



CRUISING CLUB OF AMERICA

CCA AND STATION

CRUISE PLANNING GUIDE

Cruise Planning Guide Committee

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Let's not reinvent the wheel for every cruise"

Bill Whitney, Commodore

The old adage, "*Never do something for the first time,*" is particularly appropriate in the planning and management of CCA cruises. Our National and Station cruises are certainly one of the most important benefits of membership in The Cruising Club of America. They provide wonderful opportunities to cruise with members from around the U.S., Canada, and overseas, in some of the great cruising areas of the world and to do so under the stewardship of members who are intimately familiar with the particular cruising area. Obviously, it is important that the cruises be well planned and managed so that our members and guests can enjoy the totality of the experience.

The purpose of this manual is to help station rear commodores and cruise chairs in the planning and managing club and station cruises. We'll explore and develop many of the details involved in running a cruise including recommendations to help sponsoring stations and posts overcome the "*first time around syndrome.*"

The members of the committee involved in the development of this cruise planning guide have had direct, "hands on" experience in chairing of several CCA cruises, ranging from small local station cruises, to large cruises in remote offshore locations. We've tried to reflect the basic requirements of any cruise as well as the wide range of activities in large, international cruise involving charter boats.

Finally, this is **a guide**, not **a bible**. Pick and choose those suggestions that apply to your particular cruise and cruising area. We hope that they will be helpful. Above all, have fun. Chairing a cruise does require a lot of time and effort but it's a great experience, one that you'll find to be worthwhile and rewarding. When you have had that fun think about how it came about and submit your notes to improve this guide.

Cruise Planning Guide Committee

Joe Lucas

Lou Scott

Jack Towle

Rob Kiley

This update to the Cruise Guide is built on the frames of the original document that Joe, Lou, Jack, and Rob lofted. The rapid advancement of our digital society have created changes in the way we are able to communicate. What used to be cumbersome and time consuming has become more manageable and efficient. Suggestions as to how that may help you organize and manage a CCA Cruise be are included here.

Additionally, included as part of this guide there are addendums. They provide you with valuable instructions, guidelines, and cautions that will help your project flow smoothly with fewer surprises. Contributed by those that have preceded you in organizing wonderful cruises around the world, these are valuable notes on what can go wrong and how to dodge those bullets. Milt Baker's detailed reflections on the 2010 Abaco Cruise is an invaluable must-read. These Lessons Learned make this Guide a living document that will continue to grow with your additions after your cruise is complete. Included also are additional policies and instructions that are outside the scope of this guide.

Thank you in advance for taking on this worthwhile project. You will be well rewarded by your old friends and new friends. Have fun! And, Thank You.

Steve James, Cruise Coordinator, Events Committee

September 2019

Additions by Barbara Watson, Events Chair

Section 1

Organizing the Cruise Committee

Cruise Chair

The Chair of a Club Cruise is chosen by the Vice Commodore and the Commodore - the Commodore because he has done it, the Vice Commodore because the cruise will likely occur in two years during his watch. The Chair of a station cruise is chosen by the Station Rear Commodore. Large club cruises require lots of time and the chair must be in a position to devote the required time and energy. The ability to communicate, manage and delegate are important qualities for an effective cruise chair.

Some of our cruises have used co-chairs. This structure may be particularly helpful when it is a very large cruise involving several hundred members. In surveying a number of our members who have served as chair (or co-chairs), the consensus slightly favors a single chair. The advantage of a single point of contact and decision making is the overriding consideration. If a dual chair structure is employed, it is important that areas of responsibility be clearly defined and communicated to all involved. Further, regular meetings, frequent communications and internal progress reports are important.

The chair has the responsibility of forming various committees to handle specific tasks of the cruise. The size and location of the cruise will influence the number and composition of the committees. As the plans for the cruise evolve, more committees may be added or additional tasks delegated. CAUTION: do not attempt to take on all of the tasks yourself, as the job is far larger than you may expect. The chair cannot get bogged down in micromanaging the cruise. Our organization is rich with members who are willing to help with cruises. They gain experience in cruise management and become a resource for managing future cruises. The appropriate flag officers should be consulted on committee assignments and kept in the communication loop.

Although not officially members of the Cruise Committee, the Club Treasurer and the Club Webmaster will be integral members of the team. Plan to contact them early. Include them in the planning process. They have done this before and they will be able to tell you how they can assist and how some of the back office takes place. These two very valuable members can assist a smoothly run cruise organization. More on each of them further along here.

