

Membership

CLIPPER

QUEEN CITY YACHT CLUB ——— JANUARY 2001

A full club benefits us all

As we begin a new year, it's worth noting some bright spots that hold promise for 2001 in terms of membership. We recruited a number of new members from a variety of club programs, for instance, reinforcing our belief that QCYC has much to offer.

Racing at QCYC is still a strong attraction as Tony Pitts proved. He recruited three new members from the racing crew of Abigail.


Our range of membership categories and fee structures also worked in our favour. Three new members last year came from the ranks of Dinghy and Associate memberships and one from among Junior Club instructors. Readiness to offer fair and realistic options added a member (and possibly saved a boat) while at the same time resolving an issue in the yard.

As well, the adult sailing program contributed a graduate, first to racing crew and then to full Senior membership. We also added a membership from another club, largely because of our location.

Your membership committee intends in 2001 to build on these successes. But all members can help. Last year's experience shows that new members come from a variety of sources. Please take every opportunity to expose prospective members to our community in 2001.

If you know of those who might be considering joining, it's a good time to give them a call. The attractive rates schedule currently in place means Queen City has never been more affordable. (See right)

Maintaining a full club isn't merely about finances. More hands, whether on the hawsers at launch or to flip burgers at dockside barbecues, introduce us to new sailing friends who benefit QCYC with new ideas.

Membership, in fact, is the lifeblood of the club. 

QC takes on the Boat Show with a new approach

Queen City, one of the first yacht clubs to have a presence at the Toronto Boat Show (Jan 13 - 21, National Trade Centre, CNE), is once again leading the way with this year's themed approach.

Among the changes is a booth newly designed by Paul Sutherland and John DiLallo and an improved booth management program, undertaken by the boat-show committee led by Paul Sutherland and Glenys Squires with the assistance of Joan O'Reilly.

A change in booth configuration is also new, made possible by the kind loan of a new display unit from Borderware Technologies, employer of David Hall and John DiLallo.

While professional also describes the approach to managing the site and representing the club at the show, care has been taken to highlight QCYC attributes such as a superb location, an informal, spirited membership and our full range of facilities and services.

A focused objective


An objective at the show is to present Queen City's unique assets in a more focused fashion with a customer-service approach. For instance, Paul and Glenys are holding an orientation session for those who will be staffing the booth. Our intention is to ensure that our message is clear and consistent

and that questions related to rates and special incentives can be readily answered on the spot.

Part of the effort to maintain consistency, has been the updating of Sandi and Brian Chung's splendid supporting brochures. They've been changed for 2001 to conform with the Queen City message and image.

Warm-weather in January

To draw people to the booth, the theme of the booth for 2001 will be *Romance at Queen City*. The program, described in an article in the January issue of *GAM*, will feature members with blue-water experience who will make mini-presentations, discussing their experiences with visitors who might have caught the fever — and who might, in recognizing kindred souls, feel that Queen City is a good club to join.

Those attending the show are invited to drop around to the booth to say hello. But don't be surprised if those on duty can't talk for long. They may be busy chatting to prospective members about Queen City. And we all know how we get carried away when we get going on our club. 

Checked out the new
QCYC Website yet?
Take a look at
www.qcyc.on.ca

Boat Show Special

Our current membership special (initiation reduced to \$1,000 including one year's free yard storage) gets even better. During the Boat Show we're adding a second year of free winter storage, a set of 4 acrylic QCYC glasses, 4 return-trip guest tender passes and a champagne breakfast in the dining room. Know folks interested in joining? Give them a call!

