

- Thanks for inviting me to speak today about the Great Lakes Cruising Club, or GLCC
- My name is \_\_\_\_ and I'm a (member or official title) in the GLCC
- My home port is \_\_\_\_\_, and I cruise aboard the (power/sail) vessel \_\_\_\_\_
- Using the GLCC's extensive harbor reports and network of Port Captains, so far I've had the opportunity to cruise \_\_\_\_ of the Great Lakes, but more on those details as I get into the presentation.



- Our club currently has about twothousand-five-hundred U.S. and Canadian members across all five Great Lakes
- [click] Together we seek to share cruising information with one another
- We're dedicated to promoting camaraderie among all boaters, whether GLCC members or not
- We become involved in initiatives to ensure that our precious Great Lakes resources will be preserved for us as well as for future generations ...
- As we strive to generally enhance the cruising experiences of all through

education and similar initiatives.



## First a word about our heritage:

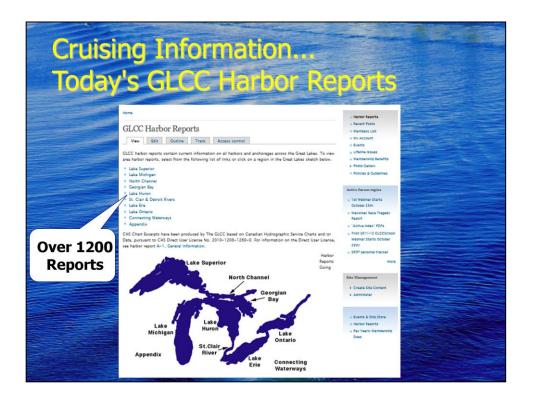
- The GLCC was founded in Nineteen-thirty-four by a group of Chicago Yachtsmen with a common interest in sharing information to promote safe cruising on the Great Lakes.
- The group envisioned creating a cruising guide for the largely uncharted cruising harbors of the Great Lakes, including the North Channel, Georgian Bay and other areas where detailed charts and accurate cruising information were not available.
- This original vision has since been expanded across the entire Great Lakes, and, along the

way, significantly extended and modernized.

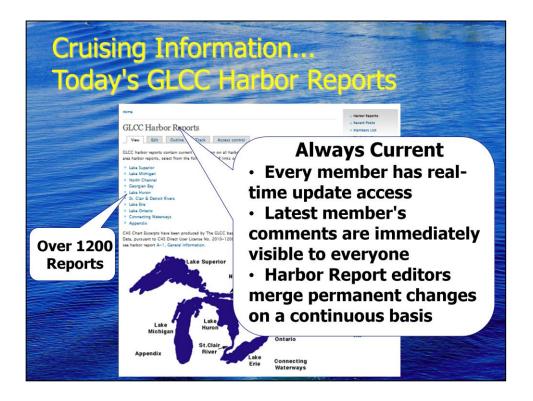


## Click to advance each point

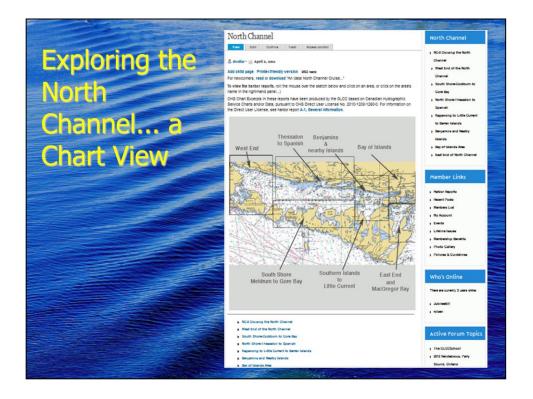
- •Today our "cruising guide" has expanded to over one-thousand-two-hundred reports. Printed double sided it occupies over four three-inch three-ring binders, however all of that information is also readily available on-line to our members. Plus we also have a network of over two-hundred port captains for cruisers to contact for personal local knowledge
- We maintain an extensive web site open to all, and with internal club information open to members only. We also publish a quarterly magazine for our members.
- Our internet-based education initiative, the GLCCSchool, is open to both members and non-members alike
- We host numerous cruising and other events across all of our regions each year
- And club members also oversee the Great Lakes Fourdation to help ensure that our Great Lakes resources are maintained for generations to come



Every GLCC member is given privileges to add on-line comments to harbor reports, and is encouraged to contribute those updates to any of our twelve-hundred on-line harbor reports as they see new or changed harbor conditions (for example new marinas, changes in services available in harbors, shoaling issues, navigation hazards, etc.)



