

Piscataqua Maritime Commission

Newsletter

To enhance the awareness, appreciation and understanding of the rich cultural heritage and history of the Piscataqua River estuary.

Winter 2014



USCGC Eagle

Sail Portsmouth™ 2013

by Carl Gurtman, Secretary

This year we were lucky to be able to host the USCGC *Eagle*, “America’s Tall Ship”, and the 300-foot training barque of our Coast Guard. Portsmouth seems to be becoming one of *Eagle*’s favorite ports for a port call, and we believe that at Portsmouth this year, we set a new one-day attendance record for *Eagle*!

The Sail Portsmouth™ 2013 Event was complemented, as usual, by a well-conducted Parade of Sail, co-ordinated by Len Segren, which this year, included an aerial (!!) component, the Welcome Ceremony featuring US Senator Susan Collins, co-ordinated by John Wheeler, the Captain’s Reception, coordinated by Peri Lagasse & Neil Cohn, and at the end of the Event, the Volunteer Cook-Out, coordinated by Penny Walsh. Merchandise sales were handled by Trudy Sutherland, the Exhibitors under the Tent by George Doran, and the full complement of Volunteers were recruited & marshaled by Lyn Doran. Logistics were ably handled by Chad Chadwick, and Sponsors by Bruce Addison, who also conducted a very successful Raffle.

The *Eagle*’s visit was arranged by Larry Job, our Vice-Chair. Publicity and overall coordination were handled by Donald Coker, our Chairman.

The story of *Eagle*’s visit is best shown by the accompanying photographs (courtesy Larry Job).

PMC 2013 Financial Report

Nita Libby, PMC Treasurer

The visit of “America’s Tall Ship”, the USCGC *Eagle* in August, was the highpoint of the PMC’s year. Owned by the American public, there is never a fee associated with a port visit by *Eagle*, but on the other hand, no fee is ever charged for visiting *Eagle*.

Planning for *Eagle*, the PMC’s Board, although well-aware of the many costs associated with the visit, voted to proceed, although conscious that we might have to dip deeply into our reserve. However - due to the generous donations of many business owners, we were able to break even!

Annual Membership Meeting

The Annual Membership Meeting of the PMC will be held at 6:30 PM on Tuesday, February 18th, 2014, at the Rusty Hammer in Portsmouth, at the corner of Pleasant and State Streets.

A recap of the major events of 2013: Sail Portsmouth™ 2013, starring USCGC *Eagle*’s visit in August, and the 2013 Sea Challenge, will be presented. Plans for 2014 will be discussed. There will be the election of 2014 Board Members. The slate is Bruce Addison, Chad Chadwick, Neil Cohn, Donald Coker, George Doran, Lyn Doran, Carl Gurtman, Larry Job, Peri Lagasse, Nita Libby, Trudy Sutherland, and Penny Walsh.

All Volunteers, Members and the General Public interested in learning more about the PMC are encouraged to attend. Admission is free. Refreshments will be served.

Under the Tent

by George Doran, Exhibit Chairman

Our August 2013 Exhibitors included a new food vendor, an author, an insurance company sponsor and the first-time showing from an off-shore group.

Hebert's Seafood Restaurant received high marks for its variety of offerings and their freshness. Linda Petrat, a former PMC Board Member, offered copies of her first book of life on the water, "A Great Big Adventure on a Good Little Boat."

Liberty Mutual Insurance Company sponsored an attractive raffle table, including a large-screen, HD color TV. Star Island and the Seacoast Science Center rounded out this impressive group. In addition, Trader Joe's made generous food donations for the Exhibitor and Volunteer Cook-out at the close of the Event.

A new group of pirates, the Rogue's Armada, the always-popular Knot Tyers Guild, Antique Telescopes exhibit, the energetic and highly-visible Pease Greeters, as well as the U.S. Coast Guard Auxiliary were popular "stops" for our visitors.

For those of you who were not in the crowd of thousands, The Gundalow Company proudly promoted its new vessel, the *Piscataqua*, to an appreciative audience. Finally, historic groups, including the Moffatt-Ladd House and Strawberry Banke, provided discounts to their locations. No exhibit is complete without music - the Sea Shanty Singers made sure that this year was not an exception.

