



**AMERICAN YACHT CHARTER ASSOCIATION  
NEWPORT CHARTER SHOW SEMINAR**

**JUNE 24, 2010  
8:00 – 11:00 AM**

**FORTY 1\* NORTH  
351 Thames Street  
Newport, Rhode Island 02840  
401-846-8018  
[www.41no.com](http://www.41no.com)**

**TOPICS**

**1. Luxury Marketing Segment**

**Doug Gollan**, President/Editor-in-Chief of **Elite Traveler Magazine** and **Richard Wycherley**, President of **The Luxury Marketing Council, New England Chapter**, will bring their expertise “to life” on branding, cross-marketing, spending trends, forecasts, and the “new now” on marketing to high-net worth and ultra-high net worth spenders in order to sell more in these challenging times. Their insight is guaranteed to make you think and re-direct your marketing strategies!

**Bob Saxon**, Chief Executive of **FYBA** will moderate this informative and interactive panel.

**2. Insurance Segment**

**Lincoln Pease** of **Travel Guard** and **Gary Tice** of **OnCall International** will introduce their respective Travel and Medical coverage products that are designed to protect Charterers, Owners, Crews, and Travelers in general. A Q& A panel discussion on why we need to offer them to our customers/clients and how to deal with claims will be lead by **Bob Saxon**.

**3. Destination The Grenadines!**

**Captain Virginia Wagner** of **S/Y MATAU**... Discover or Rediscover The Grenadines, a great Summer and/or year-round destination with Itinerary and PowerPoint Presentation provided by photographer, **Billy Black!**

**4. Update on Greece**

**Costa Lourandakis**, representing the **Hellenic Yacht Broker’s Association (HYBA)** will bring everyone up-to-date on the situation for chartering and cruising in Greece this Summer, taking the rumors away and presenting the facts.

**AGENDA**

7:30 – 8:00, AM Registration and Continental Breakfast  
8:00 – 8:15 AM, Welcome: Jan Henry, AYCA President and Ray “Rags” Weldon, Emcee  
8:15 – 9:00 AM, Luxury Marketing Panel Segment  
9:00 – 9:45 AM, Insurance Panel Segment  
9:45 – 10:00 AM, Break: Sponsored by Port Louis Marina, Grenada  
10:00 – 10:20 AM, Destination, The Grenadines!  
10:25 – 10:45 AM, Update on Greece  
10:45 – 11:00 AM – Overview, Objectives and Final Q& A with Bob Saxon and AYCA News with Jan Henry

**ALL CHARTER MANAGERS, CHARTER BROKERS, YACHT CAPTAINS, and  
INDUSTRY PROFESSIONALS  
ARE ENCOURAGED TO ATTEND**

RSVP: Bruce Brakenhoff, [bbrakenhoff@bartbrak.com](mailto:bbrakenhoff@bartbrak.com)

**Inclusive Price: \$35 payable to AYCA\***

Attn: Bruce Brakenhoff

Bartram & Brakenhoff

2 Marina Plaza, Newport RI 02840

\*Pay by mail/check by June 11th or payment can be made at the door **if seats are available.**

**SEATING IS LIMITED**

**Special Thanks To:**

**ELITE TRAVELER MAGAZINE, THE LUXURY MARKETING COUNCIL,  
TRAVEL GUARD, ONCALL INTERNATIONAL, S/Y MATAU, BILLY BLACK  
PHOTOGRAPHY,  
THE HELLENIC YACHT BROKERS ASSOCIATION and the FLORIDA  
YACHT BROKER'S ASSOCIATION  
for their participation and "in-kind" Sponsorship and to  
PORT LOUIS MARINA  
for Sponsoring our Break!**