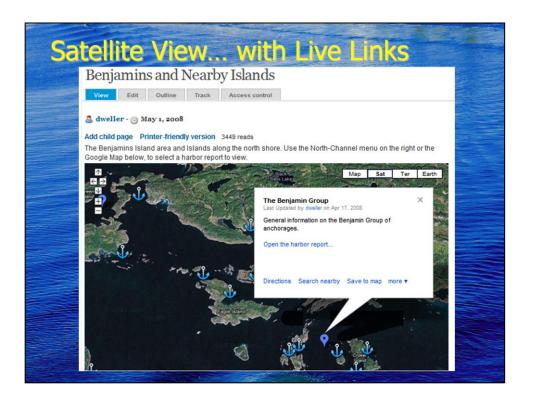
- Our team of GLCC Harbor Report editors continuously reviews these incoming harbor report comments contributed by members, and in turn incorporates permanent updates to the harbor reports as appropriate.
- As a result, GLCC cruising information is as "up-to-the minute current" as possible.



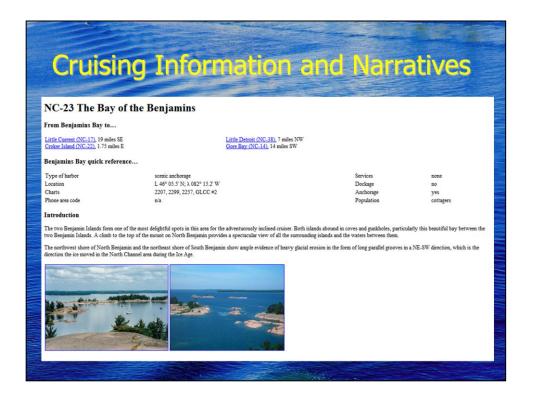
- Let's take a look at screen captures from some of our harbor reports.
- We'll start with Lake Huron's North Channel. This slide show a chart view of the area.
- Each segment shown on the chart view represents an area where one can "drill down" for more detailed information.



• In most areas we also provide a satellite view. Here we again see the north channel as viewed from above, along with symbols showing harbors and anchorages. Some of these symbols are live links which you can click on for more detail [position cursor over the Benjamin Islands icon and click to simulate an actual online screen session]

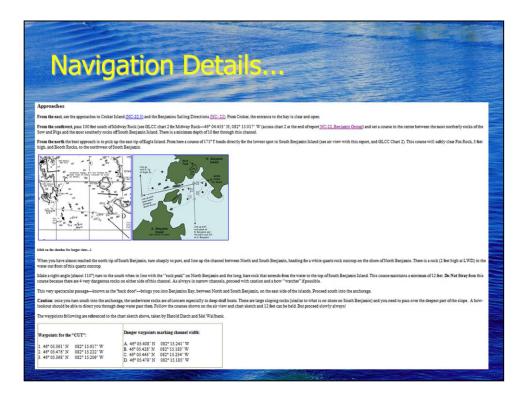


- For example, having clicked on the prior icon, we now see a summary of what we're looking at, and a link to the actual harbor report that will provide yet further detail.
- In this case we're looking at the Benjamin Island area. Let's click on that link
- •[click on the purple "open the harbor report" link as if it's a real link, and the slide will advance]

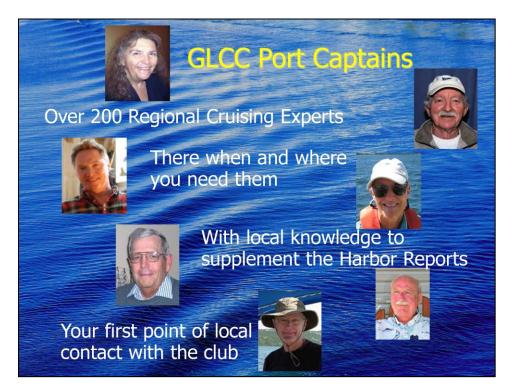


That click brought us to an actual harbor report. Note it contains, in part:

- Distances to and from nearby harbors
- A quick reference to location information, Port Captain for those harbors with a GLCC Port Captain, harbor services (if any), and other pertinent information
- Prose descriptions, air and water-level photographs, chartlets and the like provide detailed information about the harbor. Each harbor report tends to run anywhere from two to several screens ... several pages in length if printed.
- [If the venue has wifi access you might optionally offer to demonstrate more of these reports on line after your presentation and the main meeting has concluded]
- Reports with this level of detail are available for every harbor in the Great Lakes, whether wilderness or municipal. I trust you can already appreciate the vast amount of up<sup>1</sup>lo-the-minute detailed information available to GLCC members through these extensive harbor reports.



• For example, a further down in this harbor report for the Benjamin Islands you'll find sketch charts showing a navigable path around a rocky entrance to the anchorage area, along with detailed prose descriptions for navigating that path, helpful waypoints, and anchorage information.



- But even the best cruising guide can't totally replace reliable local knowledge
- [click] That's where the GLCC's extensive cadre of over two hundred highly experienced Port Captains comes into the picture ... knowledgeable men and women cruising boaters representing every area of our Great Lakes.
- [click] They're there when you need them at the other end of a phone line, on your VHF, or sometimes just down the dock. Whether you need boat repair recommendations, suggestions for addressing medical needs, cruising itinerary ideas, or simply a friendly contact in an unfamiliar port … they're your resource.
- [click] They're people recognized for their extensive local knowledge of cruising areas in their region.
- •[click] And they're your first point of local contact with the club, wherever you might be ... an extensive invaluable cruising resource pool not available anywhere else across

## the Great Lakes



Another significant benefit for GLCC members is the extensive source of information provided through the club's web site, <a href="www.glcclub.com">www.glcclub.com</a>, and other club communication instruments.

 Here we see a screen image from the front page of the club's web site. This site is available to members and non-members alike, but with certain information such as our Harbor Reports or member discounts available only to GLCC members.



- The main menu bar on the GLCC web page has links that will help you learn more information about the club, links where you can register for membership on-line, links where you can participate in discussion forums ( note that some discussion forums are restricted to GLCC members only), links to access our on-line GLCCSchool (more on that later), links to learn about the Great Lakes Foundation (more on that later too), and handy links to other Great Lakes information services.
- People often refer to the GLCC web site as <u>THE</u> information resource for Great Lakes boaters. Check it out. I suspect you'll quickly arrive at the same conclusion.

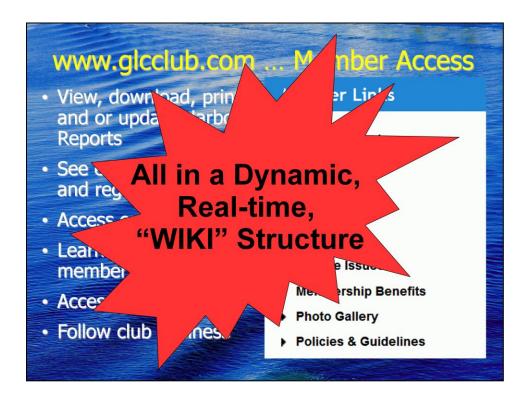
#### www.glcclub.com ... Member Access View, download, print Member Links and or update Harbor Reports Harbor Reports Recent Posts See event information and register Members List Access on-line Lifeline My Account Events Learn about Lifeline Issues membership benefits Membership Benefits Access club directory Photo Gallery Follow club business Policies & Guidelines

To give you a sense of some of the additional on-line capabilities available to our members ...

- •[click] Members can view or download and print harbor reports, as well as directly input their update comments. These comments are immediately available for every member to view.
- •[click] Members can view information about upcoming events, and register to participate
- •[click] Members can read current and back issues of the quarterly *Lifeline* magazine (more on that later)

[click] Members can also learn about discounts available to members for such things as USCG license courses, boat insurance, boat charters, and GLCCSchool webinars to highlight just a few items.

[click] plus members can access the GLCC member 15 directory, [click] or track club business, and more ... everything is at their fingertips.



