

The Québec International Sail Training & Tall Ships Conference 2016

Québec, Canada

28th January to 30th January 2016



Supported by Québec City



2016 The Tall Ships Races

Antwerp, Belgium

Lisbon, Portugal

Cadiz, Spain

A Coruna, Spain



Thu 7 to Sun 10 July

Fri 22 to Mon 25 July

Thu 28 to Sun 31 July

Thu 11 to Sun 14 August

2016 North Sea Tall Ships Regatta

Blyth, England

Gothenburg, Sweden



Fri 26 to Mon 29 August

Sat 3 to Tue 6 September

2016 SCF Black Sea Tall Ships Regatta

Constanta, Romania

Novorossiysk, Russia

Sochi, Russia

Varna, Bulgaria



Thu 8 to Sun 11 September

Fri 16 to Sun 18 September

Wed 21 to Sun 25 September

Sat 1 to Tues 4 October

2017 The Tall Ships Races

Halmstad, Sweden

Kotka, Finland

Turku, Finland

Klaipeda, Lithuania

Szczecin, Poland



Fri 30 to Mon 3 July

Thu 13 to Sun 16 July

Thu 20 to Sun 23 July

Sat 29 to Tue 1 August

Sat 5 to Tue 8 August

2017 Rendez-Vous Tall Ships Regatta

Royal Greenwich, UK

Sines, Portugal

Bermuda

Boston, USA

Canadian Port Program

Québec City, Canada

Le Havre, France



Thu 13 to Sun 16 April

Sat 29 April to Tues 1 May

Thu 1 June to Tues 6 June

Sat 17 June to Thurs 22 June

Fri 30 Jun to Sun 20 Aug

Tues 18 July to Sun 23 July

Thurs 31 August to Sun 3 Sept



Tall Ships America Future Races & Regattas

TALL SHIPS CHALLENGE® Great Lakes 2016 Series

TALL SHIPS CHALLENGE® Great Lakes 2016 Festival Dates



Redpath Waterfront Festival Toronto
Toronto, Ontario 1-3 July

Tall Ships® Fairport Harbor 2016
Fairport Harbor, Ohio 8-10 July



Tall Ship® Celebration: Bay City
Bay City, Michigan 15-17 July

TALL SHIPS® Chicago 2016
Chicago, Illinois 27-31 July



Baylake Bank Tall Ships® Festival
Green Bay, Wisconsin 5-7 August

Tall Ships® Duluth 2016
Duluth, Minnesota 18 -21 August



Tall Ships® Erie 2016
Erie, Pennsylvania 8-11 September

Tall Ships® Brockville
Brockville, Ontario 17 -18 September





Welcome to Québec

In 2008 we hosted our first joint conference outside of Europe. It was in partnership with the STI Member National Sail Training Association Tall Ships America. For those of you who were fortunate to have attended that conference in Halifax it was a truly unique blend of cultures and programs that inspired new ideas and comradery across an even broader geographical span than usual.

We are pleased to be jointly hosting this year's conference with Tall Ships America and the Canadian Sail Training Association. We are also extremely grateful to our main conference sponsor Québec City. They are a committed and visionary supporter of STI and sail training. Joint conferences tend to bring out larger numbers of delegates. This one is no exception. Our teams have worked together to produce an outstanding program. We hope you find the content challenging, thought provoking and inspiring!

There are many new faces here at conference in Québec . We hope you take the time to make them feel welcome and encourage more engagement as we all work together to preserve and grow sail training around the world.

You will know by now that it is winter in Québec! There are few places on earth that are truly four season destinations such as this. We hope you can get out and see (and feel) some of the season in the scenic Ville de Québec.

With kind regards,
Sail Training International



Doug Prothero,
Chairman

Gwyn Brown,
Chief Operating Officer





Tall Ships America is pleased to collaborate with Sail Training International to produce this joint International Sail Training and Tall Ships Conference. There is no better venue for sail training practitioners and supporters from around the world to share experiences, information, best practices and new ideas than at this event.

Our joint planning team has assembled a great roster of sessions, workshops and subject-matter experts, ensuring that this conference will be both professionally and personally rewarding. Thank you for taking time out of your busy schedule to bring your own unique perspective to this important forum. Thank you to the City of Québec and Le Rendez-vous Naval de Québec for hosting us in this historic city, and to all of our sponsors who make this conference possible.

We look forward to seeing old friends, making new ones, and engaging with the issues that affect sail training today. As in any good ship, we only make progress when we pull together in coordinated effort. At this conference, we can move our fleet and our community towards ever greater achievements in operational excellence and program sustainability.

Thanks for joining us, and helping to make this the best joint conference ever.

Best regards,
Tall Ships America



Michael Rauworth

Michael Rauworth,
Chairman

Bert Rogers

Bert Rogers,
Executive Director





Conference Housekeeping

Cloakroom	There is a cloak check service in the hotel lobby (\$2.50 per coat)
Message Board	This is located in the Conference Foyer should you wish to post messages for other delegates.
Enquiries	If you have any queries please go to the registration desk in the Conference Foyer.
First Aid	Please go to the registration desk in the Conference Foyer.
Lost Property	Please hand any lost property into the registration desk.
Mobile phones	Please switch off or set to silent during presentations.
Smoking	Smoking is not allowed inside the hotel.
Presentations	<p>Copies of many of the presentations will be available on the Sail Training International and Tall Ships America websites one week after the event.</p> <p>Some events are being filmed and the recordings will be available to view via the STI website.</p> <p>Delegates will be informed by email when the recordings are available.</p>
Networking	The networking room (Bellevue) will be set with round tables and delegates can have free use of it between 08.00 and 17.00hrs on Friday and 08.00 and 14.30hrs on Saturday.
Filming	Please be aware that two cameramen will be recording some of the sessions during the conference. The camera is fixed on the speaker and screen, however there may be an occasional audience shot. If you do not wish to be seen in any resulting footage, please inform the registration staff.



Thursday 28th January

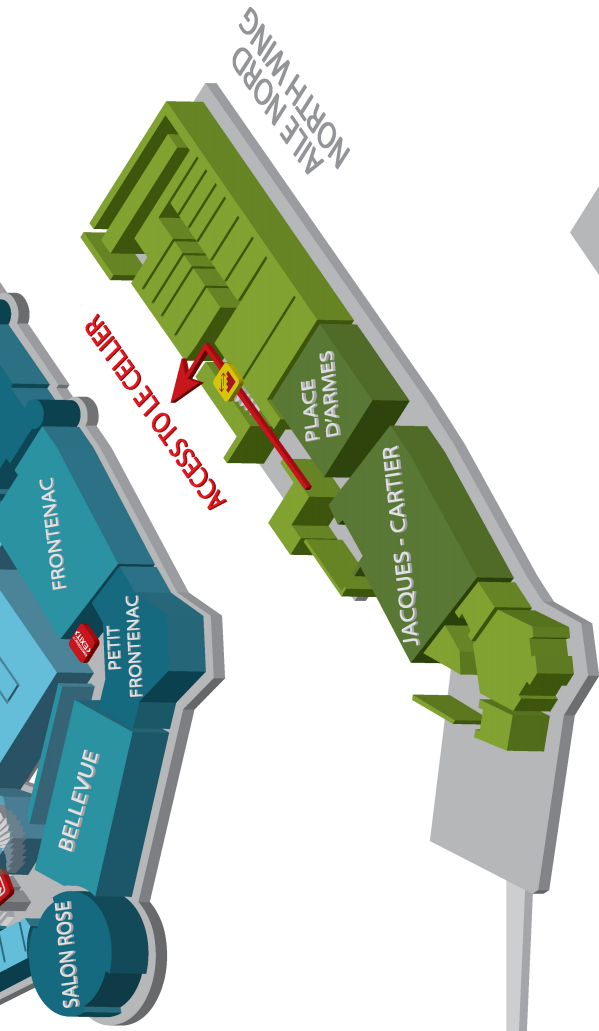
07.00 - 20.00	Conference Registration
07.00 - 09.30	Arrival Coffee & Pastries
07.30 - 15.15	Safety Under Sail Forum
07.30 - 17.00	Education and Administrators Forum
09.00 - 09.15	Comfort Break
10.30 - 11.00	Coffee Break
12.30 - 14.00	Lunch
14.00 - 15.15	Joint Session - Safety Under Sail Forum and Ships Council
15.15 - 15.45	Coffee Break
15.45 - 17.00	Ships Council Plenary Session
18.00 - 20.00	Welcome Reception

