

Dear fellow Hoofers,

As an active member of the club and the secretary of this year's BOC, I have begun to develop an understanding of not only the club's many successes but of some of our future hurdles. Below are some of my ideas for how the Sailing Club can continue to improve and grow to benefit not only existing members but also to sustainably attract new members. As an undergraduate student within the club, I'd like to focus on attracting a diverse group of younger members, whether UW-Madison students or otherwise, to the club. I hope you will consider me as your next Rear Commodore.

- Work with membership and 420 fleet captains to work on developing a long term plan for an aging fleet. Try out different options for the fleet during fall of 2020. Solicit member feedback on what people want from a 2-3 person dinghy.
- Work with University Housing and SOAR to get more freshmen involved with the club. You're unlikely to join on your own if you've never sailed and don't yet know anyone in the club.
- As part of attracting new student members, implement a low-cost first month membership (\$30-50). If the member decides to stay on (with a summer or full year membership), waive the cost of the single month membership.
- Implement a program that allows community members and students to see what sailing is. For an extremely low or no cost, spend ~2 hours on one of our T-10s or light keels with an instructor. There would be no intention of teaching sailing and no membership benefits as part of the program, just good vibes.
- Work with local rec departments and school districts to offer youth class weeks to a specific locale. Ie. middleton area schools sailing camp July 15-20th. Put an emphasis on providing access to areas of the community that typically don't enjoy the benefits of lakefront.
- Development of youth program for ages 7-9. As many parents are increasingly looking for activities to do *with* their children, develop a parent-child sailing program for this age group.
- Launch a 20/20 member referral program. If you're able to recruit a new member for a summer or full year membership, both parties receive 20% off.

Thank you for your consideration!

EXPERIENCE

Hoofers Sailing Shop— *Shop Technician*

December 2019 - Current (School-year)

- Repair sails, boat hardware, outboard motors
- Ensure docks and piers are safely installed/removed with the change of seasons

Milwaukee Community Sailing Center, Milwaukee, WI — *Sailing Instructor/Dockmaster*

May 2016 - September 2019 (Summer and fall only)

- Wrote effective, safety focused curriculum for three hour on-the-water/classroom sessions
- Worked to oversee a large open-sailing program

Occupational Ergonomics and Biomechanics Laboratory — *Research Assistant*

October 2018 - June 2019

- Used software to analyze the risk of injury to workers completing repetitive tasks

Sea Dog Sailing, Milwaukee, WI— *Crew Member*

May 2015 - September 2019 (Summer and fall only)

- Trimmed sails and worked alongside Captain to sail and safely dock 38ft charter boat
- Serve as a ambassador to sailing, the Great Lakes, and Milwaukee

Harry and Rose Samson JCC—*Lifeguard*

December 2017 - June 2018

- Monitor members and enforce rules that ensure safety
- Work with members to politely and professionally resolve issues

Volunteer

Hoofers Sailing Board of Captains - *Secretary*

Fall 2019 - Current

Wisconsin Union Directorate Program And Leadership Development Board

Fall 2018 - Spring 2019

St. Francis Children's Center- *K4 Classroom Volunteer*

Fall 2016 - Summer 2017

Noah Hallerman
Rear Commodore Platform
3/12/20