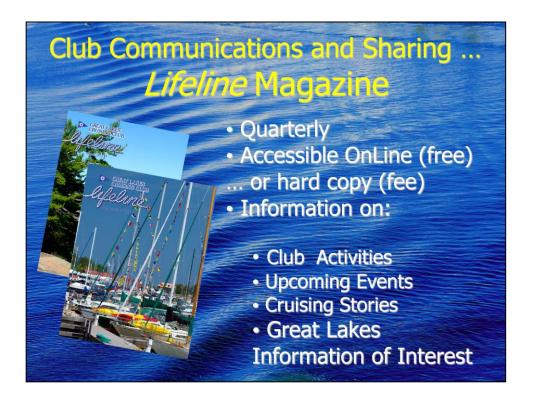
And all of this is information access is immediate, updated daily and monitored for accuracy by members in a "wiki" structure similar to the Wikipedia ... except more accurate and reliable.



While the GLCC web site remains the "go to" site for member services and club information such as our harbor reports, member benefits and the like, the Great Lakes Cruising Club's new Facebook page provides a more informal social media environment for interaction and outreach.

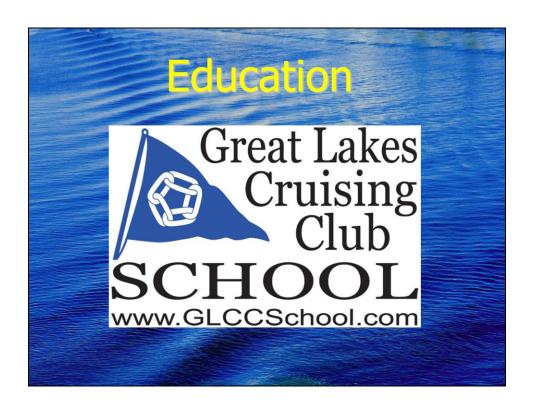
The next time you're on Facebook just type "Great Lakes Cruising Club" in the Facebook search box. Join the fun! Browse our page, enter into the conversation, and "like" us on

Facebook.



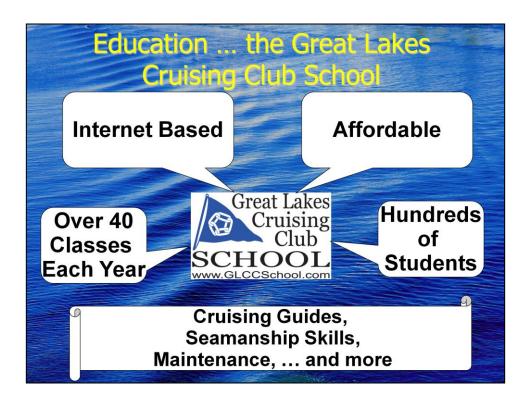
Another great information resource for members is our quarterly publication-quality *Lifeline* magazine.

- While it is accessible without cost to members on-line, many also opt for receiving the traditional, glossy, printed magazine format
- In it you'll see reports on recently held club events, information about upcoming activities, updates on club business activities, cruising stories, and other Great Lakes information of interest



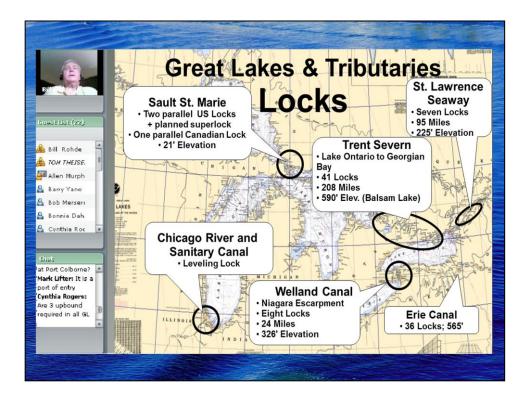
Education has become an increasingly important mission of the club, primarily through the Great Lakes Cruising Club School (www.GLCCSchool.com)

[click to advance slide]



GLCCSchool is internet based. All you need to participate is a computer with a browser and a reasonable speed internet connection. And to reach the largest audience possible, we try to keep our courses, known as webinars, very affordable – typically only twenty Dollars for a single-session class, discounted to fifteen Dollars for GLCC members.

- [click] Each curriculum year (October through May) we offer about forty live classes, plus periodically make available recordings of previously presented classes.
- [click] Our courses include overviews of various Great Lakes cruising areas (for example, the North Channel, Lake Erie, or Isle Royale), as well as seamanship skills, boat maintenance topics, and more.
- •Class discounts are also offered to United States Power Squadron and Canadian Power and Sail Squadron 20 members, with which the GLCC has reciprocal educational agreements.