Friday 29th January

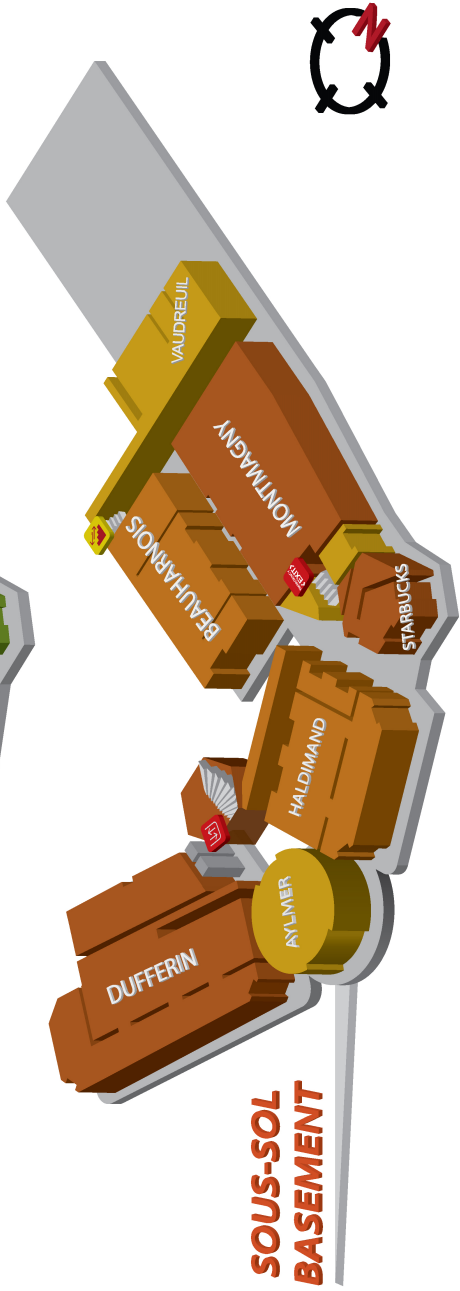
07.30 - 09.30	Arrival Coffee & Pastries
08.00 - 18.00	Registration
10.00 - 11.00	Opening Plenary
11.00 - 11.45	Coffee Break
12.00 - 13.15	Session 1
13.15 - 14.45	Lunch
15.00 - 16.15	Session 2
16.15 - 16.45	Coffee Break
17.00 - 18.15	Session 3

Saturday 30th January

07.30 - 09.30	Arrival Coffee & Pastries
09.00 - 11.00	Tall Ships America Annual Meeting
10.00 - 11.00	Session 4
11.00 - 11.45	Coffee Break
12.00 - 13.15	Session 5
13.15 - 14.45	Lunch
15.00 - 16.15	Session 6
16.15 - 16.45	Coffee Break
16.45 - 17.45	Closing Plenary
19.30 - 20.00	Gala Drinks Reception
20.00 - late	Gala Dinner



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Programme Thursday 28th January

Safety Under Sail Forum - 07.00 - 15.30

The Safety Under Sail Forum expands the dialogue among professional mariners by presenting case studies of actual incidents at sea, discussing emerging technologies, and sharing “best practices” so as to constantly ensure a high level of safety and professionalism in the sail training industry. Professionals engaged in sail training, sea education, vessel operation and tall ship events participate in this annual symposium.

0700 – 0730 **Forum Arrival Coffee and Pastries**

0730 – 0745 **Opening Remarks**

0745 – 0900 **Session 1: Changing Global Weather and Climate**

Speaker: **Joe Sienkiewicz- Chief, Ocean Applications Branch
NOAA/National Weather Service**

The global weather / climate system is changing. We are witnessing extreme weather events routinely such as tropical cyclones, flooding rain, high storm tides, severe mid-latitude storms and droughts. Fortunately, atmospheric and ocean observing of the earth system and resultant weather prediction capabilities have never been better, especially for prediction timescales of 0 to 5 days. However, the earth system on the weather and climate timescales is very complex and not fully understood. This session will attempt to quantify some of the weather threats and trends as they relate to the operations and safety of traditional sailing vessels, discuss the critical use of weather information to make decisions and host a discussion on planning and mitigation strategies.

0900 – 0915 **Break**

0915 – 1030 **Session 2: Qualification, Certification, Verification, Paperwork
Administration: The Making of the Modern Tall Ships**

Lead Facilitator: Captain Jonathan Kabak, USMMA Sailing Foundation

The operation of anachronistic sailing ships has not exempted ship’s officers from the 21st century world of licensing, operational regulations and risk management. Being able to hand, reef and steer, needs to be paired with a knowledge of environmental regulations, shipyard management practices, not to mention educational pedagogy and social media. While STCW addresses operational performance standards, it does not address seamanship under sail. A new endorsement scheme from the Nautical Institute begins to address this knowledge gap, but there is still much ground to cover. This session will involve small group and a large format discussion on what is missing from the current training and assessment criteria available, and potential areas for the development of additional guidance and training from Tall Ships America and other organizational partners.



Safety Under Sail Forum

1030 – 1100 Coffee Break

1100 – 1215 Session 3: The Designated Person Ashore (DPA)

Lead Facilitator: Captain Rick Miller, Maine Maritime Academy

**Panel Members: Captain David Bank, Director of Marine Operations,
Sea Education Association
Nate Hauser, Vice President / General Manager, Moran Towing
Philadelphia
Shannon McKenzie, Director of Watercraft Programs at Mystic
Seaport**

The position of the Designated Person Ashore arose from the casualty of the ferry Herald of Free Enterprise in 1987. A part of the International Safety Management Code (ISM), all international commercial shipping interests now comply with the code and identify a DPA to promote the safe operation of their vessels. Although many sail training vessels are not required to meet these regulations, the DPA provides an important component to safe operations for the tall ship fleet. This interactive session will explore the role of a DPA and how it can enhance safe operations in any organisation.

1215 – 1230 Closing Comments

1230 – 1400 Lunch - Frontenac / Vercheres / Salle de Bal

1400 – 1515 Moderated Open Forum

This time is dedicated to discussing maritime issues that are on your mind with fellow mariners and panelists from today's presentations.

1515 - 1545 Coffee Break



Programme Thursday 28th January

Educators & Administrators Forum - 07.00 - 17.00

The Educators and Administrators Forum is designed to inform and inspire excellence in the development and delivery of educational experiences under sail as well as address organizational sustainability. Going beyond just “how-to” educate, the forum covers a wide variety of topics including the latest in teaching techniques and resources, establishing successful partnerships with schools, communities and others, marketing, fundraising, development and more. The Educators and Administrators Forum is for educators AND those responsible for the marketing, development, sustainability and community outreach of educational programs under sail!

- 0700 – 0730** **Forums Arrival Coffee and Pastries**
0730 – 0745 **Opening Remarks**
0745 – 0900 **Session 1: Safe at Every Level: Anti-Bullying Workshop**
 Workshop Leader: Alix MacAulay, BA, B.Ed, MBA

One out of every four students reports being bullied, yet handling this problem is challenging. How do we recognize the signs of bullying? What can we do to prevent it on our vessels and, when necessary, handle situations that arrive in a supportive, effective and legal way? Join us for a presentation and workshop by the Red Cross of Canada that will answer these questions and give your organization the tools you need to make your programs as safe as possible, not just when aloft.

- 0900 – 0915** **Break**
0915 – 1030 **Session 2: Not Just Ships at Sea, Not Just Sail Training for Youth:**
 A Program Expansion Panel
 Tracy Kirby, Ocean Institute
 Dexter Donham, Sailing Ship Adventures
 Shannon McKenzie, Mystic Seaport – *Charles W. Morgan*
 Dwight F. Coleman, Ph.D., Director, Inner Space Center, University
 of Rhode Island Graduate School of Oceanography
 Ralf Steitz, USMMA Sailing Foundation

This panel looks at opportunities to expand an organization’s reach and audience beyond sail training for youth with both mission and bottom line in mind. Panelists will share details about: using ships at the dock as expanded classrooms and examples of living history (Ocean-Institute); sail training and adventure sailing for adults (Sailing Ship Adventures); virtual crew - using the internet to have thousands, even millions of people ‘onboard’ (URI’s Inner Space Center and the *Charles W. Morgan*) and developing a program for war veterans (Warrior Sailing Program).



