

Jacksonville East Coast Meeting
 January 18 - January 20, 2007

AGENDA

<u>Day</u>	<u>Instructor</u>	<u>Affiliate</u>
<u>Time</u>	<u>Track</u>	<u>Track</u>
Friday, Jan 18, 2008		
5:30pm - 7:30pm	Welcome Reception at The Rudder Club of Jacksonville 8533 Malaga Avenue, Orange Park, FL 32073	
Saturday, Jan 19, 2008		
Conference location - Howard Johnson Inn (formerly Holiday Inn) 150 Park Avenue, Orange Park, FL 32073 Tel:904-264-9513 (Clay Room-1st floor)		
8:30am - 9:00am	Breakfast - Holiday Inn	
9:00am - 9:15am	Welcome & Seminars Overview	
9:15am - 10:00am	Harry Horgan, Founder Shake-A-Leg Miami	
10:00am - 10:30am	What's New at ASA - CN	
10:30am - 10:45am	Coffee Break	
10:45am - 11:45am	<u>Effective Instruction Techniques</u> (Lumian)	<u>Improving Sailing Office Efficiency & Marketing</u> (Wesson)
11:45am - 12:30pm	<u>New ASA courses:</u> Radar, Weather & Intro to Celestial (Nobles)	
12:30pm - 1:30pm	Lunch (with Overview of New ASA Docking Course (Appleton))	
1:30pm - 2:30pm	Docking Endorsement (Appleton) On-the-water drills	<u>Effective Marketing, PR and web promotion for Sailing Schools</u> (Kenton Smith)
2:30pm - 3:30pm		
3:30pm - 4:30pm		Networking
4:30pm - 5:30pm		
5:30pm - 7:00pm	Reception in Suite located on 2nd floor (Suite # TBD)	
7:00pm - 9:30pm	Dinner in Duval and St. Johns Room (1st floor)	

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Sunday, Jan 20, 2008			
Conference location - Howard Johnson Inn (formerly Holiday Inn)			
150 Park Avenue, Orange Park, FL 32073 (Clay Room - 1st floor)			

8:30am - 9:00am	Breakfast		
9:00am - 10:00am	Sally Helme of The Sailing Company: The State of the Sailing Industry		
10:00am - 11:00am	Business Opportunities with Fractional Sailing Programs (SailTime/Duggan)		
11:00am - 12:00pm	How to use the ASA Instructor's website (Wesson)		Forum Discussion: 20 Ideas for Building your Business (Nobles)
12:00pm - 12:45pm	Lunch		
1:00pm - 2:00pm	ASA Policies & Progress: Q & A (Nobles)		
2:00pm - 3:00pm	Group Sailing and		
3:00pm - 4:00pm	New ASA Docking Course on the water exercises to be held at the Rudder Club		
4:00pm	Conference Ends		