



LAKE SOUNDINGS

PULTNEYVILLE YACHT CLUB

Volume 30, No. 2

March 2005

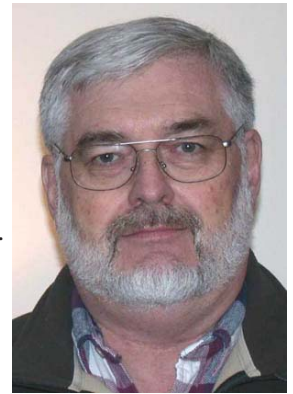
Signals from the Commodore

Good Day Fellow Members;

It was good to see the large turnout at the cabin party, and it seemed like an enjoyable time was had by all.

A couple of quick business points need to be mentioned before the season gets underway.

If you are working on a club/grounds project and you purchase materials, be sure the purchase is approved in advance and a Bill of Sale is provided to the appropriate officer if you wish to be reimbursed. If you do not do either, you may not be reimbursed.



It is a good time during this planning stage of the season to remind us all that construction projects that are on club/trust property are not allowed without board approval. In the same vein it is ok to work on your immediate dock but it cannot be extended past the shoreline nor may any object be placed there that will at some point in the season extend below the waterline.

A note to new members and a reminder to old: Remember the Ranges! Access to our club from the water is by channels that have navigation range boards and lights. If you have friends coming to PYC, advise them of this information. There have been embarrassing incidents for boaters in the past couple years due to forgetting this piece of advice. It can also be dangerous at low water times and puts either club or fire department personnel and equipment at risk anytime a tow is called for. Even with dredging, the channels are not as wide as they appear. Be a prudent navigator.

The pre-season months continue to have work for the club. The boats show display was excellent and hopefully fruitful. The board has started its work and we hope to have the "members only section" of the web page open soon. This may give you access to much more information. Feel free to E-mail me if you have something that you feel should be brought to the board. On the same note the Board of Governors and I have started to address needed issues with our landlord, the Cornwall Trust. I envision this to be an ongoing process.

You should be receiving your dock invoice shortly, and that is a reminder to work safely to prepare your boat for launch.

Have an enjoyable Spring.

Brian McCarthy

In this Issue...

| | |
|---------------------------------|--------|
| Signals from the Commodore..... | cover |
| Secretary's Corner..... | page 2 |
| Notes from the Engine Room..... | page 3 |
| On The Range..... | page 4 |
| Vice Commodore Reports..... | page 5 |
| Boat Show, Again..... | page 6 |
| Nancy Gong..... | page 7 |
| Looking Ahead..... | page 8 |



The Secretary's Corner

Hello, everyone;

This month, I am dedicating my space in the "Soundings" to Nancy Gong and her Marketing Committee because of the importance of what her committee is doing to benefit the future of our club. I will report only the vital statistics of the club, as I do each month: We have 85 voting members, 19 non-voting members, and no social members. Now, let's get on with Nancy's information.



At the Annual Meeting, the Board of Governors recommended that PYC focus on marketing activities to promote the club with a long term focus of increasing membership. Nancy Gong has agreed to Chair this committee. With the help of the Marketing Committee: Cathy MacDonald, Daryl Hunt, Diane Griffio, Jeri Schiff, Dick Sheehan, C.R. Burcroff, Ed Walluk, Jane Hamilton, and input from members, much has been done to set the course for activities which will create "the buzz" - talk about PYC. In marketing, that translates to creating an awareness about the club, so that when someone is thinking about where they can put their boat, PYC will come to mind. PYC and its members will have to do the rest.

From the Marketing Committee, a new expanded tag line will be the focus of public relations material (printed materials) and any club merchandise. **Shhhhh! . . . The best kept secret on Lake Ontario! Pultneyville Yacht Club, Historical hamlet, Peaceful scenic setting, Family atmosphere, Social gatherings, Home Away from Home.** It's about the touchy feely aspect of the club, the warm fuzzy feeling. You can see this in the new [General Information Brochure](#) which is available in pdf format at the club website: www.pultneyvilleyachtclub.org.

(Continued on page 7)

LAKE SOUNDINGS is published monthly for PYC members, February through December. This newsletter is printed on recycled paper. Please

save it to continue the cycle. Letters to the Editor, suggestions, commentaries, wit, memoirs, tales, seaworthy tips and maritime art are welcome. Disk, e-mail, typed or printed material must reach the Editor by the published deadline. Submissions will be edited and published as space, temperament and accommodations allow.

Copyright ©2005 Pultneyville Yacht Club.

NEWSLETTER STAFF:

Alex Brougham - Secretary
Stage/Markovitz - Distribution
Merril Gray (cgray1@rochester.rr.com) - Editor/Publisher
Bob Hamilton - Printer
Special thanks to those who have contributed to this issue.

PYC OFFICERS:

Brian McCarthy - Commodore
Dick Sheehan - Vice Commodore
Merril Gray - Rear Commodore
Alex Brougham - Secretary
Joe Griffio - Treasurer
Mark Blaakman - Fleet Captain



Rear Commodore Reports

Notes from the Engine Room.....