Educators & Administrators Forum

1030 – 1100 **Coffee Break**

1100 – 1230 **Session 3: Fundraising Successes Explained**
Drew McMullen, Executive Director, Sultana Projects
Bart Dunbar, Oliver Hazard Perry RI
Ralph Steitz, USMMA Sailing Foundation

Fundraising can feel like a dark art and yet so few of our member organizations exist without a percentage of their budget relying on fundraising. This panel features the process and details of successful, specific fundraising campaigns. This is not the typical big picture talk, but our panelists will share the details on how they achieved the following goals: cultivating 160 donors who give \$1,000 every year; setting up and managing a capital campaign (Sultana Projects) and two perspectives on boat donation programs (*Oliver Hazard Perry RI* and *USMMA Sailing Foundation*).

1230 – 1400 **Lunch - Frontenac / Vercheres / Salle de Bal**

1400 – 1515 **Session 4: Pitch Camp**
Bryan Bissell, Dale Carnegie

Communicating about an organization is vital to its success. Sometimes, there are mere minutes to convey a lot of information to inspire someone to register, to join, to volunteer, to give. The better your pitch, the better your odds for reaching your fundraising, recruiting or communication goals. This workshop is a dynamic, hands-on session in which you will learn what it takes to make a great pitch, you will create one and practice under the leadership of one of Dale Carnegie's extraordinary teachers, Bryan Bissell.

1515 - 1545 **Coffee Break**

1545 - 1645 **Session 5: Pitch Camp - continued**
Bryan Bissell, Dale Carnegie

Take what you learned in part 1 and put it to practice. This session will feature coaching, critique and an opportunity to give your pitch to an audience. Our goal is for you to get on a plane, train or automobile ready to dazzle whomever you next need to dazzle!

1645 - 1700 **Closing Comments**



Programme Thursday 28th January

Sail Training International Ships Council (STISC) Meeting

STISC is made up from the Tall Ships Forum and Small Ships Forum and is an advisory group that reports to the Trustees and the International Council on matters arising from regulatory, operational, financial and programmatic issues. Membership is open to all operators of mono-hull sail training vessels (with a waterline length of over 9.14m), that undertake sail training and comply with all legal and relevant regulations and manning requirements laid down by their flag state/national authority. The Executive Committee is elected for a three year term:

<p><u>Small Ships Forum</u> Toby Marris (Chairman) Lucy Gross</p>	<p><u>Tall Ships Forum</u> Pedro Mendes (Chairman) Einar Corwin Piotr Kulczycki</p>
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Programme

12:30 – 14:00 Lunch

14:00 – 15:15 Safety and Tall Ships – Sharing Best Practice

This session is open to all professionals and volunteers involved in sail training, vessel operations and Tall Ships Races and Regattas. There will be three short presentations from Captain Matt Meilstrup (Commanding Officer USCG Eagle, Captain Marcus Seidl (Statsraad Lehmkuhl, Norway) and Captain Pedro Mendes (former Commanding Officer Sagres, Portugal) which will be followed by a general discussion where delegates will be encouraged to share 'best practice' in safety and operations.

15.15 - 15.45 Coffee Break

15:45 – 17:00 Sail Training International Ships Council Plenary

This plenary session for members of the Tall Ships Forum and Small Ships Forum, will include a report from the various Ships Council working groups, a general update from Sail Training International on developments that concern vessel operators and the 2016 election process for the ExComm. This session is also open to all professionals and volunteers involved in sail training, vessel operations and Tall Ships Races and Regattas. The ExComm will outline the benefits of membership for potential new members who are encouraged to attend.

Allen



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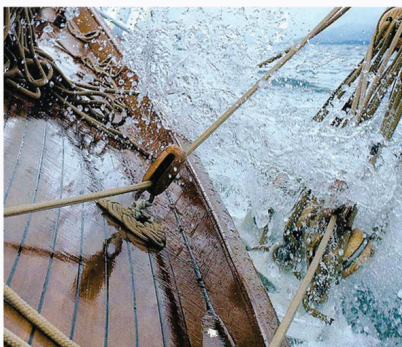
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Sail Training International



Programme Friday 29th January

07.30 - 09.30 - Arrival coffee & pastries - Frontenac

08.00 - 18.00 - Registration - Vercheres

10.00 - 11.00 - Opening Plenary - Salle de Bal

11.00 - 11.45 - Coffee Break - Frontenac

12.00 - 13.15 - Session One

Presentation	Speaker(s)	Room
Sail Training Programme Showcase	Russell Shaw Jess Wurzbacher Richard Bailey Ben Poucher	Montmagny
Bridge Resource Management: What is in a Word?	Dan Parrott	Jacques Cartier <i>Filmed</i>
Closing Insurance Gaps for Foreign Ships in North America	Chris Richmond Brett Chase Twain Braden	Laval
Back to Basics: Transforming Customer Complaints into Opportunities	Bryan Bissell	Place D'Armes
Host Port Feedback - Session One	Bjarne Ugland Marianne Trost Rikke Dahl Jensen Soren Thorst	Salle de Bal <i>Filmed</i>



13.15 - 14.45 - Lunch - Frontenac / Vercheres / Salle de Bal

15.00 - 16.15 - Session Two

Presentation	Speaker(s)	Room
Recovery under Sail	Rob White Stuart Plant	Place D'Armes
Marketing Sail Training	Sally Titmus Michael Byrne	Montmagny
From Crisis Communication to Crisis Conversation: Social Media during Panic Mode	Kathleen Moore	Jacques Cartier <i>Filmed</i>
Host Port Panel: Creating a Memorable Event through Experience, Trail and Error	Jen Kramer Shawn Waskiewicz Gerry Copeland Charlotte Kirk Elkjær	Salle de Bal <i>Filmed</i>
RDV 2017 Event Workshop Part One	STI Host Ports Bert Rogers	Laval



Programme
Friday 29th January

16.15 - 16.45 - Coffee Break - Frontenac

17.00 - 18.15 - Session Three		
Presentation	Speaker(s)	Room
Research into Sail Training and Related Experiential Education	Murray Henstock Lucy Gross	Place D'Armes
Safety Management Systems: Moving Beyond the Checklists	Nate Hauser Chris Chafe	Jacques Cartier <i>Filmed</i>
Tall Ships and Tiny Boats: Leadership Strategies for Everyone	Rick Miller Jennifer Feeney	Montmagny
Host Port Support for Sail Training	Paul Thompson Michael Byrne	Salle de Bal <i>Filmed</i>
RDV 2017 Event Workshop Part Two	Doug Prothero Paul Bishop Jean-Claude Maltais	Laval



07.30 - 09.30 - Arrival coffee & pastries - Frontenac

10.00 - 11.00 - Session Four

Presentation	Speaker(s)	Room
Tall Ships America Annual Meeting & TALL SHIPS CHALLENGE® Atlantic Coast 2015 Awards Presentation (09.00 - 11.15)	Tall Ships America	Salle de Bal
Sail Training International Ships Council Tall Ships Forum	Pedro Mendes Einar Corwin Piotr Kulczcki	Montmagny
Sail Training International Ships Council Small Ships Forum	Toby Maris Lucy Gross	Laval
Trainee Placement by Host Ports	Rikke Dahl Jensen Paul Thompson Jonathan Cheshire Mirjam Postuma	Jacques Cartier <i>Filmed</i>
Host Port Feedback - Session 2	Gerry Copeland Kevin Grant Albert Gjortz	Place D'Armes



Programme
Saturday 30th January

11.00 - 11.45 - Coffee Break - Frontenac

12.00 - 13.15 - Session Five

Presentation	Speaker(s)	Room
Connecting Sail Training with Mainstream Education	Alistair Carter Stuart Birnie Dave Pilla Marann Fengler	Jacques Cartier <i>Filmed</i>
Accident Analysis: Using Case Studies for Crew Training	Jonathan Kabak Pedro Mendes Michael Simbulan	Montmagny
Organisational Succession Planning and the 'Founders Trap'	Jennifer East Rikk Butler Jan Miles	Place D'Armes
Planning a Successful Tall Ships Event	Paul Bishop Haakon Vatle Jamie Trost Klaas Gaastra Lesley Strickland Bjorg Western	Salle de Bal <i>Filmed</i>
Storytelling through Events	Emily Smith	Laval



