offering five seminars focused on racing strategy and tactics: 1) **Starting** 2) **Upwind** 3) **Downwind** 4) **Mark Rounding** and 5) **Drone's-eye View**.

([Email us](#) if you didn't get our other flier that explains each of these seminars in more detail.)

What the sailors get Lots of practical race-winning tips to improve their strategic and tactical repertoire. A printed course book for each seminar, plus a free digital issue of *Speed & Smarts* on the seminar topic. A free S&S pen. Special seminar discounts on all educational materials from *Speed & Smarts*.



Speed & Smarts provides The course curriculum and instructor (we'll work with each club to find a good seminar date and instructor). The course books, free S&S pens and digital copies of *Speed & Smarts*. A projector, magnetic boats, markers and so on. Promotion of seminars to our in-house lists.

The host club provides The seminar venue including a darkened room, chairs at tables, large magnetic white board, projection screen. Promotion and registration. Email addresses of all participants (after the seminar) so we can send out free issues of *Speed & Smarts* plus an evaluation form. Optional food and drink.

Seminar price per sailor The host club may charge sailors any price for admission to the seminars. Some clubs cover all the costs themselves (*see next page*) and let sailors attend for free. Other clubs charge sailors for part or all of their cost to host the seminars. We think an admission price of \$30 to \$40 for one three-hour seminar or \$60 to \$80 for two seminars (all day) would be very reasonable compared to what sailors pay for similar seminars.



Hosting a seminar If you are interested in holding a *Speed & Smarts* seminar in 2019, pick two seminar topics (Starting, Upwind, Downwind or Mark Roundings) and email us with some date preferences (*see possible dates on next page*). We will then get back to you and start talking about a date, topic and instructor that will work for you and for *Speed & Smarts*. Once we settle on details, we will ask you to sign a letter of agreement. For seminars on popular dates we might ask for a deposit.

SPEED&Smarts™

If you'd like to bring a seminar to your club or just get more info, please contact us:

[Email](#)

Seminar Fees Our intention is to set the seminar fees so:

- 1) Sailors can attend the seminars for a reasonable price;
- 2) The host club has a decent chance to break even or raise money; and
- 3) *Speed & Smarts* is fairly compensated for the instructor’s time and travel expenses, plus the cost of running the seminars (including the printed handouts).



We think the fairest arrangement is a sliding scale based on the number of attendees. We’d like to have a large crowd at every seminar, but we don’t think a host club should have to pay the same fee when they have 20 sailors as when they have 50.

Here are the fees for a full day that includes two three-hour *Speed & Smarts* seminars from among these choices: Starting, Upwind, Downwind, Mark Rounding.

10-20 attendees	\$1000	<i>Sailors younger than 18 are counted as 1/2</i>
21-35 attendees	\$1250	<i>A deposit may be required for popular dates</i>
36-50 attendees	\$1500	<i>Add travel expenses for instructor (from CT or RI)</i>
51-75 attendees	\$1750	<i>We’d like to limit each seminar to a max of about 75</i>

We have structured these fees so the cost per sailor keeps getting lower as you add more attendees. Also, the host club keeps any surplus of income over costs.



Instructors Dave and Brad Dellenbaugh

The **Drone’s-Eye View** seminar is designed to fit a typical evening time slot of about 2 hours. The fee for this seminar is \$750, or \$1000 if travel requires the instructor to stay overnight. The host must also cover travel expenses.

This seminar has a lot of videos, so it requires a room that is relatively dark. A large, high-definition TV can also be helpful (but is not required).

Possible 2019 Seminar Dates

- January 26, 27
- February 2, 3, 9, 10, 16, 17, 23, 24
- March 2, 3, 9, 10, 16, 17, 23, 24, 30, 31
- April 6, 7, 13, 14, 20, 27, 28
- May 4, 5, 11, 12, 18, 19

Almost all of our seminars are given on a Saturday or Sunday between late January and late May. The Drone’s-Eye View seminar is typically held during an evening, so other dates are possible for that.

If we have more than one seminar in a particular geographic area, we’d like to schedule those on back-to-back days if possible so the hosts can share expenses and the instructor can minimize travel.

If you are interested in hosting a seminar, please send us an email and we will be in touch soon.

Typical Seminar Day

- 8:30-9:00 Registration
- 9:00-12:00 **Seminar 1**
- 12:00-1:00 Lunch break
- 1:00-4:00 **Seminar 2**

Sailors have the choice of attending one seminar or both.



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Strategy and Tactics SEMINARS

Presented by Speed & Smarts



Comments from attendees at 2018 Speed & Smarts seminars:

'Thanks again for coming up here and doing a seminar for us. I have heard nothing but rave reviews! Well done!'

'Thank you for your effort in making the seminar a great event and hitting just the right level for the audience.'

'I found yesterday's seminar really useful. What I appreciate most is your logical, systematic approach to information gathering and decision making. I always feel it's a win if I can take-away and apply at least one thing. In this case, there were many, so thanks. A very productive and enjoyable day!'

'Thank you David. It was a most informative and inspirational day!'

'Thanks for a great day yesterday! At least half the audience specifically told me how much they enjoyed and valued the seminar. Your experience and knowledge are readily evident. I hope you will keep a place for us in next year's calendar!'

'The seminar provided the basic information one would get in any seminar, but it also went much deeper into how to think about sailboat racing. We both thought it was very well thought out and prepared.'

'I had a great time and wish I could have taken a seminar like this 10 years ago – it will give me much more purpose in terms of my approach to racing.'

'Thank you David, I learned a ton of new things to think about, many thanks for what you do.'

'Having been to other seminars (not just in sailing), I loved how the content was at the right level, the presentation was spectacular, and the workbooks have obviously been through a number of iterations and are very polished at this stage. David was very approachable even though the gulf between his experience and us ordinary sailors might be intimidating.'

'I thought the instruction was methodical and well organized, with the right amount of depth on each topic.'

'Dave clearly loves sailing and sharing his vast knowledge with others. He makes the material very easy to digest. There was nothing about the seminar I didn't like!'