

Westerlies

Tiburon Yacht Club



Latitude 37° 54' N.

Paradise Cay
Tiburon, California



NEXT GENERAL MEETING
WITH PROGRAM
FRIDAY, OCTOBER 9
DOORS OPEN AT 5:30

Longitude 122° 28' W.

COMMODORE'S COMMENTS

By Ann Watson

September's General Meeting

What a great general meeting we had on September 11. Thanks to all who participated. Members provided terrific feedback and offered lots of good ideas about crafting an Officer of the Day Program to take back to the board. We'll refine all the ideas over the next few months. The board will then propose a workable volunteer Officer of the Day policy that can help us stay open every Friday night. Until then, we'll call on staff commodores and board members to help with opening and closing duties, getting us through the remaining few Friday nights before we pause for the holidays.

Another thing that came through loud and clear at the general meeting was that the club does not support going completely cashless. Members want

a combination of the POS system and the option to pay cash. Treasurer Alice Shinn is working hard, with an assist from Ken Romley, to make POS system reporting easier and to better integrate the system with QuickBooks. We want the POS system to make accounting simpler in addition to facilitating use of outside help.

TYC's Strategic Plan

The board continues its work on the Strategic

Plan. Dick Selmeier presented the board with results from the rigorous retention study he conducted. Dick spent many hours interviewing former members, analyzing why they did not sustain their memberships for the three recent years during which TYC conducted \$0 or deeply discounted initiation fee membership drives. This study showed that such "sales" are not good for the club. The determinant for member retention is not price, but a feeling of participation by newer members. Our open-every-Friday-night program is increasing members' usage of the club, facilitating participation. Dick's findings and conclusions will be used to improve membership acquisition and retention.

The biggest reason members left was that they were not participating in club activities and events. This was due to lifestyle changes (e.g. children, age, financial reasons) and travel required to the club. Only one person cited not wanting to volunteer as a reason for not participating. The next biggest reason for leaving was moving out of the area, followed by health issues or death.

Dick has made recommendations based on this retention study that he will work to implement with membership co-chairs Ruth Fults and Susie Woodrum. We're thinking of expanding membership to a committee of five to seven members representing diverse interests to recruit and retain new members. For now Dick, Susie and Ruth will work together setting tasks to implement the Strategic

October 2015

Westerlies

Important Dates

**Life On The Water
Films Presentation**
October 9

Joan Storer Regatta
October 17

**Family Halloween
Party**
October 25

Westerlies Deadline
October 26

(Continued on page 5)

Submit Articles or Photos to *Westerlies*

Westerlies is the monthly newsletter of the Tiburon Yacht Club. We welcome interesting, relevant stories, as well as photographs from members and non-members alike.

Westerlies is distributed both by mail and online at www.tyc.org.

Submissions may be sent electronically to the editor at sheila@tonic.to. Deadline is usually the last Monday of the last full week of each month, but is always listed in the Calendar of Events, which appears both online and at the end of each issue of *Westerlies*.

All submissions will be edited for grammar, content, size and relevancy. Inclusion is up to the editor's discretion.

Westerlies can always use good photographs. Members are encouraged to pull out their phones or cameras at any of our events, snap a few shots, and email them to the editor. In addition, TYC has a small camera available at the club for any member to use during clubhouse events. Please use this camera to take snapshots at any time, especially if there is no "official" photographer on site. If you let me know, resulting photos will be picked up from the club for possible inclusion in *Westerlies*.



~Sheila Lyons, Editor

sheila@tonic.to

Westerlies **Table of Contents**

• The Social Scene	3
• Life on the Water Film Series at TYC	4
• What I Did on My Summer Vacation	5
• Race Notes	6
• Joan Storer 25th Anniversary Regatta	7
• Bus Tour de Noel • TYC Holiday Party—Save the Date	8
• TYC Introduces Composting • Remodeled Website - Log in Now	9
• Photo Spread — Commodore's Picnic & Ribfest	10
• October-November Calendar	11



Welcome, new members ***John and Valerie Carter!***

The Carters, residents of Paradise Cay who received their new member packet in August, have already been active tending bar at the club and having fun at the recent Commodore's Cruise and Picnic held on Angel Island.

Since we missed snapping their photo at the club, they gave us this nice one of them at Yosemite.