Secretary/Treasurer

Our advancing digital community is making the position of Cruise Secretary less relevant. Through the use of our CCA web site and e-mails the Chairs(s) can efficiently communicate with the members, collect the payments, and organize the cruise. Internet knowledge and skills have become essential for both the secretarial and financial functions. While it is possible, with these tools, for a single, skilled person to perform all the management functions, there are significant sums of money involved. It is recommended that a solo Cruise Chair should, with the approval of the Commodore, have a second in command that is informed and involved with the finances of the cruise. This could be a Cruise Treasurer but it is anticipated that the position would likely evolve to be described as a Vice Chair/Treasurer.

The Cruise Treasurer and the Cruise Chair should communicate with the Treasurer of the CCA before announcing the cruise to establish the protocols for handling the members payments.

The Cruise Treasurer should establish a special bank account(s) and a PayPal account for the cruise. He will coordinate with the Treasurer of the CCA for the transfer of funds to this account(s) from the CCA treasury which will have received funds from website cruise registrations. These coordinated transfers require strict security precautions including at least a written **and** a verbal confirmation.

Do not co-mingle specific cruise monies with Club or station funds.

Selecting an appropriate bank becomes more important for organizing a foreign cruise. It is desirable for that bank to be very accustomed to creating international transactions and it is useful if they can create foreign currency accounts.

A credit card, usually issued by the bank providing the checking account, may be issued and is especially helpful if the cruise is in a foreign country. As with any credit card, care should be exercised. Some credit/debit cards are much better than others in foreign transactions by having better exchange rates and lower/no fees. Banks and other disruptive Internet enterprises continue to create alternate methods of transferring money locally and internationally. It is worth investigating.

Section 2

Developing the Cruise Plan

Dates & Location

Dates and location are usually the responsibility of the Vice Commodore or Rear Commodore with advice from the Cruise Chair. Dates for significant *station cruises* must be cleared through the Vice Commodore and the Events Committee to avoid schedule conflicts with other CCA cruises and activities.

Most often the incoming Vice Commodore will announce the cruises to take place during their watch as Commodore. These will occur two to three years in the future. Therefore, they should be planned before any station's plans to avoid conflicts.

One month, at least, should be allowed between any Club-wide events, for example, between a late Fall Club Cruise and the Fall Meeting.

Lead Time

Sufficient lead time is essential. For Club cruises, at least 18 months in advance of the cruise is required. For the larger cruises involving several hundred members and guests announcements 24, or more, months in advance is better. Dates are published in the Yearbook for the following year and must be submitted by January

Day-by-day Cruise Plan

Careful advance planning is absolutely essential for a successful CCA cruise. The cruise chair and/or the cruise committee must prepare a detailed master plan for the cruise. Day-by-day activities and anchorages are established. Consideration must be given to distances between harbors and events so that members can comfortably reach the desired location. **IMPORTANT: Allow plenty of free time.** Our members prefer to explore the cruising area on their own selecting anchorages or activities that have special appeal. Over-scheduling will discourage participation. That said, it is important to provide information regarding the options that are available and provide suggestions for locations where smaller groups of yachts might like to rendezvous. Whether it be detailed in the Cruise Book or simply emphasized as available in local cruising guides the membership will appreciate referrals.

A few outstanding events are all that are necessary. A welcoming reception, a "blue blazer" dinner and an informal Commodore's party are usually included in any Club cruise. Station cruises can certainly be more low key if desired. The anticipated cruise plan should be reviewed with the Vice Commodore or Rear Commodore prior to its announcement.

Site Inspection

The cruise committee should do a "dry run" of the cruise. Ideally the "dry run" could take place one year prior to the week(s) of the Cruise. This allows further assessment of the weather, the seasonal changes of daylight, the securing of venues with deposits, and the assessment of the condition of the charter fleet. A complete checklist of items should be reviewed at each anchorage including: time en route to each harbor, depths and swing room, tides, marina facilities, launch service, dinghy space, fuel, water, pump outs, shore side

shower/toilets, garbage facilities, provisioning and emergency medical facilities/contacts, etc. Early contact with the Harbormaster or Port Captain is essential in gaining his friendship and support, as well as learning about any unique aspects to the venue. The same is true of any public facility or club that may be impacted by our visit or providing facilities to our members. There can be no surprise visits of 50 boats!

A thorough “dry run” of the cruise plan is one of the most important responsibilities of the Cruise Chair and his committee.

