

# Sailing Organizations (Yacht Clubs):

Excellence in Service  
&  
Member Experience

# An Interactive Discussion

## Our Panel

- Jeff Morgan, FASAE, CAE – CEO, CMAA - Moderator
- Terry Anglin, CCM, CCE – General Manager, San Diego Yacht Club
- Lindsay Pizarro, CCM – General Manager, Newport Harbor Yacht Club
- Bret Coad, CCM – General Manager, Long Beach Yacht Club

# Yacht Clubs: Excellence in Service & Member Experience

## Our Panel

Terry



Lindsay



Bret



# Yacht Clubs: Excellence in Service & Member Experience



**Your Club (Tell us about your club)**



*Long Beach Yacht Club*



# Yacht Clubs: Excellence in Service & Member Experience



## Managing the Club



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## Serving the Member



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# Yacht Clubs: Excellence in Service & Member Experience



## Member Expectations



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## Differentiating your Club



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# Yacht Clubs: Excellence in Service & Member Experience



## The Staff Equation



# Yacht Clubs: Excellence in Service & Member Experience

## The Conversation

Terry



Lindsay



Bret



*Long Beach Yacht Club*

# Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

*Thank you for attending this session*