The Social Scene

By Telesha Destein

What a fun summer we've had at the club with parties, game nights, Music with Megan for the little ones, sailing and Friday night dinners. There really is something for everyone here at TYC. I've witnessed so many great changes at the club this year, including the Commodore's Cruise and Picnic, which returned to Angel Island after quite a few years at another venue. (See photos from this event and more from the Ribfest on page 10.)

Most recently, we hosted almost 80 people at the first (hopefully annual) Country Rockin' Ribfest. The band was awesome, people were dancing, the ribs were lip smackin' and the kids had many fun things to entertain themselves with. End of summer parties are so much fun, but once again, school is back and it's time for a change.

We welcome the fall season. As a Minnesotan, fall was always my favorite season. The air became a little crisper, the apples were big, juicy and ripe on the trees and there was always something savory cooking in the kitchen. It's a little different here in the Cay. For one, it's hot! But again, change can be a good thing.

I'm hoping to liven up the club in the next few months with more Friday night dinners. It's a big task to take on but with the help of the board and some other volunteers I can always count on, we will keep the bar open and the dinners available. I hope you take the time to come down, let the kids run around and play, and enjoy the company of fellow club members. Maybe even invite some friends so they can see what we offer! Board games are great and we also now have Wii for the kids. We hope to have live music on some nights as well. I'm really looking forward to the Maine Lobster Truck in mid-October – yum! If you have any suggestions for Friday nights, please don't hesitate to reach out to me.

Thanks to Shirley Vaughan and her bar crew who have been working to offer some new beverages behind the bar as well as adding premium wines to the list. This will definitely enhance Friday nights at the club. Love these *changes!*

If you are reading this you are a member of TYC. So here's my challenge to you: Let's change things up a bit. Let's make TYC the place to be on Friday nights. Hope to see you there!



*Live music and good food at this year's
Rockin' Country Ribfest*

2015 FRIDAY NIGHT RACE DINNER WRAP-UP

BY NANCY BILOFSKY

August 14 – Commodore Ann Watson and her Wind Dance crew member Jane Clark served a Mediterranean dinner provided by Aviliciously. The \$15 dinner was appreciated by those who attended. Thank you Ann and Jane. Also, thanks to bartender Shirley Vaughan and the race committee.

August 21 – Laurie and Dick Selmeier and their Hurricane Gulch crew served cheeseburgers with sweet potato fries to 45 diners for \$10 each. Thank you to all the galley helpers and bartenders. Thanks also to the race committee: Tracy Hansen, Sophia Yao, and Mike Obley.

August 28 – A potluck dinner was scheduled. With six boats racing and no chef, there was light attendance.

September 4 – Ann Watson arranged for Chinese food catered by Lily Kai. About 55 people, who paid \$12 each, enjoyed the dinner. Shirley Vaughan tended bar. Helpers included Susie Woodrum, Nancy and Walt Bilofsky, Deanne Gilbert, Yolanda Lopez and Patty Cerf. Race committee included Tracy Hansen, Sophia Yao, Judy White, as well as helpers Lon Woodrum and Ian Matthew. Thank you all for ending the beer can race and dinner season with a wonderful evening.

An extra big thank you goes to Bar Chair Shirley Vaughan and Race Chair Mariellen Stern for doing the heavy lifting and for giving TYC another enjoyable season of Friday night races and dinners.



IN CONJUNCTION WITH TYC PRESENTS

Two Awesome Films:



Hank Easom, Portrait of a Legend
and



Ron MacCannan's Pursuit

Along With a Mediterranean Dinner

Bar opens at 5:30pm - Dinner at 6:00pm

Films at 7:00pm followed by Q&A

Films and Dinner \$30, prepaid

Space Limited - Reservations Close October 7
To register, go to <http://www.tyc.org/event-2053700>

Don't miss this chance to hear Director Oleg Harencar as he screens his films documenting the sailing lives of two legendary Sausalito sailors.

***"Especially if you live in Marin, and whether you are a sailor or not,
you owe it to yourself to see these two short films."***

~Overheard at a screening in Mill Valley

(Commodore's Comments *continued*)

Plan's membership goals. The board can then complete this module of the Strategic Plan. Because of Dick's hard work, TYC is better able to target new members who can be mentored and integrated into the club. Many thanks to Dick for this important input.