Charter Boats

Many of our cruises are in areas requiring the use of charter boats. Normally, several charter companies offer boats in the selected cruising area. Someone on the cruise committee should be assigned the responsibility of visiting each charter company, inspecting their fleet and arranging group discounted rates for our members. The charter company’s record and general reputation should be investigated prior to any recommendation. While the individual charter contracts are *always the responsibility of the member*, the Charter Chair can assist in the selection of the boat prior to the cruise.

Some CCA cruises have involved the use of a “mother ship” and there is usually a demand for these though not always a supply. There have been variable experiences with the vessels and the arrangements. Cruise Committees have successfully negotiated the hazards of the charter industry but an agent may be very useful with locating and contracting these vessels. Please reference the Lessons Learned addendums prior to making a decision to include a mother ship(s) in the cruise. Additionally, caution should be used if the CCA or the Cruise Committee is to become financially responsible for these charters or any of the charters for that matter.

General Policies

The Cruise Chair, in consultation with the Vice Commodore/Rear Commodore is responsible for establishing policies affecting the cruise. Subjects such as: limitation on number of boats in the cruise; guest boats, reciprocal courtesy privileges, refundable (or not) deposits or fees, “a la carte” events and sign-up dates. It is important that these policies be established prior to the announcement of the cruise and that the policies be communicated to our members.

Early in the planning stages, establish a guest boat policy with the Vice Commodore or Rear Commodore. Guests should be invited at the pleasure of the Vice or Rear Commodore and must be in writing. This can be a very sensitive issue especially if there are space limitations.

Events and venues for large cruises can be challenging. This is especially true in foreign countries or unknown territories. A professional event planner from the area that knows the venues, the caterers, and the local authorities can provide valuable assistance. Some large cruises in the recent past have found this was an economical way to plan and carry out the event plus affording them access to otherwise unavailable venues. Other Cruise Committees have been self-sufficient and acquainted enough to not require that assistance.

Section 3

Establishing the Budget

The Budget Process

The development of a working budget is coincidental with the development of the cruise plan. It is the responsibility of the Cruise Chair with input and assistance from the treasurer and other committee heads. It is recommended that the budget be reviewed with the Vice Commodore and/or the Rear Commodore. The initial budget is based upon best estimates, historical data from previous cruises, and intelligence gathered during early enquiries at the cruise site. There will remain a number of unknowns and it is recommended that the chair use the high end of the estimated costs. The budget should be reviewed and updated as more accurate information and firm bids are received. A *firm cruise budget* is established as soon as good cost estimates are available and the approximate number of participants is known. This will likely be complete six months prior to a major cruise.

Almost every cost will be variable dependent upon the number of participants.

A detailed spread sheet can provide up-to-date data and control several variables so that accurate estimates can be at hand at all times. See Budget Addendum 2 for a basic example and a guide to expenses. This can be adapted to your needs as you see fit or build it from scratch I you like.

Pricing the Cruise

Once a reasonably good working budget has been established, it is then possible to determine the cost of the cruise. Most cruises have used a single per-person fee to cover all of the fixed and variable expenses. A few cruises have used a fixed registration fee for each boat *plus* an individual per person fee for all of the events. It is usually easier to have one individual fee for the entire cruise. Do not change the cruise fee if a member is unable to participate in one or more of the events. This can be a nightmare to administer and regulate. See Lessons Learned regarding the policy of “a la carte events”. Some events can allow an a la carte attendee more easily than others: a stand up cocktail party will not be impacted by the odd person arriving whereas a sit down dinner could suffer a major disruption and cost control headache. Last minute attendees or others with conflicts might be quietly informed they are welcome but charged accordingly. There will likely be non-paying guests whose costs must be covered.

Many cruises have optional special events not included in the basic cruise. These are priced individually and members are free to participate as they chose.

Event Refund Policy – a recommendation from the CCA Treasurer 2019

“Refunds will be issued if notice of cancellation is received by [Event Organizers] before [Time] on [Date]. After [Date], no refunds can be issued.

This statement should be conspicuous as members start to sign up.

IMPORTANT: Include a 10-15% reserve in calculating the cruise fee. Err on the high side. No matter how hard you work to put together a tight budget, there will be unforeseen expenses. Your objective must be to end the cruise with a modest surplus

See Appendix: **CCA Budget Control Policy for Club Sponsored Event**

Section 4

Cruise Communications

Governing Board Meetings

It is vitally important to keep the Flags and Committee Chairs informed about the progress of the Cruise as it develops. The Cruise Chair is invited, and should attend the Spring and Fall Meetings where the Events Committee (of which the Cruise Chair is now a member) and the Board of Governors' meetings will provide a forum for giving a short progress report. This is a great opportunity to receive feedback and solve problems from experienced members. If the Chair cannot attend, some other member of the committee should attend. Station meetings should be attended and progress reports made to station members by a committee member whenever possible.