Hello, everyone;

It's March- a quiet time around the club while we wait for April, warmer weather, and Launch Day!

But that doesn't mean nothing is happening. We are already in the process of applying for our Weed Control permit. We were urged to start early on with the application by the DEC, because there are several new rules that have been put in place and they expect that it will take more time to work through the new regulations.

Also, repairs are under way for the club forklift, and word from the machine shop is encouraging. At this point we expect to have the fork lift back in our possession well before it is needed for launch and work days, etc.

We also are currently in the application process for a grant from a state agency that would pay for most of the cost of a pump-out replacement, which, if we are successful, we hope to install this spring or summer.

And you might want to start thinking about which workday you want to participate in. There are only two workdays this year; consult your club calendar. One new dock will be built on each workday. Clean-up crews will be needed for buildings and grounds; these tasks most likely will be done on the first workday. And of course, there will be the usual dock repair duties. The second workday will be largely dedicated to the removal of the large dead tree that stands over the Baird House. Look for details on workdays in the April issue of the "Soundings."

Until then;

Merril Gray



For Sale: 27' Coronado Sailboat, wheel, inboard Atomic 4 engine, sleeps 6, includes all sails, 2 new heavy duty batteries, all new upholstery, new digital wind instruments, new wood custom teak trimmed hatches, radio, Sails great. Just needs TLC \$6500.-call 377-703 or e mail

Jthomp14@rochester.rr.com



Fleet Captain Reports

Season beginnings On The Range...

Believe it or not there is a lot of sailing related activity going on. I attended another Hospice Regatta steering committee meeting this week that focused on ways to draw more racers and more importantly how to get them to generate more donations. If you have any suggestions please send me an e-mail.



The RIT students are making decent progress on the automatic committee boat. We're in need of some video camera mounting hardware. If anyone can help with donations in this area please contact Scott Nichols. Please visit <http://www.rit.edu/~cah3337/SD/minutes.html> for a look at project design artifacts and also you can click on the Team Members box at the top of the page to see photos of our student design team.

Haarstick Sails is running a Saturday seminar series on racing. They had a huge turnout for the first session. The next few sessions' cover:

2nd Racing Seminar/Discussion- Upwind Sailing and Windward Mark Roundings

Saturday, February 26th, 11:00am-1pm

3rd Racing Seminar/Discussion- Setting the Chute and Downwind Sailing

Saturday March 12th, 11:00am-1pm.

4th Racing Seminar/Discussion- Leeward Mark Roundings and Sailing to the Finish

Saturday March 26th 11:00am-1pm

Refreshments are provided and the seminars are at the Haarstick Sails loft on 1461 Hudson, Rochester NY, Just North of RT 104. Jon Faudree of Haarstick Sailmakers is the presenter. Please send them an email to: info@haarsticksailmakers.com or call (585) 342-5200 if you plan to attend.

After I have an initial meeting with the race committee I plan to have at least one seminar for the race fleet covering changes to the racing rules of sailing and perhaps a tutorial on how scoring works. I'll share specifics on the upcoming race season calendar, format, seminar, etc next month.

Eric Matteson would like to lower costs for replacing lines on his boat by teaming up with several people to make bulk purchases on yacht braid. If you have plans to change lines and halyards and want to get substantial savings please contact Eric (number & email in the PYC Log).

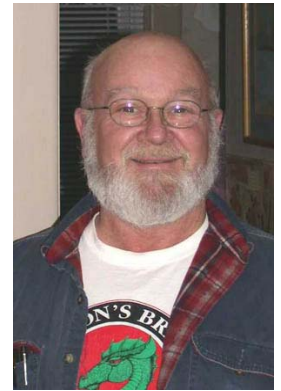
Best regards,

Mark Blaakman

Vice Commodore Reports

Hi, Folks,

Well, the season is under way. The boat show was a great start-many thanks to Bob Hamilton and his crew for all their time in set-up and tear-down, also to Nancy Gong for the new display at the boat show.



The Winter Cabin Party was enjoyed by all who attended. We had a very nice day for it. I would like to thank Larry Rice, and everyone that helped him on Sunday, for a job well done.

The next big event is the launch, on April 23rd and 24th; hope to see you there.

Dick Sheehan



PYC Does the Boat Show again

For the third year in a row, our club had a booth at the Rochester Boat Show to recruit new member and dockers. The big difference this year was the new booth design that featured the marketing messages for the Pultneyville Yacht Club:

Shhhhh...! The best kept secret on Lake Ontario.

***Pultneyville Yacht Club
Historical hamlet, Peaceful scenic setting, Family atmosphere,
Social gatherings, Home Away from Home***

Nancy Gong and members of the PYC Marketing Committee coordinated the new booth design, the new trifold handouts, business cards and the credit card size magnets – all designed to help communicate the benefits and unique aspects of our club and location.