We still have a few areas of the Strategic Plan to complete that may extend into Nancy Bilofsky's watch. The flag and treasurer are still discussing financial objectives and I'm working on forming a marketing committee to assist membership goals and tasks. But all the other modules are in place and committees will be formed to implement tasks and provide succession planning for the club.

The Fun Stuff

As you'll see later on in this issue, September's Commodore's Picnic on Angel Island was well attended and enjoyed. As for October, Telesha is planning a TYC Family Halloween Party for the 25th. So mark your calendars for then, and everyone will be free to trick-or-treat on the 31st.

Finally, I am very excited that Life on the Water is bringing two of its films to TYC on Friday, October 9: *Hank Easom, Portrait of a Legend* and *Ron MacCannan's Pursuit*. Director Oleg Harencar will be presenting. Instead of the usual pizza, I've arranged a catered dinner. At \$30, this is a bargain price for dinner and two short but interesting documentaries about these local legends. I've invited a couple of other yacht clubs, so we could sell out.

You'll find details about the showing in this issue on page 4. Please sign up on the website to ensure your place at this great event. To read more about the films and their subjects and to register for this evening at TYC, go to <http://www.tyc.org/event-2053700>.

What I Did on My Summer Vacation

By Sheila Lyons

Summertime means vacation time, even if it's a staycation. After all, we do live in one of the most desirable places in the country. But whether I find myself away from home or close by, it's always fun to take advantage of TYC membership benefits by visiting other yacht clubs. That's exactly what Eric and I did this summer. I highly recommend it. Here are a few pics from two clubs we visited, both very friendly and accommodating and well worth the trip. But don't forget your TYC membership card. If it's not in your purse or wallet, you'll be plumb out of luck.



Left side: Lovely Half Moon Bay Yacht Club on a hot August day.

Right side: Too bad we didn't have a fresh TYC burgee with us to replace this old one at the Lahaina Yacht Club on Maui. I wonder who it was who left the one pictured?



RACE NOTES

BY MARIELLEN STERN



Fall is officially upon us. We've wrapped up another season of Friday Night Races and the change of season is bringing back lighter air on the Bay. The last Friday night race was held on September 4. Results are as follows:

First Place - Siento el Viento, Ian Matthew
Second Place - Hurricane Gulch, Richard Selmeier
Third Place - Highlander, Bob Horton

The Tornberg Regatta - September 12

This race is for TYC members only. Special thanks go to Harry Blake and Patty and Bob Cerf for running race committee. We couldn't have raced without them! The entire day was one of fairly light conditions: 6-12 knots of breeze out of the west with shifts out of the south keeping things interesting for all of us. Race committee was able to pack in three races, making for a fun time for everyone.

Race 1

First Place - Lion, Lon Woodrum/Steve Nimz
Second Place - Joyride, Bill Hoehler
Third Place - Galante, Otto Scherier

Race 2

First Place - Joyride, Bill Hoehler
Second Place - Cinnamon Girl, Mariellen Stern
Third Place - Galante, Otto Scherier

Race 3

First Place - Cinnamon Girl, Mariellen Stern
Second Place - Lion, Lon Woodrum/Steve Nimz
Third Place - Galante, Otto Scherier

Overall Standings

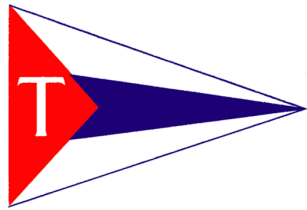
First Place - Lion, Lon Woodrum/Steve Nimz
Second Place - Joyride, Bill Hoehler
Third Place - Galante, Otto Scherier

Coming Up

October 3 - TYC Short Handed Races. This event features a double-handed race followed by a single-handed race. You can enter to sail one or both races.

October 17 - The Joan Storer 25th Anniversary Regatta. THIS IS AN EVENT NOT TO BE MISSED! See details on page 7.

Sign up now at www.jibeset.net.