Member Notifications

Likely the first announcement of the Cruise will be on the front page of the GAM or WAYPOINTS if a GAM publication is just missed. A short description of the location and timing along with a "marketing" photo and Cruise Logo would be appropriate along with a notice that interested members should complete the online survey. A link to this survey should be provided. (More on Webmaster support is included later in this document.). This is just the first of many communications that must be prepared that will require coordination with the Communications Committee and/or the webmaster.

The members like input and enjoy knowing what is happening. They are anticipating a fun time on the Cruise and in-progress communication is part of the fun. There are four ways that will be used to communicate with the cruise members:

BULLETINS will be the primary way you will distribute information. They can be sent to members individually by e-mail and also published on the Cruise web page. These will be sent to the members that have indicated interest in the Cruise and to guests that have subscribed to the cruise. They can be sent out as needed. Some will be information only; others will be "action required" notices. Make them short, sweet, and frequent. All of them should also be posted on the Cruise Page at cruisingclub.org for access by any member. Often the latest Bulletin is currently displayed on the Cruise Page along with links to all previous Bulletins, the initial survey, and the Registration/Payment form and a list of those who have already signed up. Some cruises have taken place where cell phone coverage is adequate enabling the use of daily emailed Bulletins as the primary communications method for a dispersed fleet where radio coms were inadequate.

WAYPOINTS (the Club's monthly, digital newsletter) should be used to promote and market the Cruise with a short update and a photo but importantly incorporating a link to the Cruise web page and the latest Bulletin. This is another excellent place to invite the membership to join the cruise. These messages are generally submitted to a Communications Committee member (Waypoints publisher) by the 25th of each month.

The GAM is an excellent way to promote the cruise. Here there is more space to write about the cruise sites, the venues, and update everyone on the progress of the planning preparations including preview photos. Club Cruises receive a prominent display in the GAM and some time should be spent insuring an attractive article for each issue. Copy is generally due by either March 15th or October 15th but check with the Editor.

VOYAGES, our Club's more formal, printed presentation can also be used promoting the cruise. Here, during the planning stages of the cruise, a short announcement and an attractive photo is appropriate. After the cruise an in depth article could be submitted with photos of the activities, the members, and stories of the fun that was had. October 20th is usually the deadline for this article.

Cruise Logo

Special cruise letterhead should be developed for the cruise. The cruise leaders will have a need for a letterhead for correspondence with members, Flag Officers, vendors, etc. Our club burgee could work alone but most cruises develop a Cruise Logo incorporating the burgee. Designing and having digital files of the logo in various formats should be accomplished before or very shortly after the Cruise is announced. Various vendors will require different file formats for reproductions. Free-lance graphic artists are readily available on-line for this project or likely our Club supplier (currently TeamOne Newport) will assist. With a digital file in hand printing up letterheads as needed is easily accomplished on a home printer. The Cruise Logo is an excellent tool for promoting/marketing the Cruise.

Section 5

DIGITAL MANAGEMENT

OF THE CRUISE

Managing today's Cruises is very much different than just a few years ago. No longer are stationery, mailings, faxes, collection of written checks required. It is very much easier, less time consuming, less expensive, with better communication and visibility for the members to do everything in the digital realm. This is going to require the entire committee to have some knowledge of using computing and the Internet. Additionally, it will be preferable if someone at the upper echelons of the committee is capable of basic website management.

After accepting the duties of Cruise Chairman one of the very first tasks to accomplish is contact with the CCA Webmaster to inform him of the planned cruise and begin to get the internal pages of the website set up for use. The CCA website at www.cruisingclub.org has been set up to provide some essential tools needed for organizing a cruise. A tremendous amount of thought and effort has been expended to build these tools into the web site. If your cruise is a "crossed burgee" event it is conceivable that a stand alone web site could be required. Consult with the Webmaster early. He will be able to assist creating the web pages that will be needed. These will include links to a web page within the cruisingclub.org site and a registration/data collection online document that facilitates payments and data base creation. Some assistance may be obtained within the Events Committee to get this underway. Do not hesitate to ask for help.