13.15 - 14.45 - Lunch - Frontenac / Vercheres / Salle de Bal

16.15 - 16.45 Coffee Break

15.00 - 16.15 - Session Six

Presentation	Speaker(s)	Room
Green Practices Showcase	Rachael Miller Meghan Wren Briggs Allan Palmer	Bellevue
Safeguarding, Welfare and Safety of Trainees	Frankie Hartwell Travis Yates	Place D'Armes
Effective Youth Mentoring	Brian Holmen Michelle Rutten Eva Costard	Jacques Cartier <i>Filmed</i>
How to Run a Successful Kickstarter Campaign	Jamie Trost Kristan Wheaton	Montmagny
Running a Tall Ships Event on a Budget	Sam Groom Bjorg Western Carlton Aylett	Salle de Bal <i>Filmed</i>
The Tall Ships Races 2017 - Preview	2017 Host Port Representatives	Laval
16.45 - 17.45 Closing Plenary		Salle de Bal <i>Filmed</i>

19.30 - 20.00 Gala Drinks Reception

20.00 - late Gala Dinner



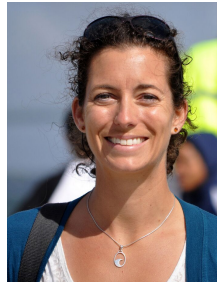
Sail Training Programme Showcase

South Passage – Adventure under Sail - A sustainable sail training model from down under. An analysis of the history and features that make South Passage Adventure under Sail's business model sustainable.

Oliver Hazard Perry - Why build a Tall Ship from scratch at the beginning of the twenty-first century? An ocean-going full-rigged ship hasn't been attempted in these United States since 1904. *SSV Oliver Hazard Perry* is now in its final stages of construction in Rhode Island.

Warrior Sailing Programme - The Warrior Sailing Program's mission is to introduce wounded, ill and injured active duty military and veterans to the sport of sailing. It is a program of the (USMMA) Sailing Foundation and in partnership with US Sailing.

Speakers



Russell Shaw is President of South Passage – Adventure under Sail

Jess Wurzbacher is the Executive Director for the Oliver Hazard Perry Rhode Island

Richard Bailey is the designated captain of *Oliver Hazard Perry*

Ben Poucher is the USMMA Sailing Foundation Assistant Director and Director of The Warrior Sailing Program



Bridge Resource Management - What is in a Word?

The 2010 Manila Amendments to the STCW Convention have been described as the most sweeping overhaul since the convention first came into being. The Manila Amendments deal with the full spectrum of marine operations, including engineering. But they also contain several new competencies that fall under aegis of BRM. Among these is a requirement that officers demonstrate “Knowledge, Understanding and Proficiency in Assertiveness and Leadership.” Most people have an idea of what is meant by leadership, but what does the IMO mean by “assertiveness”? Why has the world body chosen this word, and given equal status to knowing how to plot a position? What are we to make of it and what are we to do about it?

Speakers

Daniel S. Parrott **Professor of Marine Transportation**

Dan Parrott grew up in Connecticut and started his professional sailing career in 1982. He sailed full time from 1983 to 2003 during which time he worked on many schooners, topsail schooners, and square-riggers, in all capacities, in all parts of the world. Among those vessels are the *Harvey Gamage*, *Bill of Rights*, *Pride of Baltimore*, *Pride Baltimore II*, *Eye of the Wind*, and *Tole Mour*.

In 2003 he was appointed to the faculty of Maine Maritime Academy where he now teaches navigation, seamanship and Bridge Resource Management and sails aboard the training vessels State of Maine and schooner Bowdoin. He is the author of two books, *Tall Ships Down*, a study of five marine casualties involving sailing ships, and *Bridge Resource Management for Small Ships* which applies BRM concepts to the operation of limited tonnage vessels. Parrott was a member of the working group that collaborated with Sail Training International and the Nautical Institute to develop the International Sail Endorsement, introduced in 2014. Parrott holds a USCG license Master of Oceans, 1600 tons, and 2nd mate unlimited. He has a B.A. from Colby College, Waterville Maine, and an M.A. from the University of Rhode Island. Interests include maritime history and traditional seamanship.

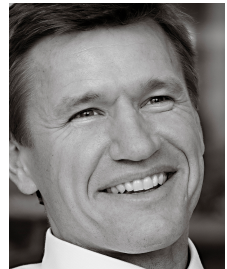




Closing Insurance Gaps for Foreign Ships in North America

When ships from Europe and other parts of the world arrive in US and Canadian waters for Rendez-Vous 2017, they may face different insurance and pollution-responsibility requirements than in their home waters. Likewise, when US and Canadian vessels undertake foreign voyages. In this session, experts from marine insurance industry and admiralty law will discuss common discrepancies between European coverages and North American requirements, the best ways to bridge those gaps, potential consequences for failure to do so, what is a Certificate of Financial responsibility (COFR) and other relevant issues. This session is highly recommended for vessel operators planning to participate in Rendez-Vous 2017.

Speakers



Chris Richmond has captained the schooners *Roseway*, *Appledore II*, *Mercantile* and *Mistress* and was chief mate aboard the schooners *New Way* & *Bill of Rights*. As a licensed insurance producer in Maine, Chris now works with his colleagues in Maine and elsewhere to help manage the risks & safety challenges he knows so well.

Brett Chase has been an Ocean Marine underwriter for 17 years. He recently joined Berkley Offshore Underwriting Managers as a senior marine underwriter after spending 16 years at Acadia Insurance. Outside of work you will find Brett golfing, fishing or coaching his three children in a variety of sports.

Twain Braden practices maritime & admiralty law at Thompson & Bowie, LLP, in Portland, Maine. He represents commercial vessel operators, marina & commercial wharf owners, fishermen & individual vessel operators in a variety of admiralty matters in the state & federal courts of Maine and New Hampshire.



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Speakers



Bryan Bissell - Dale Carnegie Training sharpens skills and improves performance of people and organizations through leadership, sales, communication and employee engagement programs. Bryan Bissell holds a Bachelor of Commerce degree from the University of Johannesburg, South Africa. Now a Vermont resident, Bryan sells and delivers Dale Carnegie programs in both the United States and South Africa.



Host Port Feedback Session 1

Host port representatives from The Tall Ships Races 2015 will give feedback on the preparation and delivery of the event in their city. These first-hand insights will include areas of their projects that were successful and also the more challenging areas where lessons were learnt. This session offers a valuable source of advice and guidance for contracted and potential host ports.

Speakers



Bjarne Ugland Project Manager for The Tall Ships Races in Kristiansand in 2010 and 2015. He has a master in Business Administration from the Norwegian School of Economics, Bjarne has been a politician, deputy mayor and he is a board member of several companies in Kristiansand.

Marianne Osmundsen Tronstad Assistant Project Manager for The Tall Ships Races in Kristiansand in 2010 and 2015, and particularly occupied with sponsors, trainees and corporate hospitalities. She is the head of the CEOs department in the Municipality of Kristiansand.

Rikke Dahl Jensen Project coordinator, The Tall Ships Races 2015 Aalborg. The Tall Ships Races have been held with great success in Aalborg in 1999, 2004 and 2010 and the race returns to Aalborg for The Tall Ships Races 2015 with Aalborg as the finishing port. Rikke has been part of the team since 2004.

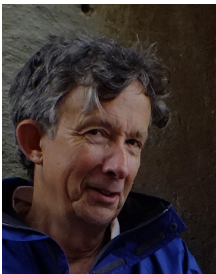
Søren Thorst Project Manager, The Tall Ships Races 2015 and has been Head of the Aalborg Events Team since 2010. He has also worked on the Tall Ships Races in 1999, 2004, 2010.



Recovery under Sail

This session will look at a case study of a Round Britain Voyage aboard the gaff ketch *Tectona* and the compelling outcomes from the research paper. It will conclude by looking at the current Phoenix programme that has developed since the *Tectona* trip and the opportunities that exist for other vessel operators in the future.

Speakers



Rob White is a volunteer mate with the Rona Sailing Project and has enjoyed sailing with a range of client groups; young people, people with mental health problems, the visually impaired and people in recovery from drug & alcohol problems. He is particularly interested in Sail Training's possible contribution to positive mental health.