TIBURON YACHT CLUB

Cordially Invites all Sailors to Sail in the
25TH ANNUAL JOAN STORER REGATTA

Saturday, October 17, 2015

Tiburon Yacht Club, Paradise Cay
Tiburon



In celebration of 25 years, Joan Storer's children—John, Janet and Shelley—are sponsoring this event to honor their parents, past TYC members Richard and Joan Storer. So get your crew of gals and guys together and get out there and race! This celebration features:

- **Pre-race:** TYC opens at 1100 hours for a Champagne Toast to Joan Storer and Family
- **Post-race:** Hosted beverages (No sailor will go thirsty!), hors d'oeuvres and dessert for all racers.
- **This race is for everyone. No woman skipper available? That's okay; the skipper and crew must be made up of at least 50% females.**

Eligibility: The Joan Storer Regatta is open to all skippers and their crew.

PHRF Ratings: If no current PHRF rating is available, a rating will be assigned, which cannot be appealed except by providing a current certificate.

Course & Race Area: Racing will be conducted off the waters of TYC at Paradise Cay. The courses and marks will be selected from the list of courses posted on the TYC website (www.tyc.org).

First Warning: 1200 hours

Register: Entry fee \$10.00. Register online at www.jibeset.net (Credit cards accepted!) For help email race@tyc.org or phone **(415) 606-2675**

Trophies: Trophies will be awarded for first through third place per division as soon as possible after the racing.

Social: Hosted bar with hearty hors d'oeuvres will be available at the TYC clubhouse after the racing. Limited guest docking will be available.

Bus Tour de Noel 2015

The holiday season would not be complete without the magical bus tour of West Marin. We are in the planning stages and need to know who is free to celebrate on **Saturday, December 5th**.

The bus leaves from Paradise Cay—Martinique between Trinidad and Jamaica—promptly at 10:00am with a pick-up stop in Novato (Atherton Avenue bus stop on Hwy. 101) at 10:20am and returns to TYC by 6:00pm.

Lunch at a West Marin restaurant, olive oil and cheese tasting, shopping opportunities, and a stop for a “final, final” are all on the itinerary. Hopefully we will be able to hold the cost to last year’s price of \$35/person.

Sign up early so we can work out the final pricing.

Please call or email Susan Hoehler, **415.435.2068** or shoehler@comcast.net as soon as possible if you are interested.

Guests are always welcome.

Final details will be in the November *Westerlies*.



SAVE THE DATE!

for

TYC's Holiday Party

Sunday, December 20, 2015

It will be the usual 2:00pm start with time for crafts for kids, tree trimming, snacking and egg nog.

3:00pm - Santa comes by boat!

4:00pm - Fire trucks arrive to collect gifts for Toys for Tots.

Look for specific details in the November *Westerlies*.

If you'd like to help, contact Carole Gunn at

carolegunn@comcast.net



IS IT GREEN, BLUE OR BLACK?

TYC INTRODUCES COMPOSTING TO ITS WASTE MANAGEMENT REGIME

In addition to the recycling and garbage bins currently in use in TYC's dining room, galley and bar, we've now added a compost bin. Posters above each identify what goes where, but here's the entire scoop to help you navigate during clean-up:

IN THE DINING ROOM:

Ninety percent of all trash generated in the dining room is compostable. **Paper plates, paper napkins, and ALL food scraps, including bones**, go into the **green compost** bin.

Plastic utensils and plastic tablecloths go into the **garbage** bin for now. We are exploring alternatives.

IN THE GALLEY:

ALL **food scraps and paper packaging** go into the **green compost** bin.

Hard plastic bearing a triangle and a number goes into the **blue recycle** bin.

Bottles, cans, and aluminum foil go into the **blue recycle** bin.

Plastic wrap, plastic bags (including Ziplock bags), potato chip bags, and cartons such as soymilk cartons go in the **garbage** bin.

BEHIND THE BAR:

Glass, plastic bottles and cans go into the **blue recycle** bin.

Paper plates, paper napkins, ALL food scraps, lemon peels, corks, etc. go in the **green compost** bin.

Plastic straws, utensils, and plastic wrap go in the **garbage** bin.

AT THE END OF THE EVENING:

Compost – in compostable liners – goes into the **green/yard waste** bin located in the outside garbage enclosure.

Recycling goes into the **recycle** bin, and the rest goes to the landfill via the **dumpster**.


That's it! Composting saves us money too!