Announcing the Cruise

The first announcement will be to the Board at one of the semi-annual meetings after having coordinated with the Events Committee and with the approval of the Commodore and Vice Commodore. Likely the announcement to the membership will be headlined on the cover of the GAM. Hopefully the timing will be two to three years before the cruise. This is best done after creating the "Cruise page" internal to cruisingclub.org website. This page at a minimum should contain the approximate dates, a short description of the location of the cruise, and always a photo makes a good marketing tool. There should also be a link to the "expression of interest survey" where personal information can be submitted and collected for future correspondence.

"Expression of Interest Survey"

Included within the announcement a link should be given to an already prepared survey for members to indicate their level of interest in the Cruise. It is helpful to retrieve basic information early so the quantity and level of interest in the Cruise could be gaged. This questionnaire will also provide the contact information for those interested. Thus the beginning of the data base for monitoring payments, for boat assignments, etc. This database will become the management tool that allows the committee to keep their fingers on the operation. Member's/Guest's first name, nickname (for name tags!), last name, station, cell phone and email should form the basis of this database.

Section 6

Promoting the Cruise

Bulletin #1

This is far-and-away the most important Bulletin. Its purpose is to provide basic information on the cruise. Basic material to be included: the anticipated cruise plan and activities, general description of the highlights of the cruising area, availability of charter boats, list of optional events and any other pertinent information that will help members make the decision to participate in the cruise. A list of suggested reading material and cruising guides is also recommended for the first mailing. Links to numerous sites could be added that send members historical, geographical, and cultural information relating to the upcoming Cruising grounds.

Subsequent Communications

The purpose is to keep interested members posted on developments affecting the cruise and to expand on some of the cruise activities and destinations. With the adoption of e-mailed communication it is easy to send frequent updates. Keep them informative, concise, and timely.

If your cruise involves travel outside of the USA, information should be included concerning passports, required visas, customs, inoculations, history, culture and customs of the country.

Several months before the cruise a bulletin should address the weather and cruising conditions likely to be encountered on the cruise, clothing to take, personal medications, availability of foods, water, ice, fuel, liquor, etc. Make suggestions on what to take and the limitations imposed by customs if the cruise is outside the United States. Some of the foreign airlines (particularly the smaller carriers) have strict weight allowances for hand baggage, checked baggage and heavy charges for overweight baggage.

Cruise Mailing List

This is the list of all members who have responded from the Expression of Interest survey. The survey provides the initial data for subsequent bulletins announcing the cruise. Names of interested members, e-mail addresses and phone numbers, Stations will allow the committee to compile a master mailing list. Additional names will be added to the mailing list as more members reply. Members, and guests, who pay their initial fee will be placed in the “attending category” and notified by return e-mail. This secures their position on the Cruise and allows them access to the entire Cruise website if there is one.

All general communications concerning the cruise should be sent to the complete mailing list, subscribed (ie. paid) or not.

Cruise Data Base

This is the master list of members and guests who have signed up for the cruise. Here the data is much more complete. In addition to member names (Last and First), status of payments made, data should be coded or grouped to display a list of crew, boat name, those members looking for crew, those members willing to take others aboard, and optional events that will be attended on the cruise. It is important to insure that every name is correct (both “version” and spelling) so that name tags can be generated from this master list of cruise participants.

E-Mail

Social media apps that allow individuals and groups to message each other are abundant. However, e-mail remains an easy, quick communication tool that everyone has available and is the recommended way to operate the communications of a group as large as a CCA Cruise. On recent cruises (2015-2019) e-mail has proven to be an excellent way for cruise leaders to stay in touch with a far flung fleet on a daily basis during the cruise by sending out a morning/daily briefing e-mail.

Please note that it is bad protocol to send e-mails with large copy (cc) lists of recipients. These lists are easily hacked and used for spam and phishing. Please use the BCC (blind copy) function when sending blast e-mails, Bulletins, etc.

Participant Lists

Once properly set up, your computer program can easily generate master lists of skippers, crews and boats. You will want to include this information in one of the cruise bulletins and make it available on the Cruise web pages. It should also be in the Cruise Book.

Section 7

Acquiring Cruise Support Items

Merchandise

The CCA logo is protected by copyright. Any producer creating merchandise bearing the CCA logo must have permission to produce the product. Special cruise logos are exempt from this copyright. It is acceptable for nonmembers to wear apparel with the CCA **cruise logo, but not clothing with the standard CCA logo.**

The CCA has an agreement with Team One Newport to produce CCA items. Our club derives a royalty from these sales. Therefore, it is in everyone's best interest to purchase cruise items from Team One Newport. They will help in the design of a logo and insure that your ideas are workable for production. If selecting cruise apparel to be designed and produced by Team One Newport, it is worthwhile, if at all possible, to visit their showroom and personally select the merchandise. If a visit to the showroom is not possible, ask to have a samples sent for you to approve the quality and logo design. If Team One Newport is not used in the design of the Cruise Logo make sure that they have copies of the digital files so that members can buy apparel with the correct logo.

