

Flier #2\*  
for potential  
seminar hosts

# 2020 Strategy and Tactics SEMINARS

Presented by Speed & Smarts

In 2020 we are offering 7 seminars focused on racing strategy and tactics:

- 1) **Starting**
- 2) **Upwind**
- 3) **Downwind**
- 4) **Mark Rounding**
- 5) **Boatspeed**
- 6) **Racing Rules** and
- 7) **Drone's-Eye View**.

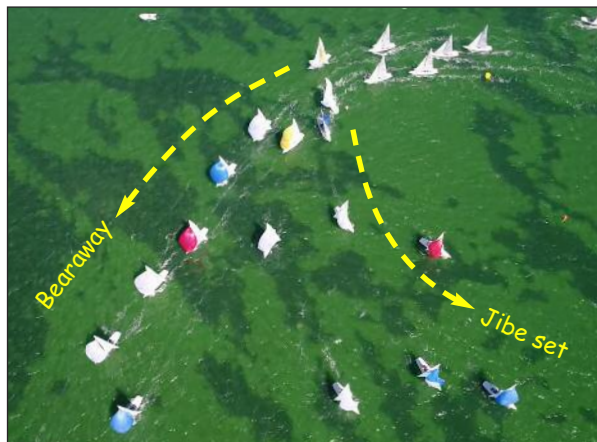
**What the sailors get:** Lots of practical race-winning tips to improve their strategic and tactical repertoire. A printed workbook (or newsletter) that covers the content of each seminar. A free one-year subscription to Speed & Smarts! A free pen. Special discounts on all educational stuff from Speed & Smarts.

**Speed & Smarts provides:** The course curriculum and instructor (we'll work with each club to organize a date, topics and instructor). The sailor materials described above. 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 set up Speed & Smarts subscriptions and send an evaluation form. Optional food and drink.

**Seminar price per sailor:** The host club chooses how much \$ to charge sailors for admission to the seminars. Some clubs cover all the costs themselves (*see next page*) and allow sailors to attend for free. Other clubs charge sailors for part or all of their cost to host the seminars. We think an admission price of \$25 to \$40 for one three-hour seminar or \$50 to \$75 for two seminars (all day) would be very reasonable compared to what sailors pay for similar seminars.

\* [Email us](#) if you'd like to get Flier #1 which explains each seminar topic in more detail.



**Hosting a seminar:** If you are interested in holding a Speed & Smarts seminar in 2020, pick two seminar topics (*or you can wait to choose these*), and email us with some date preferences (*this is important - 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 host a seminar at your club  
or just get more info, please contact us:

[Email](#)  
[Website](#)



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

- 1) Sailors can attend the seminars for a reasonable price;
- 2) The host club will not lose money and has a chance to raise money; and
- 3) *Speed & Smarts* is fairly compensated for the instructor's time and travel expenses, plus the general 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 hope for a large crowd at every seminar, but we realize that won't always happen, and we don't think a host club should have to pay the same fee when they have 20 sailors as when they have 50. The host club keeps any surplus of income over costs.

Here are the fees for a full day (from 9 to 4) that includes two of these *Speed & Smarts* seminars: Starting, Upwind, Downwind, Mark Rounding, Boatspeed and Racing Rules.

≤ 22 attendees	\$1000
23-39 attendees	\$1250
40-55 attendees	\$1500
> 55 attendees	\$1750

*Sailors 18 or younger count 1/2.*

*A deposit may be required for popular dates.*

*Add travel expenses for instructor (from CT or RI).*



We'd like to limit each seminar to a maximum of approximately 75 attendees because we feel each person will have a better experience when the audience is not too big.



*Instructors David 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 \$900, or \$1250 if travel requires the instructor to stay overnight (and no other S&S seminars are scheduled). Travel expenses are extra.

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).

## Available 2020 Seminar Dates <sup>+</sup>

(on weekends)

January 25, 26

February 1, 2, 15, 16, 22, 23

March 7, 8, 15, 21, 22, 28

April 4, 5, 19, 25, 26

May 2, 3, 9, 10, 16, 17

June 6, 7, 13, 14

*Most of our seminars are taught on Saturdays or Sundays between late January and early June (see list of available dates above). Other days or dates may be possible in certain circumstances. The Drone's-Eye View seminar is typically held during an evening, so Fridays or other weekdays are possible for that.*

<sup>+</sup> David's schedule as of 10/30/19; other dates may be possible.

### A 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.*

# SPEED&Smarts™

PO Box 435 Easton, CT 06612

[Info@SpeedandSmarts.com](mailto:Info@SpeedandSmarts.com)

[Email](#)

[Website](#)

# Strategy and Tactics SEMINARS

Presented by Speed & Smarts



## Comments from attendees at 2018/19 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 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!'*