Stuart Plant has been working in the substance misuse field for over 10 years and is currently the Service User Involvement Manager for Phoenix Futures. He has worked to include sail training as part of the recovery programme. This initially began with the residential rehab clients however, more recently, he has developed the project to include young community based clients.



Marketing Sail Training

Last year, Sail Training International launched the Sail on Board campaign – an initiative to promote sail training at events and beyond, to help fill berths and raise awareness of wider sail training opportunities. The first half of this session looks at the range of activities that took place, working with the vessel operators and NSTOs. It then looks at a short case study of Sail Training marketing outside of events by Sail Training Ireland. The second half of the session is a workshop exploring ideas on what else we can all do - in port and outside of events - to reach our target market and encourage more young people to try sail training.

Speakers



Sally Titmus is the Communications and Marketing Manager, Sail Training International and an Accredited Practitioner with the UK Chartered Institute of Public Relations. She has a strong marketing and communications background that spans sport, youth development, community development, charity and the public sector. She has secured many awards for her publications, media and public relations work.



Michael Byrne is Manager of Sail Training Ireland. He has been successful at securing E.U. Commission Youth Funding as a means of supporting trainees and developing effective educational programmes.



From Crisis Communication to Crisis Conversation: Social Media During Panic Mode

Social media transcends the old boundaries set by the traditional media of radio, TV, and print during a time of crisis.

Attendants will learn what constitutes a crisis in the digital space, creating a crisis plan for your social media platforms and how to navigate the seemingly ubiquitous, global, 24/7 news cycle of Facebook and Twitter.

Speakers



Kathleen Moore is an Assistant Professor at the Tom Ridge School of Intelligence Studies at Mercyhurst University in Erie, Pennsylvania. She teaches introduction to intelligence, analytical methods, business intelligence, and specializes in social media analysis and crisis communication in semantic environments. Kathleen's doctoral dissertation focused on the social media activity surrounding the sinking of the *HMS Bounty*. In her free time, she is a crazy dog lady on Facebook, and when able, Kathleen is a volunteer deckhand and ship's cook.



Host Port Panel - Creating a Memorable Event through Experience, Trial and Error

It doesn't seem difficult in theory – invite some ships, give them some dock space and let people board them. But, as Host Port Partners know, it is so much more than merely throwing a great party. In this session, a panel of North American and European host ports will share their key learnings on how they throw a successful event, year after year. This will be a moderated discussion of best and worst practices for experienced and novice host port organisers alike.

Panel Members



Jen Kramer is the current Director of Entertainment and Special Events at Navy Pier Inc., the Midwest's number-one tourist attraction and destination. Prior to accepting her position at Navy Pier, Kramer was the Director of Sports Development for the City of Chicago's department of Cultural Affairs and Special Events.

Shawn Waskiewicz has been involved in the Tall Ships industry for four years as the Executive Director of The Flagship Niagara League (FNL), which manages the Erie Maritime Museum and U.S. Brig Niagara. In 2013, Waskiewicz and his staff hosted Tall Ships® Erie 2013 in Erie, PA.

Gerry Copeland over nearly two decades Gerry has helped deliver many of the city's iconic events. Along with his colleagues in Belfast Council's City Events Unit and Belfast Harbour he assisted in bringing over 500,000 people to The Tall Ships Races 2015.

Charlotte Kirk Elkjær is the Event Manager for the city of Aarhus. Charlotte was the project manager of The Tall Ships Races 2013 in Aarhus and will also be the project manager of the 2019 Tall Ships Races Aarhus.



RDV 2017 Event Workshop - Part One

This two-part session focuses on the Rendez-Vous 2017 Tall Ships Regatta.

Part One will commence with an event overview from Sail Training International, followed by a brief presentation from each of the host ports, outlining their plans for the event including an introduction to the 2017 TALL SHIPS CHALLENGE® Series, organised by Tall Ships America, which will feed into RDV 2017 in Boston.

Speakers



RDV2017

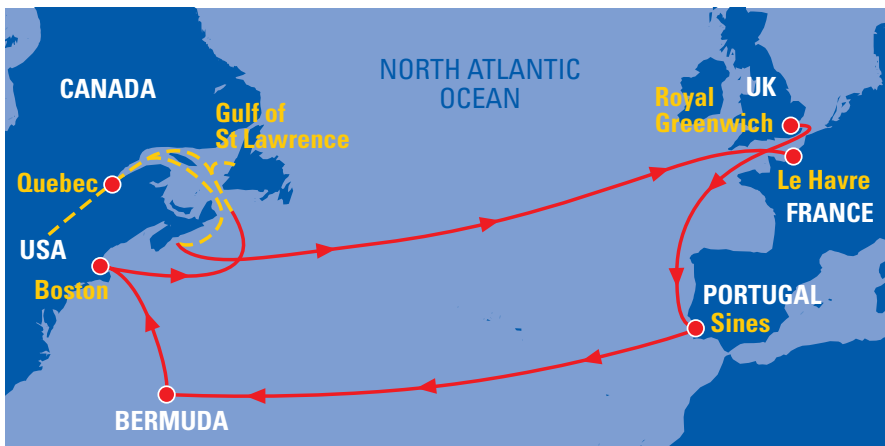
*Course de Grands Voiliers
— Tall Ships Regatta —*



CANADA 150
1867-2017

Representatives from each of the Transatlantic Ports:

- Royal Greenwich, London, UK
- Sines, Portugal
- Bermuda
- Boston, USA
- Québec City, Canada
- Le Havre, France





Research into Sail Training and Related Experiential Education

This session will explore the current and future landscape of research within the sail training community. It will begin with a summary of current international research and will be followed by an in-depth explanation of the current literature review and scoping study being conducted by the University College of London. The workshop will provide an opportunity to explore how the past, present and future research of both land and sea programs can be utilised to support operator endeavours. It will also provide an opportunity for operators to discuss the future direction of collaborative research or provide an insight into their own research and how it can support the international sail training.

Speakers



Murray Henstock has been involved with sail training since 2000 & volunteers as Chair of the Member Communications Working Group for the Australian Sail Training Association. He is a full time high school science teacher seeking to inspire both teachers & students through adventurous learning and the outdoors. He participated as a steering group member for the STI Self Assessment Toolkit and collaborated with the University of Edinburgh for the study into the effects of sail training.

Murray is the 2011 Volunteer of the Year & now serves Sail Training International as Trustee overseeing program development, research and the Sail Training International Youth Council.



Lucy Gross took part in several Tall Ships races on board different vessels, and came back as watch leader and mate. The intention was that taking part in Tall Ships 2000 would get sail training 'out of her system' and she could then get a real job.

This plan didn't work. Lucy now sails as volunteer mate on board several UK sail training vessels. Her real job is as General Manager of ASTO.



Safety Management Systems: Moving Beyond the Checklist

Whether mandated or voluntary, SMS are designed to enhance safety aboard and facilitate the best practices both ashore and underway for vessel operators. While the development of individual policies and procedures may at first seem to be the most difficult aspect of implementation, many organisations ultimately discover that achieving “buy in”, from all parties involved, is a far greater challenge. This session will examine the psychology of risk assessment and how it relates to crew and staff engagement in the SMS rather than feeling as though it is a process of “death by checklist”. The audience will be presented with functional tools and techniques for creating effective guidance documentation and policies as well as helpful hints on how to maintain a functional SMS long after the initial excitement and willingness to participate has faded.

Speakers



Nathan Hauser joined Moran in 2002 as a Chief Engineer aboard a ship docking tug in Philadelphia. In 2003 he accepted a shore side management position working in both engineering and operations, ultimately becoming Operations Manager for the Philadelphia Division in 2007. During the period to follow, Nathan was deeply involved in the efforts to become compliant with the American Bureau of Shipping’s International Safety Management Code (or ISM). Nathan was promoted in 2010 to General Manager of Moran’s Philadelphia Division and appointed Vice President in 2011. He currently manages a fleet of four harbor tugs and approximately 40 employees.



