



2017.7

December 21, 2017

SUCCESS IS IN THE PREP

IN THIS ISSUE

What's in a Name?

by Jane Hopkins Gould

"It's just incredible to see children as young as six years old helping their own boat. I am always amazed at the confidence and pride a child develops during a week at the sailing center," shared Randy Gould, the Program Director at the **Okoboji Sailing Center**, also known as the Okoboji Yacht Club Sailing School.

A New Look for a New Market

The Okoboji Sailing Center (OSC) has re-branded to ensure that it is clear that access to the lake and access to high quality sailing and water safety instruction is open to everyone.


Programming for Everyone

The OSC has been teaching youth (and adults) to sail since established in 1973. Programming ranges from introductory class for young sailors ages 6-8 called "Little Puffs" to "Adventure Sailing" a new class that ties in STEM activities to sailing for youth ages 10-16 to "Performance Racing" classes aimed at the more competitive sailors ages 18 and under. "There is something for everyone. We want kids to enjoy and respect this incredible natural resource and we want to offer a range

of opportunities for youth of all skills and ability to catch the sailing bug," stated Gould.

Lifelong Sailing for the Community, In the Community

Same Quality, More Options

In addition to a name change, the OSC will offer a broader range of classes this year for both competitive and recreational sailors. And, OSC hopes to partner with other local youth-focused organizations including Iowa Lakeside Laboratories, the YMCA, and local school districts to expand the reach and breadth of its programs. Children are required to demonstrate basic swimming skills and all students must bring a life jacket. There are also limited scholarship opportunities available for children who have a financial need. 

What's in a Name?

Okoboji Yacht Club Sailing School looks to a vision of community sailing to expand their reach and lay the foundation for lifelong sailing for the Great Lakes Area.

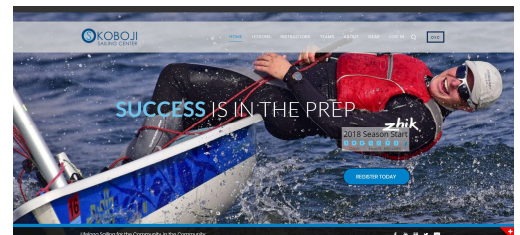
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eRegistration and it's Open!

We are gearing up for 2018 and just in time for the Holidays and now it's as easy as pressing a button!

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OSC is Making an Impact.

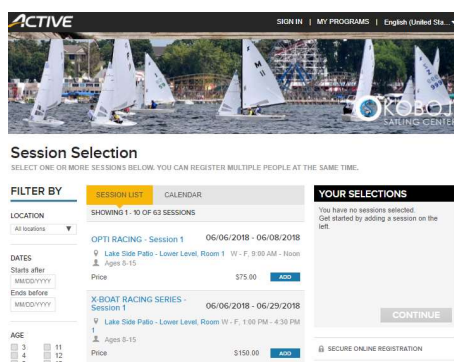
A website that goes social with for an online presence.

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eRegistration and it's OPEN!

by Randy Gould

This year the Okoboji Sailing Center moved to electronic registration. This new system is easy to use and allows the school to provide a much higher customer experience.



Information that grows with your family

We now allow you to keep you and your child's information in the system so each year your registration process will be as simply as selecting the class and method of payment. That's it. Each year the system tracks past progress and your student's age so that you are offered class selections that match your child's abilities.

The first time you register there is added time to enter your family's information. This is a one-time event and all data is secure.

Keeping all informed

This system provides you email confirmations of invoices and class schedules that you may print out or share with your friends and family to coordinate your summer activities. And, at any time you may log in to see account information or make changes when your schedule changes.

No More Paper

That's right, this is a paperless system. All waivers, releases, and registration forms are all online. No more waiting around the

registration table while kids are screaming about putting on sun screen.

No Need to Hit the ATM

All payments now are made online through the registration system. You may use PayPal, credit card, or eCheck to make payments, and the system is safe, secure and convenient.

Our goals for online registration is all focused on you and custom service:

- Convenience
- Save Time
- Improve Service
- Gain Accuracy
- Simplify and Organize the Process
- More Enjoyment!



Open

December 15, 2017

REGISTER TODAY

FAST FACTS

502

2017 Enrollment

386

2017 Reoccurring Students

CONTACT INFO



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OSC is Making an Impact

by Randy Gould

Over the past six weeks the Okoboji Yacht Club Sailing School Board has worked with staff and volunteers to develop a brand message that we could build a website around. Our message is one of inclusion and access for families of the Iowa Great Lake Area.

"As part of the branding process, the reason why we do what we do was crystallized. We have a clear message that really resonates with organizations that are considering to partner with us."

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

