

Covering the 2018 Fall Regatta was a true pleasure. What stuck me was the widely expressed enthusiasm for sailing, whether in competition or for cruising.

As part of the coverage for www.clarklakespirit.com, I interviewed several competitors for the purpose of creating a video that tells their love of this sport. In producing the video, I noticed several key points were consistently verbalized, and appear to be shared attitudes.

- Competitive sailing requires both physical and mental effort and achievement.
- Competing feels good and winning is important.
- Being on the water, feeling the wind in one's face, and how it clears the mind are pluses.
- Companionship between skipper and crew is important, as well camaraderie and fellowship among the competitors.
- More just than a sport, nearly everyone interviewed believed sailing to be a lifelong endeavor and part of who they are.

Those on the video communicated effectively and expressed themselves enthusiastically. Is it possible that this video could win the engagement of others and support the activities of the Clark Lake Yacht Club? And, if so, how?

1. The video offers definite reasons why sailors love the sport. Utilizing these points, as summarized above, can attract others to sailing and to the Club.
2. A good starting point is to share the story of the Regatta, and this video in particular, through the social media of Yacht Club members. On Facebook, this can be done by copying and pasting this link into the "write a post" section with a word or two explaining why you're doing it. Something like "I thought you might enjoy checking out the Yacht Club's Fall Regatta. And if you are wondering what makes sailors tick, view the short video where some of the competitors reveal their stories." Then share the post with all friends on Facebook. Or if you're not a Facebook, you could do the same thing via email.

www.clarklakespirit.com/fall-regatta-2018-results/

By taking advantage of these opportunities, you will offer friends insights into why the Club matters, and perhaps interest others to become involved. And the cost to you? A few minutes of your time. It's free!

Thanks for having me at the Regatta. I believe the Yacht Club plays an intrinsic role at Clark Lake. It's part of the lake's history and ought to be a vibrant part of its future.

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