Chris Chafe has been involved in sail training for the past 20 years. The majority of his time has been spent working with Canadian Organisations and the CSTA. Through Chris’s involvement with these groups, he has been able to help with the development of S.T.V. regulations, SMS, marketing plans and strategies and program development. Chris currently works with Brigantine Inc./ *St. Lawrence II*



Tall Ships and Tiny Boats: Leadership Strategies for Everyone

Leadership at sea has a remarkable, colorful history. Today's leaders need to understand their strengths in the context of leading self, leading others, and leading at sea.

Join us as we explore the elements of leadership, identify our leadership strengths, and consider how we can create leadership opportunities for our crew and trainees.

Speakers



Rick Miller is a Professor of Marine Transportation at Maine Maritime Academy. He has successfully blended his academic training as an educator with his passion for sailing for more than 30 years, sailing on a number of sail training vessels and with the Hurricane Island Outward Bound School. Rick continues to be active as a mariner, most recently sailing seasonally as a master for Sea Education Association. He assisted with the development of SEA's Leadership in a Dynamic Environment course and was recently approved as an instructor of the STCW certification course, Leadership and Managerial Skills.



Jennifer Feeney has spent the last 20 years searching for unique and impactful ways to learn, teach and grow. From the ubiquitous Outward Bound 'pulling boats' to tall ships in Europe and the Caribbean to wallpapered hotel conference rooms with bad lighting, Jen is on a quest to connect with a motley crew of leaders, educators and visionaries, to discover their secrets and explore best practices. She currently runs custom programs through her company The Sailing Mind and is a partner at both Kanda Growth Co. and Global Perspectives, designing and facilitating experiential leadership programs.



Host Port Support for Sail Training

How can host ports help to promote the activity of sail training and support vessel operators and National Sail Training Organisations in filling voyage berths year-round? The host port marketing machine represents a huge opportunity to connect new audiences with sail training and establish new sources of trainee funding and recruitment.

This session will explore the tangible steps that can be taken both during events and at other times, while also considering the 'payback' for the City. The session will include a short workshop where delegates will be asked to suggest new host port initiatives.

Speakers



Paul Thompson is Commercial Director at Sail Training International. Paul has worked in business development and client management for more than 30 years. He spent eleven years as Sales Director with The Challenge Business – the organisation behind the Global Challenge round the world yacht race. He has been involved in sail training since his first voyage as a trainee in the early 1980's, he is also a volunteer skipper with a UK sail training charity.



Michael Byrne is the Manager of Sail Training Ireland. He has been successful at securing E.U. Commission Youth Funding as a means of supporting trainees and developing effective educational programmes.



RDV 2017 Event Workshop - Part Two

This two-part session focuses on the Rendez-Vous 2017 Tall Ships Regatta.

Part Two focuses on the Canadian Ports, including Québec City, and guest ports along the Gulf of St Lawrence, the Maritimes, Newfoundland and Labrador who will be welcoming the fleet as it approaches Québec from Boston. Presentations will cover regulatory issues, event itinerary, trainees and corporate hospitality.

Speakers



Doug Prothero is the founding Trustee of Sail Training International with responsibility for the Americas (2002-). Vice Chairman of Sail Training International (2010-2012). Past Chairman of the Canadian Sailing Training Association and former Vice Chairman of Tall Ships America.

Paul Bishop is Head of the STI Race Directorate. He is responsible for advising on all technical aspects of sail training within STI, future race planning and liaising with Host Ports on the infrastructure, in-port facilities and port programme for the Tall Ships Races and Regattas.

Jean Claude Maltais is the Maritime Coordinator for RDV2017 in Québec. He is on the Board of Directors of Voile Internationale Québec as Technical Vice President, a seat he has held for over twenty years.



**Joint Interest
Session**

**Session 4A (10.00 - 11.15)
Presentation Summaries**

**Tall Ships America Annual Meeting and TALL SHIPS CHALLENGE®
Atlantic Coast 2015 Awards Presentation**

All members of Tall Ships America are encouraged to attend the Annual Meeting of the corporation and election of new directors. The meeting will hear several reports including a summary of the TALL SHIPS CHALLENGE® Atlantic Coast 2015 series and presentation of the 2015 TALL SHIPS CHALLENGE® awards.





Sail Training International Ships Council - Tall Ships Forum

Individual sessions for members of the Tall Ships Forum and the Small Ships Forum to meet and discuss future strategies and projects. Please note that non-member vessel operators are invited to attend their relevant Forum.

Executive Committee



Pedro Proenca Mendes is a Captain on active duty in the Portuguese Navy. He has sailed all of his life and has been a trainee on *Sagres*, *Polar* and *Vega*. Pedro is a navigation specialist with service on *Sagres*, frigates for the Lighthouse Authority and the Hydrographic Office. He was the Captain of *Sagres* from Nov 2007 to May 2011. Pedro is a Director at Aporvela, the Portuguese Sail Training Association.

Einar Corwin has been *Christian Radich's* Managing Director and a keen member of the Tall Ships family since 2004. He has focused on safety and routines for *Christian Radich* and on improving revenues and customer satisfaction. He has spent the last ten years trying to convince ports that they play an important role for the future of the Tall Ships.

Piotr Kulczycki is the Chairman of '3 Oceans' which owns and operates the 53 metre Polish Brig *Fryderyk Chopin* which is a regular participant in The Tall Ships Races. He was elected to the Ships Council's ExComm in 2013.



Sail Training International Ships Council - Small Ships Forum

Individual sessions for members of the Tall Ships Forum and the Small Ships Forum to meet and discuss future strategies and projects. Please note that non-member vessel operators are invited to attend their relevant Forum.

Executive Committee



Toby Marris started sailing at the age of six. He started his professional sailing on square riggers and then followed a path in training on smaller boats as Chief Instructor at Southern Sailing. In 1995 he became Head of Sailing at Dauntsey's School running and skippering *Jolie Brise*. With *Jolie Brise*, he has been a regular competitor in STI Races over the last nineteen years. Toby is currently the Chairman of the Ships Council.



Lucy Gross took part in several Tall Ships races on board different vessels, and came back as watch leader and mate. The intention was that taking part in Tall Ships 2000 would get sail training 'out of her system' and she could then get a real job.

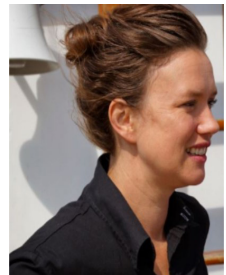
This plan didn't work. Lucy now sails as volunteer mate on board several UK sail training vessels. Her real job is as General Manager of ASTO.



Trainee Placement by Host Ports

Host ports are encouraged to find, fund and place trainees on vessels participating in Tall Ships events which visit their city. This session will focus on the placement process and will explore the many factors which have to be taken into consideration, including vessel type, trainee welfare, voyage cost and trainee preference. The session will include a case study from a host port which placed 155 young people across 20 vessels during The Tall Ships Races 2015. It will also include a vessel operator's perspective.

Speakers



Rikke Dahl Jensen Project coordinator, The Tall Ships Races 2015 Aalborg
The Tall Ships Races have been held with great success in Aalborg in 1999, 2004 and 2010 and the race returns to Aalborg for The Tall Ships Races 2015 with Aalborg as the finishing port. Rikke has been part of the team since 2004.

Paul Thompson is Commercial Director, Sail Training International. Paul has worked in business development and client management for more than 30 years. He has been involved in sail training since his first voyage as a trainee in the early 1980's, he is also a volunteer skipper with a UK sail training charity.

Jonathan Cheshire is an enthusiastic and committed exponent of social inclusion, lifelong learning and economic development. From 1989-1996 he was director of Ocean Youth Club, which at that time was Europe's largest sail training organisation. He is a trustee of Sail Training International, and the Association of Sail Training Organisations (ASTO).

Mirjam Postuma is co-owner of Tall Ship *Gulden Leeuw* and *Hendrika Barends*. Operating these vessels enables her to combine her passion for communication and sail training.



Host Port Feedback - Session 2

Host port representatives from The Tall Ships Races 2015 will give insights on their preparation and delivery of the event in their city. These first-hand insights will include areas of their projects that were successful and also the more challenging areas where lessons were learned. This session offers a valuable source of advice and guidance for contracted and potential host ports.