File Edit View History Bookmarks Tools Help

REMODELED WEBSITE – LOG IN NOW

Tiburon Yacht Club - Members... +

tyc.org/page/7745 Search



Nancy Blafsky

Browse to tyc.org, if you haven't already, and see the bright new website at our 18-year-old address. But don't just admire it from the curb. You're a member, so come on inside. Or in web language, log in. After you log in, you can:

- Access member-only pages, including event RSVP lists, the online member directory, and more.
- Have your information pre-filled when you register for events. Some registrations will only be open to members.
- Update your contact information and mail preferences.

As a member, you already have an account. Your login is your email address. To create a password, click Login in the upper right corner of the page, and then *Forgot password*. Use your same email address as in the club directory.

If you check Remain logged in, you won't have to log in again on that computer. We recommend that as long as you're using your own computer.

If you're a couple, you each have your own account. We suggest you both use one account. The only reasons to log in with the other person's account would be to change their contact information or preferences, or for them to RSVP or reserve for an event and have the confirmation sent to their email.

If your partner doesn't have an email address, or if neither of you have an email address, you still have an account. But you will have to email webmaster@tyc.org to find out the login and password. Once you log in, you can change the password if you like.

You can find more information at www.tyc.org/Website-tips. We hope you enjoy the site.



Trekking to the shaded picnic site



On the "Toaster" to Angel Island



Thanks for the burgers, Hall!



So much good food!



This guy

Back to Angel Island: The 2015 Commodore's Cruise & Picnic



Just a glimpse of the gorgeous day



A happy Commodore Ann with a thirsty Brian



Otto and daughter



Handing out cruise pendants



Happy couple at the Ribfest



Eric finally qualifies

More From the 1st Annual Rockin' Country Ribfest



Two-steppin' to live music



Dick & Lauren in their country best



Pretty cowgirls

TYC Calendar for October 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	Oct 1	2	3
Eclipse Gazing Party	Tinsley Quint Club Cruise					
	Music with Megan Mah Jongg	Tai Chi (board meeting)	Dominos Night!	(club cleaning)	Sea Gals Friday Night Dinner - TBD	TYC Short-Handed Races
4	5	6	7	8	9	10
Tinsley Quint Club Cruise	Music with Megan Mah Jongg	Tai Chi (PCHA meeting)	Dominos Night!	(club cleaning)	Life on the Water - Sausalito Film Series at TYC	Private Party Pong Tournament
11	12	13	14	15	16	17
	Music with Megan Mah Jongg	Tai Chi	(club cleaning) Dominos Night!		Friday Night Dinner - TBD	Joan Storer Regatta
18	19	20	21	22	23	24
	Music with Megan Mah Jongg	Tai Chi	Dominos Night!	(club cleaning)	Friday Night Dinner - TBD	(club cleaning) Private Party (Mott)
25	26	27	28	29	30	31
Family Halloween Costume Party	Music with Megan Mah Jongg Westerlies Deadline	Tai Chi	Dominos Night!	(club cleaning)	Friday Night Dinner - TBD	Red Rock Regatta
Nov 1	2	3	4	5	6	7
	Music with Megan Mah Jongg	Tai Chi (PCHA meeting)	Dominos Night!		Friday Night Dinner - TBD	Race/Cruise Awards Dinner

OFFICERS

Commodore	Ann Watson
Vice Commodore	Nancy Bilofsky
Rear Commodore	Justin DeTray
Secretary	Ian Matthew
Treasurer	Alice Shinn
Past Commodore	Gary Stypulkoski
Directors	Patty Cerf Michael Destein Joe King Shirley Vaughan

STAFF & COMMITTEES

Apparel	Jessica Pressman
Bar	Justin DeTray
Building/House	Peter Schoen
Children's Social	Telesha Destein
Cruise	Patty Cerf/Jon Price
Historian	Bob Mott
Membership	Ruth Fults/Susie Woodrum
PICYA Delegates	Bob & Patty Cerf
Port Captain	Jon Price
Program	Open
Race	Mariellen Stern/Pete Riopel
Rentals	Suzanne Jolma
Social	Telesha Destein
Stores	Susan Hoehler
Strategic Planning	Walt Bilofsky
Tidings	Bob Mott
Webmasters	Walt Bilofsky/Eric Lyons
<i>Westerlies</i> Editor	Sheila Lyons
YRA Delegate	Ian Matthew

TIBURON YACHT CLUB

P.O. Box 1247

Tiburon, California 94920

<http://www.tyc.org>



FIRST CLASS