Consult with the Commodore regarding the requirement of the Cruise Committee to use the Club suppliers for Cruise materials.

Team One Newport : 561 Thames St., Newport, RI 02840; 401-848-0884

Burgees and flags are available thru the Sailbag Lady at 203 245 8238 or by E-mail:

info@sailbaglady.com

Promoting Cruise Merchandise

Most cruises include a cruise memento as part of the cruise package - tote bag, hat, plaque, etc. In addition, you may want to offer other cruise merchandise to the membership. Station meetings are a good way to exhibit available cruise merchandise and promote the cruise. Keep number of items to a minimum, e.g. cap, polo shirt, wind breaker. Do not attempt to order bulk supplies of selected cruise apparel for resale. We are not in the retail business.

Many cruises have felt it appropriate to include mementos of local arts, crafts or clothing when cruising in foreign lands. Additionally, cruise requirements for name tags, etc., will be purchased from various vendors and the digital cruise logo can be shared with these suppliers for production.

Section 8

Preparing the Cruise Book

Introduction

The cruise book is the “Bible” for the cruise. It provides cruise participants with key, day-by-day information they will need. Many members keep the Cruise Book as a memento of the cruise. The size and type of book obviously depends upon the nature and size of the cruise. Past CCA cruises have had books ranging from 12-page booklets to loose-leaf or bound books of 60 or more pages. A library of cruise books from past cruises is maintained in the CCA archives. Some are available digitally. Contact the Events Committee if you would like to borrow one or more of the cruise books from past cruises. Traditionally the physical version of the Cruise Book is delivered in the registration package upon sign-in for the Cruise. It is also possible to distribute the Cruise Book days or weeks before by distributing a .pdf file of the book giving members an enjoyable head start. Once the digital document is finalized and distributed insure that a copy is forwarded to the Webmaster who will display it with past digital Cruise Books for the membership.

Physical Considerations

Your objective should be to create an attractive book, one that conveys all the essential information needed by our members. Keep in mind that this cruise may be the first experience that many members will have had in this particular cruising area. Cover all basic information. Make it appealing. Design an attractive front cover on heavy stock with our CCA logo. The book must be able to withstand the weather of the cruise and still look good when it’s on the coffee table at home. Plastic cover, front and back, with strong spiral binding or bound booklet using side or saddle stitching is recommended. A 3-ring binder with plastic cover is another option though less attractive. The cost of the cruise book is a major expense. Shop around various copy stores or printing companies to get the lowest per copy book consistent with the desired quality. Print enough copies so that each couple on the cruise has a copy plus enough extra copies to cover lost or damaged copies and archive filing. The Cruise Books are also attractive gifts for supporters of the cruise such as harbor masters, special local guests, and hosts at the various venues so print several extra copies.

Subjects to be Included

General

- Table of Contents
- Letter from Commodore
- Welcome letter from Cruise Committee
- Details and day-by-day schedules of planned events (including recommended dress)
- Alphabetical list of all participants including yacht, station or “guest” designation.
- Alphabetical list of yachts by name, followed by type and size, with accompanying names and photos of captain and crew.

Specific Cruise Information

- Daily fleet VHF communication - time, channel
- Customs procedures (if cruise involves foreign waters)
- Emergency vessel information - Coast Guard, Search & Rescue
- Fleet surgeon & local medical facilities
- Repair and haul out facilities
- Local restaurant and church information
- Locations for provisioning and liquor
- Location and availability of fuel, pump outs, water, ice

Charts and marine publications covering cruising area
Special navigation problems unique to the area
Weather information
Suggestions for “off path cruising” for time between scheduled events
Reproduction of daily tide tables for cruising area Instructions for special races, rafting, etc.
Details of activities of interest to children and younger sailors
Reminder on proper flag and burgee etiquette and local custom, especially outside the USA
Any special environmental considerations
Type of clothing appropriate for the climate and customs
Emergency contact information to reach the cruise
Recent Cruise books have included photos of the yachts
in the fleet and photos of the participants, couples where
appropriate and individuals.

Medical

Please refer to the Medical Addendum for further important information.