Speakers



Kevin Grant is a Senior Project Manager for Belfast 2015, a position he also had in 2009 when Belfast hosted the Transatlantic Challenge Race. As well as overall co-ordination of the project and the various management structures, he has responsibilities for budgeting, risk management, site planning, crew and volunteer management and logistics. Kevin has worked in Event Management for Belfast City Council for 15 years

Gerry Copeland has worked for Belfast City Council for nearly two decades. In this time he has helped deliver many of the city's iconic events through its annual festival programme. Along with his colleagues in Belfast Council's City Events Unit and Belfast Harbour he assisted in bringing over 500,000 people to The Tall Ships Races 2015 – an event which generated £17 million for the city's economy and £5 million in publicity value.

Albert Gjørtz was the Project Manager for The Tall Ships Races 2015 in Aalesund, Norway. His involvement fulfilled a personal ambition to be involved in The Tall Ships Races and he led the team that delivered all aspects of the event.



Connecting Sail Training with Mainstream Education

This workshop will present examples of how sail training can link directly into educational curricula. Utilising a number of examples from around the world sail training programmes will be mapped against core STEM (Science, Technology, Engineering and Math) along with selections from other key learning areas such as History, English and PDHPE (Personal Development, Health and Physical Education) using a wide variety of national and international curricula examples.

Speakers

Alistair Carter has been Development Officer for Ocean Youth Trust Scotland since 2013 having previously been a first mate for the organisation. Since he joined his first voyage as a young person 11 years ago, he has been passionate about sail training and in 2011 completed the UK Sail Training skippership programme.

Dave Pilla has been with the Proctor Academy since 1981 where he teaches Wildlife Science, Fisheries and Forestry. He is Director of Ocean Classroom at Proctor, a program he founded with Bert Rogers in 1993. Dave is a licensed wildlife biologist, forester and mariner.

Marann Fengler is a double gold medalist figure skater who competed at the highest level of the sport and still teaches three afternoons a week. She began as a volunteer on the brigantines *Irving* and *Exy Johnson*, and has gone on to work on vessels such as *Virginia* and *Lynx*. She has sailed on a total of fourteen boats, has been volunteer, paid deckhand, mate, and currently spends too much time at a desk as Volunteer Coordinator for the Los Angeles Maritime Institute.

Stuart Birnie Stuart's maritime experience includes many years as a volunteer and professional on vessels such as *Soren Larsen* and *Spirit of New Zealand*, sailing scows, a brigantine, a Polynesian Voyaging Canoe and two small steamboats. After time as the Chairman of the Sail Training Association of New Zealand and Sailing Manager for the New Zealand Maritime Museum, Stuart became the Senior Captain and Director, Marine Operations of the *Spirit of Bermuda*.



Accident Analysis: Using Case Studies for Crew Training

Accident investigations are undertaken not only to determine fault, but also cause, in the name of improving maritime safety. The findings included in these reports are intended to keep mariners from making the same mistakes twice, however they are often relegated to gathering dust on a bookshelf. These casualty reports are an underutilized resource outside of Bridge Resource Management classes and other STCW training. This will be a workshop on maximizing the value of maritime casualty reports for use in crew training. We will discuss the process of incident investigation and how to facilitate crew discussions to highlight relevance to their own experiences onboard.

Speakers



Jonathan Kabak has had a diverse career in the maritime industry. Jonathan works as a consultant, developing and delivering STCW and maritime training curriculum and providing marine operations services. Recently he became the Director of Marine Operations for the USMMA Sailing Foundation. Jonathan is a member of Tall Ships Americas' Board of Directors.

Pedro Proenca Mendes is a Captain on active duty in the Portuguese Navy. He has sailed all of his life and has been a trainee on *Sagres*, *Polar* and *Vega*. Pedro is a navigation specialist with service on *Sagres*, frigates, for the Lighthouse Authority and the Hydrographic Office. He was the Captain of *Sagres* from Nov 2007 to May 2011. Pedro is a Director at Aporvela, the Portuguese Sail Training Association.

Commander Michael J. Simbulan is the Chief of the Casualty Analysis Division at Coast Guard Headquarters. In his current position, his main role is to help make sense of the data inside the Coast Guard's Marine Information System for Law Enforcement (MISLE) database.



Organisational Succession Planning and the 'Founders Trap'

This workshop will present the common traps organisations fall into when they fail to plan for generational change. The panel will outline best practices from the field of business and organisational succession planning. Specific strategies used by STI members will be identified for transitions in both administration and marine operations.

Speakers



Jennifer East is the founder of ONIDA Family Advisors Inc, an advisory firm based in Toronto. Jennifer works with a select number of multi-generational business and financial families to assist them with the governance structures needed to manage generational transitions. She is a frequent speaker and workshop leader on issues of family governance and communication, next generation leadership development and diversity. Jennifer is a faculty member of the Family Firm Institute's Global Education Network.

Rikk Butler joined P&O as a deck cadet in 1979 serving on various ship types including the passenger ship *SS Canberra* during the Falklands war. He served as 3rd officer in container ships and sat his chiefs ticket in 1986. Rikk met *TS Pelican* in Sept 2014 and served on-board as volunteer, cooks assistant, assistant engineer and 2nd Officer. He was appointed as CEO in August 2015.

Jan Miles is sailing master to the wooden square-topsail rigged schooner & reproduction American 1812 War Privateer *Pride of Baltimore II*. Jan has been recognized as Tall Ships America's Sail Trainer of the Year (2003).



Planning a Successful Tall Ships Event: Looking after the needs of the Vessels and Crews

This session will provide an opportunity to discuss ideas of how to improve Tall Ships Races and Regattas with a Panel of experienced professionals representing host ports, Sail Training International/Tall Ships America and the various classes of sail training vessel operators. The Panel will cover the important aspects that ports need to focus on to ensure that the needs of the ships and crews are fully met, and that host ports develop a reputation for being sail training friendly for the future.

Speakers and Panel Members



Paul Bishop is Head of the STI Race Directorate and started his career as a professional seafarer at the age of 21 skippering sail training vessels around Europe and other parts of the world and has competed in many Tall Ships Races. He worked as an Operations Manager and Director for several sail training organisations before joining Sail Training International. He is responsible for advising on all technical aspects of sail training within STI, future race planning and liaising with Host Ports on the infrastructure, in-port facilities and port programme for the Tall Ships Races and Regattas.



Haakon Vatle started his Tall Ships career on board *Statsraad Lehmkuhl*, where he worked and sailed every season from 1996-2005. He was senior executive officer during The Tall Ships Races 2008 Bergen, project advisor during The Tall Ships Races 2011 Stavanger, and project manager for The Tall Ships Races 2014 Bergen. From 1st January 2016 he became the new managing director of the *Statsraad Lehmkuhl*.

Jamie Trost - Project Manager and Captain for the Schooner *Porcupine*

Klaas Gaastra - Captain of Bark *Europa*

Lesley Strickland - Project Manager, North Sea Tall Ships Regatta 2016, Blyth

Bjorg Western - Project Manager, The Tall Ships Races 2014, Fredrikstad



Session 5E (12.00 - 13.15) Presentation Summaries

*Joint Interest
Session*

Storytelling through Events: How to Build a Narrative that Speaks to Multiple Audiences

Every business has a story to tell and a narrative that creates a long lasting experience for your audience is the one that creates brand loyalty. It brings your audience back to your products and services again and again. This session will teach you how to create that emotional connection to your audience – through what makes your brand special, creating a cohesive narrative and implementing that narrative and then encouraging social sharing of that narrative.

Speakers



Emily Smith is the Head of Business Development and Content Strategist at *no campfire required. She oversees business development and day-to-day management including strategic partnerships and intellectual property. She's also the Connector Geek for Geektropolis, *no campfire required's proprietary story-driven geek community in Toronto. Emily has worked in commercial management at the worldwide level, with broadcasters at the worldwide level, with broadcasters marketing the Olympic Games broadcast in their respective countries and organizing events like the IOC's post Vancouver 2010 host country broadcast debrief. She also managed the creation of the first-ever brand guidelines for Olympic Games broadcasters. Early on at the IOC, she got some great advice, to know where your audience spends their time and "fish where the fish are." Working with the broadcasters, she learned to tell stories that reach a given audience where they are, using the most appropriate technology tool(s) available at any given time.



Green Practices Showcase

This session will showcase three organizations who have incorporated marine environmental protection into the build, maintenance and operation of their vessels. Participants will share green practices designed to protect our blue planet.