- For example, one of our webinars is a class on the skills needed to negotiate the various locks in the Great Lakes system
- Students taking a class like this participate from their own homes on their own computers. This is an example of what they see on their home PCs.
- Using their own PC they see and interact with their instructor just as they would in a live class
- They can ask questions interactively
- GLCCSchool interest and reception has been very strong. You don't have to be a member to take classes. Just click <a href="https://www.GLCCSchool.com">www.GLCCSchool.com</a>, register for the school (free), and then sign up and pay securely on-line with your credit card for any classes you might be interested in.
- Can't make a live class? No problem. All class registrants receive a link to view or review a recording of the class<sup>2</sup> for at least six to 8 weeks after it was presented live. We hope to see you in class soon!



Amidst all this serious stuff about harbor reports and classes, we GLCC members also have a lot of fun together. [click]

- Each year we hold a summer Rendezvous in a different location across the Great Lakes. These events typically draw a few hundred members by boat or car for four or five days of fun
- Similarly, the club holds a number of regional Rallies at various harbors across the Great Lakes
- And over the winter we hold a club-wide Annual Meeting, rotated across various Great Lakes locations.
- Numerous regional dinner meetings are also held, along with a "Mid-Winter Break", typically held in Florida or some other warm water spot in February,
- And of course there are innumerable informal gatherings of GLCC boating friends. There's fun for everybody of all ages.



- Closely affiliated with the GLCC is the Great Lakes Foundation, dedicated to preserving the richness of our wilderness cruising areas across the Great Lakes, and to fostering responsible cruising on our beautiful waters.
- [click] The Great Lakes Foundation is recognized in the United States as a Five-Oh-One C three charitable organization. Foundation contributions are tax deductible in the United States.
- To date the Foundation has funded over one hundred-and-fifty-thousand dollars in grants for initiatives as varied as the University of Wisconsin-Milwaukee's Great Lakes Water Institute research program, the Courage Center's adaptive sailing program for those with physical disabilities, and the Michigan Shipwreck Research Associates' work in researching and documenting Lake Michigan Shipwrecks.

# So ... Why Join the GLCC???

- If you're planning to cruise the Great Lakes
  - Most extensive cruising information anywhere
  - Over 200 Port Captains for local knowledge and advice
- For fellowship with over 2500 like minded Cruisers
  - Rendezvous, rallies, dinners & impromptu events
- Access to negotiated discounts and other benefits
  - Boat Insurance, Education, Services, ...
- Stewardship
  - Helping maintain and enhance our Great Lakes Resources

Hopefully you can now see why I'm so enthusiastic about the GLCC. Let's quickly review why you should consider joining too.

- [Click] Perhaps you're planning to do more cruising in the Great Lakes, visiting lakes and harbors beyond your home cruising ground. There is no better cruising guide than the GLCC Harbor Reports, augmented by our extensive network of knowledgeable local Port Captains.
- [click] Once you start flying the familiar GLCC burgee you'll be surprised how many of our friendly two-thousand five hundred members you'll meet while cruising ... an instant friend in almost every harbor.
- Plus you'll likely save more than your annual membership dues by taking advantage of our many member benefits, including reciprocal docking discounts at participating yacht clubs, discounted yacht insurance, discounted education programs, and more ...
- And you'll become part of a team dedicated to maintaining and enhancing our Great Lakes Cruising resources.



What does it take to join the GLCC? It's actually pretty simple.

## Just go to the GLCC Web Site:

### www.glcclub.com

- Click "Join the GLCC" on the menu bar at the top of the screen
- Then Click "Join Now" or "Download Membership Form"
- Fill out and submit the on-line form or print, fill out, and send in the printed form.
- Accompanying payment is by credit card -- a one-time initiation fee of ninety Dollars plus your annual one-hundred-and-five Dollar dues.



Thank you again for allowing me the time to talk about the Great Lakes Cruising Club today. I'll be looking forward to seeing you out there on the water ... hopefully flying that familiar blue GLCC burgee

I have a few more minutes, and would be glad to take any additional questions you might have.