Thanks to all the following booth workers for their help (in order of appearance on the schedule): Bob and Jane Hamilton, Nancy Gong, Joe and Diane Griffo, Dick and Kathy Sheehan, Dave Weagley, Mark Blaakman, David Kay, Brian and Gail McCarthy, Tom Jayne, Ed Walluk, Tom Ecker, Merrill and Cher Gray, Larry and Kathy Fedick, Steve and Debbie Heffron, Mark Laffin, Ron Hilgert, Dick and Shirley Darrow, Mike and Jerri Schiff, Mike LaHaye, Scott Nichols, Cindy Kukuvka, Bob Hamilton, Eric Matteson. Extra thanks to Joe and Diane Griffo who pulled an extra shift by helping out on Saturday night.

With the Raffle tickets and signup book, we got a dozen very good candidate names for follow-up for membership and docks. The Raffle ticket winners will be invited to share a social event with us at the club to see us in person. We will keep you posted on the true results as the year progresses.



PYC's new boat show booth, courtesy of Bob Hamilton, this year's boat show coordinator, and Nancy Gong and the club's marketing team.

("Club Marketing" Continued from page 2)

The Marketing Committee needs the full membership's help. We would like to encourage club members to help generate "the buzz" by posting PYC business cards* and brochures on bulletin boards at work, social clubs, fitness clubs and work place refridgerators etc. If you post something and notice it is gone, please repost. Records indicate that members come to the club mainly by word of mouth or by the web site. Also, if you think you know someone who might be willing to consider PYC, send a brochure with a little hand written post-it note - something like: "this is a real special place, thought you might be interested."

* PYC Business cards are pictures of a group raft with a PYC burgee flying, new tag line and web site address.

With the faith of the Board and very little green, Nancy designed three new display boards made possible with a labor trade from Nancy Gong to Gupp Signs and a contribution from Gupp Signs. With the help of Bob Hamilton and other members, a selection of photographs were carefully selected to convey just how special the club is. These signs have been designed for more than one use. They were used for PYC's display at the Rochester Boat Show. In time, we will let you know of the results of the boat show. Let's thank Gupp Signs for their help by remembering **Tony Snow at Gupps Signs** for all your sign needs. Gupp Signs can help you design your vinyl, wood, metal signs. If you are thinking about boat lettering and graphics, please give Tony a call at **585-244-5070** or visit him at 340 Lake Avenue.

Gifted to PYC via member John Lyboldt, is a free booth at The Rochester Auto Show from Wednesday, March 2 - Sunday the 6th. Cross-marketing can be successful. We won't know until we try. And since it is "free" and we have all the display props and material, we won't pass it up. Don Boesel will be coordinating the Rochester Auto Show. You can see the signs mentioned above at the auto show. Don can use a little help here since he lives in Macedon. If you are interested in manning the booth for a short while, please contact Don at 315-986-7491. You will receive free admission to the show.

With two houses in Pultneyville, the Pultneyville Historical Society and Heritage Square on tour, we thought it fitting that we be a part of the Smith College Tour. We invited ourselves. They embraced the idea. Timing is everything. Boxed lunches will be provided by others. PYC will offer use of the pavilion, restrooms and guided group tours of the grounds on Saturday, May 7th. For the cost of plumbing water, paper toweling, table covers, a clean up crew and a few PYC tour guides, PYC will be listed in the tour book (500-600), an abreviated version of PYC history will be included in the tour book, and any press that Smith college will receive will likely mention PYC. We'll work towards having club information and merchandise for sale. More later. If you'd like to help as a tour guide please let someone on the Marketing Committee know.

Other marketing projects include hamlet of Pultneyville / PYC connections, marketing wider distribution of PYC marketing materials, coordination with Merchandise Chair, Highway, Lake Rd and other signage, non-profit opportunities, coordination of membership package with Membership, cross marketing. If you'd like to help (this is a fun committee) or have ideas, send them to ngong@rochester.rr.com.

The Marketing Committee has no budget. Magnets with the group raft on the lake picture were made as premiums to perspective members. We do have some left over from the Boat Show. If you would like to support the Marketing Committee's efforts, for a donation of \$1.00, we will give you a magnet. Thank you to all of you for your genrous donations and support of our mutual efforts. See Nancy at the next club event.

We look forward to your help in making the club grow. It's easier than you think.

Just a thought to share: "You don't know what you got till it's gone." Janis Joplin

Nancy
PYC Marketing Chair



LAKE SOUNDINGS

P.O. Box 137
Pultneyville, NY 14538

Pultneyville Yacht Club Site at the Web:

<http://www.pultneyvilleyachtclub.org/>

PYC LOG

The PYC LOG is our way of telling the members what is in the wind for the coming weeks. Please read it over and mark your calendars for these important Club events.



| | |
|------------------|---|
| April 23rd, 24th | Launch Boats |
| April 30th | Fleet Captain's Work Day |
| May 14th | Work Day #1, 8:00 AM |
| May 21st | Commodore's Review |
| May 29th | Bowersox Memorial Day Race and Picnic (5:00 PM) |
| June 11th | Commodore's Brunch (11:00 AM) New Member Reception, General Meeting (2:00 PM) |