1. **Rachael Miller**- Rozalia Project, *American Promise*: The Greenest Sailing Research Vessel in the World
2. **Meghan Wren** - Bayshore Center at Bivalve, Schooner *A J Meerwald*
3. **Allan Palmer** - Sustainable Seas Initiative for the Baltic on the *Tre Kronor of Stockholm*

Speakers



Rachael Miller is the co-founder/Director of the Rozalia Project for a Clean Ocean whose mission is to develop and implement solutions for a clean and healthy ocean through innovation, education, cleanup and research from aboard *American Promise* a Ted Hood 60' and dockside locations across the country.

Meghan Wren Briggs amassed the financial, technical and human resources to restore the 1928 Delaware Bay oyster schooner, *A.J. Meerwald*, which was then designated New Jersey's official Tall Ship. Each year the *Meerwald* provides a once-in-a-lifetime experience for thousands of school children.

Allan Palmer has been involved in restoring and building traditional sailing ships since the early 1980's. He is now the master of the newly built brig *Tre Kronor of Stockholm*, which sails for the Sustainable Seas Initiative in the Baltic, reaching out to scientists, industry and the general public.



Safeguarding, Welfare and Safety of Trainees

National Sail Training Organisations have a responsibility to ensure that their member vessels have a clear policy that defines the organisation's commitment to providing a safe environment for their trainees. Vessel operators have a duty of care to all who sail on board their vessels and have a responsibility to review their policies on a regular basis. This session will go through the areas and issues covered in Sail Training International's "Safeguarding, Welfare and Safety of Trainees Guidelines" document and share ideas on how safeguarding policies can be developed in the future.

Speakers



Frankie Hartwell joined Maybe Sailing in September 2014 as Operations and Marketing Manager. A qualified teacher for six years, she joined the world of sail training, after seeing first-hand the effect it had on her own students. During her teaching career she took responsibility for child protection and is experienced in the implementation of safeguarding policies and the importance this has to any organisation working with young people. Not always a sailor, Frankie's first passion was Rugby, representing her country until a career ending injury forced her to search for a new hobby.



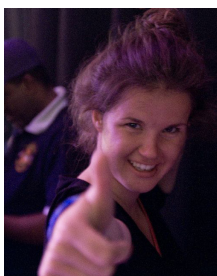
Travis Yates joined the Seamester team in 1995 having graduated from the U.S. Merchant Marine Academy with a degree in Marine Engineering. Always a sailor, Travis competed at both national and international levels, culminating in a bid for the U.S. Olympic Sailing Team in 1996. Travis holds an MCA/IYT International Master of Ocean Yachts, US Coast Guard Captain's License and is an Instructor Evaluator for US Sailing. He is also a PADI Master Scuba Diver Trainer. As Director of Operations and Marine Superintendent, Travis is responsible for day to day operations as well as all Seamester vessels and equipment.



Effective Youth Mentoring

This workshop will be conducted by three experienced mentors from the Youth Council and will focus on youth mentoring youth and how youth mentors can benefit sail training. The workshop will cover the preparation, organisation and realisation of (international) sailing trips that need mentoring by and for youth. Three segments will include the mentors role, the responsibility of sail training programs to develop future mentors and how to integrate sail training programs. The presenting mentors will draw from past experiences and best practices and encourage open discussion.

Speakers



Brian Holmen is the Vice-Chairman of the Sail Training International Youth Council. He has been involved in the North American and International sail training communities for eight years. Throughout this time Brian has served in mentoring roles within the Los Angeles Maritime Institute, Tall Ships America, and on special projects for Sail Training International.

Michelle Ruttan developed her passion for sail training having sailed on board the Clipper *Stad Amsterdam*. She works with Sail Training Association Netherlands and has organized international exchange voyages. Michelle recently started with Maritime School in Enkhuizen, Netherlands.

Eva Costard Eva Costard is the German representative and Secretary of the STI Youth Council. She is a crew member on board the Sail Training vessel *Alexander von Humboldt* and assists the Sail Training Association Germany with the organisation of their youth programmes. She has mentored an international youth exchange on board the Dutch barquentine *Thalassa*.



How to Run a Successful Kickstarter Campaign

On October 21, 2015, the Bayfront Maritime Center launched a Kickstarter campaign for the Schooner *Porcupine*. Captain Jamie Trost will take the audience through all aspects of their campaign – the research and preparation prior to launch, how they created their story, building the community of fans who will support the project even after the event is over, and the risks and challenges they faced throughout the project.

Speakers



Kristan Wheaton is an associate professor of intelligence studies at Mercyhurst University in Erie, Pennsylvania. He is a retired Foreign Area Officer with the US Army who specializes in national security matters, analytic methods, intelligence communications and game-based learning. He has served as a defense and legal attaché to various US embassies and missions in Europe. He has also served in various intelligence or intelligence related billets including the S-2 to the 559th Artillery Group in Vicenza, Italy, Attaché to the Office of the Legal Counselor in The Hague; and Chief of European Analysis at the Directorate of Intelligence, EUCOM, in Stuttgart.



Jamie Trost is the Project Manager and Captain for the Schooner *Porcupine*, an initiative of the Bayfront Maritime Center (BMC), in Erie, Pennsylvania. Beginning in 2016, *Porcupine* will be offering underway educational programs covering centuries of Erie's Maritime History.



Running a Tall Ships Event on a Budget

Tall Ships events are typically funded with cash and in-kind support from a variety of sources, which may include the city, the port authority, visitors and business sponsors. Income generation is of course vital, but how do you then manage the project budget to deliver a great event that meets the expectations of visitors, ships, trainees and other stakeholders? This session will illustrate how a successful event can be delivered while retaining a strong focus on budgetary control.

Speakers



Sam Groom's experience includes responsibility for a number of major events held in Cornwall. Sam was responsible for host port management in Falmouth for the Funchal 500 Tall Ships Regatta 2008 and was again at the helm for the Falmouth Tall Ships Regatta 2014. In 2015, Sam created Cornwall's newest event management company Perfect Events Group LLP. Sam has recently been awarded a British Empire Medal in the New Year 2016 Honours List.

Bjørg Johnsrud Western was project manager of host port Fredrikstad, Norway for the Tall Ships Races 2014 and 2005. She has widespread municipal experience and is presently running an innovative Nordic project within culture based industries.

Carlton Aylett is the owner, President and Senior Producer at Krista Slack + Aylett. One of KS+A's largest projects is the annual Redpath Waterfront Festival which happens every year in June and runs along two kilometers of Toronto's Waterfront. Every three years the Festival welcomes a majestic fleet of Tall Ships to Toronto and brings, on average, over 500,000 people to the waterfront.



The Tall Ships Races - 2017 Preview

The Tall Ships Races 2017 will take place in the Baltic Sea and adjacent waters. In this session representatives from the host ports will give insights on their plans for the event.

Speakers

SPEAKERS FROM THE 2017 HOST PORTS

Halmstad, Sweden

Kotka, Finland

Turku Finland

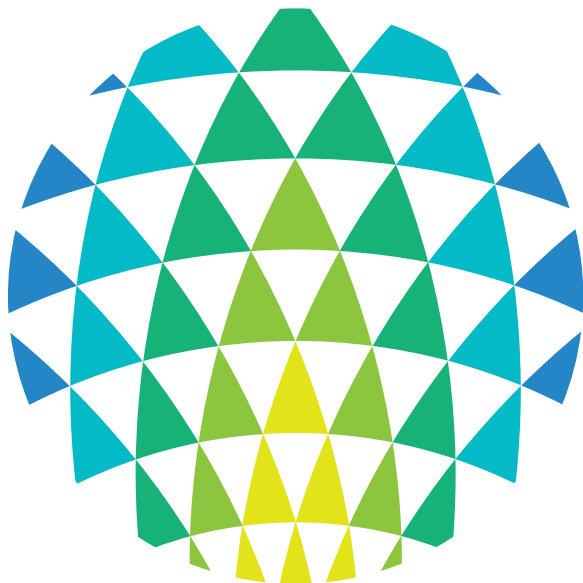
Klaipeda, Lithuania

Szczecin, Poland



THE TALL SHIPS RACES 2017

organised by Sail Training International



RDV 2017

Course de Grands Voiliers
— *Tall Ships Regatta* —



CANADA 150
1867-2017

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The conference feedback questionnaire can be found
at the link below:

<https://www.surveymonkey.co.uk/r/Quebecconference2016>



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