As Cruise Organizers you should become knowledgeable of the facilities, personnel, and transportation possibilities for any medical issue or emergency that might occur. This would include: the location of hospitals and clinics that would be used near your venues, the possible levels of care available, and evacuation contacts and procedures. The phone numbers (911 or 112, etc) and/or VHF contacts should also be known. This data should be included in the Cruise Book to ensure that each Captain and Crew is aware and has it available onboard. Ideally, the briefing for each location/venue of the cruise would include the local information. At least a reference to the appropriate page of the Cruise Book would be helpful.

It should be made clear to the members and guests through the bulletins and within a statement inside the Cruise Book that each individual needs to be responsible for their own pharmaceuticals and potential health care during the cruise. This applies to all levels of first aid up to and including when it is appropriate to call 911 or declare an emergency. Food allergies may be of particular importance to the Cruise leaders.

Section 9

Managing the Cruise

Registration Desk

Aside from the communications that the members have been receiving, the first impression they will have of the cruise will be at the registration desk. Make it a good first impression! Specific hours for registration should have been included in the final mailing, explaining where and when the registration desk will be open. Stick to these hours. The location should be convenient, easy to find, and identified by one or more CCA burgees and/or signs. Those staffing the registration desk should be dressed appropriately and the process organized so that registration is a quick and easy matter. Your last bulletin should establish policy for registration.

It is important that the registration volunteers understand who is to do what. In addition to registration and collection of cruise packages, the registration desk also provides the opportunity to collect any outstanding monies due and to make arrangements for last-minute participation in special events.

Organize the registration by yacht name so one person for each yacht can pick up the cruise materials for everyone aboard. Usually this will be the captain but it could be his designee. A mother-ship's crew might be handled differently due to the large number. Easiest procedure for this might be a "special delivery". When the yacht is signed in the captain/designee should know the status of all his crew and these will be recorded individually. Other cruises have distributed the cruise package by every couple/individual. This can become cumbersome for large cruises.

The registration desk must be well staffed by at least three volunteers during the posted hours and it is wise to have several groups of volunteers to distribute the work load. There is nothing more frustrating than having to wait in line at a poorly organized registration desk. Members tend to arrive early as they are excited and anxious to see old friends. Have the registration desk set up ahead of the published schedule. Try to have someone on duty who is familiar with the local area who can answer questions regarding the area.

Use the registration desk as a message and information center. Have literature available regarding restaurants, special attractions, taxis, etc. This provides a wonderful opportunity for members to greet one another, to renew friendships with members from different areas around the world and to swap sea stories. Stress the importance of wearing name tags at all events. Some form of entertainment at the welcoming reception adds to the enjoyment of the event.

Conduct of the Fleet - Environmental Concerns

The CCA, especially on a large cruise, is a very visible flotilla. Every effort should be made to maintain good relations with those whose waters the cruise may be visiting. This is particularly important with regard to the environment. Sewage and trash policies should be spelled out in the cruise booklet and followed to the letter. If no pump out facilities are available, skippers should be told where to pump holding tanks. Shore events should take into account the need for adequate rest room facilities. Portable toilets can be rented. Trash removal is an important step in cruise planning. Adequate facilities are a must.

Section 10

Children on CCA Cruises

Pricing & Guidance for CCA Cruise & Events Planning

1. The CCA, as a matter of policy, wishes to encourage “full family participation” in its cruises & events, and in furtherance of this desire, urges organizers to make it as easy, enjoyable and as inexpensive as possible for children & grandchildren to attend cruises and join in related events. For decades, young sailors among CCA families have enriched our cruising (and racing) activities; many of our finest members are “legacies” of our past enthusiasm. CCA cruises & events should always feel “kid friendly.”
2. Special events and activities specifically aimed at children are most welcome and desirable. However, parents & grandparents of attending children have primary responsibility for their entertainment. Cruise chairs should solicit help from members likely to attend with children and consider them for committee positions when feasible. The 1982 CCA Sex-decennial Cruise in Maine had an Art Competition for all attendees with ‘prizes’ (CCA Mug) for under \$15.
3. Cruise & event fees should only apply to children when the “direct variable cost” of an event is demonstrably affected. Otherwise, the nominal cost of water & soft drinks, a little more chowder in the pot, a bigger bowl of pasta, or a bag of charcoal & a grill for parents to use for BYO hot dogs should be absorbed in the “overhead” of the event.
4. When children at an event DO affect the direct variable cost (example: a teenager signing up for a lobster at a clambake), the per-child cost of that event should be charged.
5. For purposes of this pricing guidance, “children & grandchildren” means people younger than the legal drinking age at the cruise venue. We expect young adults to pay the adult cruise fee. Younger children, perhaps 12 and under and certainly including the “single digit set,” should be invited free whenever possible. To help make this possible, keep in mind that many children actually prefer a simple meal of chicken nuggets or burgers to a catered dinner. For outdoor events, a grill set up may be all that’s required.
6. Although welcoming and supporting kids at our main events is a priority, the cost of events that are aimed specifically at children should be borne by the participating families (e.g. bus rental for a guided nature tour, small boat rental, and so forth). There is no need for the cruise to subsidize these if they incur a separate cost. Sometimes, a local yacht club or business will donate a kids’ activity (e.g. the Irving Company eco- tour of the Saint John River watershed during the national summer cruise in 2000).
7. To facilitate planning, it is a good idea to put a line such as the following in all sign-up forms for cruises, beginning with the most preliminary “expression of interest – get on the mailing list” form:

Number of adults (18+) _____. Number of children ages 7-17 _____. Number of children < 7 _____.

Section 11

Wrapping it Up

Finances

When the cruise is over and all expenses are in and paid, the Cruise Chair and the Cruise Treasurer need to prepare a financial summary of the cruise. Hopefully, the cruise will have been properly budgeted and managed so that there is a surplus. Here are some guidelines, in order of priority, for handling any surplus:

1. Refunds to members who signed up and paid for the cruise but who were unable to attend refund prorata share of the cruise variable expenses
2. Refunds to members who were unable to participate in one or more cruise events refund per head share of expense of events not used
3. Payments to committee members for non reimbursed cruise expenses. It should be decided in advance what is covered and what is not covered.
4. The disposition of any remaining surplus should be resolved by the Commodore or Station Rear Commodore. Surpluses are turned over the Station or CCA Treasurer

It is recommended that a policy on refunds be established and communicated to members as part of the cruise budget planning process. Monetary awards require approval of the Commodore or appropriate Rear Commodore.

Recording the Cruise

Remember to send the digital version of the Cruise Book to the Webmaster. He might even like a physical copy if you have any leftover.

At the completion of the cruise a summary report should be sent to the Commodore or appropriate Rear Commodore covering participation, cruise highlights and finances. A copy of the Cruise Book should be sent to the Historian for filing in CCA archives. The Cruise Chair, or representative, should attend the next Board of Governors Meeting to report and present the financial statement.

Fleet Surgeon wants to know about any injuries or illnesses that required medical attention. This would necessarily be a confidential report and could be de-identified unless he has specific requests following the initial report.

The editor of Voyages as well as the editor of the CCA GAM will need a write up of the cruise together with good photographs (digital photos @300dpi sent as an attachment are preferred) of highlight activities for inclusion in the next issue. Responsibility for preparation of the article should be assigned before the cruise so that interesting notes and photos are made during cruise events. Articles should generally be about 2000 words and transmitted to the editor via e-mail with a hard copy via US Mail. Deadline for material: October 15th for Voyages and either February 1st or September 1st for the CCA GAM.

The Cruising Club *members only* website is another good channel for reporting on the cruise. This is a particularly good way of sharing cruise photographs. Select someone, preferably an interested photographer, that will collect submitted photos from the participants and create

an online album with the assistance of the Webmaster.

Lastly, The Committee should send a critique of their Cruise to the Events Committee for editing and then inclusion into the appendix of this document entitled Lessons Learned. In the spirit of “not having to do it for the first time” sharing the unexpected, the not forewarned, the screwups, the problems, and just how to do it better so the next Cruise Committee can create a wonderful cruise for all of us.

Gifts and Remembrances

There are always special people and facilities that should be remembered for helping make your cruise a success. A warm, “thank you” letter on cruise stationery is a must. In addition, you may want to have a special gift or monetary award for people or organizations who have been particularly helpful. Several cruises have made donations to Junior Sailing Programs of yacht clubs who have made their facilities available to the CCA cruise. We should not forget that our club may have visited this same cruising area in the past and may want to do so in the future and it is important that we maintain friendly relationships. These gifts and remembrances must always be approved by the Commodore or Rear Commodore as appropriate.

Report to Sponsoring Station

The Cruise Chair of a Station Cruise will want to give a complete cruise report at a meeting of his/her station. Photos of the cruise activities make an effective means of showing the cruise to station members who were not able to participate in the cruise.