In closing, let me announce that this is my last year as Exhibit Chairman. Although I'm still an active Board Member, my responsibility has shifted primarily to grant writing for the PMC. I invite anyone wishing to assist in working with exhibitors in the future to contact me directly: grdor@comcast.net; 603-772-0842



Eagle assisted by tug

2013 Sail Portsmouth™ Merchandising Summary

by Trudy Sutherland, Merchandise Chairman

The 2013 Sail Portsmouth™ Merchandise Booth sold 586 items over the course of the three-day Event. The Merchandise Booth was set up early Friday night, which netted us some sales due to folks coming in early to see *Eagle*.

I kept track of all sales - both cash and credit - thru the Square (a wireless electronic credit card processor that deposits straight into our bank account) - so that we would have the "big picture" of what exactly came in, and how much we made.

A trial selling of collectable items, such as ships in a bottle and other older maritime memorabilia, proved to be a success - this year there were some donated items to test those waters - and they gave us additional profit. We will continue to search for such items throughout the year; all of our merchandise need not be brand new! We are glad to accept donated items.

We also tested some smaller items for the children - pirate masks, swords, and ships were a big hit - the swords as always, a very big hit, and we should consider ordering more of these next year; in general the pirate items were very, very, popular!

The 50/50 raffle was very successful; little overhead, as we did not have to buy anything!

The four-color "tee"-shirts were successful, as always. Next year we will order fewer adult shirts (as we have a lot left over), and more kid shirts, as we ran out of the smaller sizes early. Interestingly, many people wanted the bright orange "tee"-shirts that the Volunteers wore!

THANK YOU to our Sponsors

Sail Portsmouth™

Grimmel Industries
PSNH
Granite State Minerals
Optima Bank and Trust
Beswick Engineering
Liberty Mutual
International Salt
Piscataqua Landscaping

The Anchorage Inns Sea Challenge

Anchorage Inn, York ME.
Anchorage by the Sea, Ogunquit, ME
Piscataqua Savings Bank
Seacoast Youth Services
Hampton Rotary

Sail Portsmouth™ - Raffle

The PMC also wishes to thank the dozens of merchants who contributed to our very successful Raffle!



Eagle welcomed by Sagamore, Portsmouth's Fireboat

Volunteers

Lyn Doran, Volunteer Chairman

It takes a lot of people to make the Sail Portsmouth™ Events successful. And, most of those people are Volunteers! Each year, after the participating ships and dates are set, a cry for help goes out to the 300+ people on the master Volunteer list. The number needed ranges from 100-150, depending on the scope of the event.

The 2013 visit by the USCGC *Eagle* was a huge success, with almost 10,000 people patiently waiting in line for a tour of "America's Tall Ship". Approximately 100 volunteers came out to help the PMC make sure that everything went according to plan.

It won't be long before we start planning for this year's event, Sail Portsmouth™ 2014. If you would like to participate and are not already on the list, please go to www.sailportsmouth.org for information on how to contact us. We will need people to help with crowd safety and control, parking, collecting tickets, selling cold drinks, dock security and any number of other things that crop up. For your efforts, you will get an official Sail Portsmouth™ Volunteer tee-shirt, and an invitation to the post-event Volunteer Cook-Out for all Exhibitors, Volunteers, and staff. The Captain and crew members are also invited.

Let volunteering for Sail Portsmouth™ 2014 be a part of your 2014 summer.

Sailing Aboard *Yankee Lady*

Judy Silva, an accomplished sailor, gave the eighth in the series of the PMC's Maritime Talks at the Moffatt-Ladd House on Tuesday, 22 October, 2013. Ms Silva, who has loved boating ever since she stepped into a canoe at the age of 12, progressively sailed a Penguin dinghy on Long Island Sound, and started cruising New England waters in 1980, first in an O'Day 23, then a Santana 27 and finally, her favorite, a Pearson 28, *Yankee Lady*. As a single-handed sailor she cruised as far as Nantucket from Old Saybrook, Connecticut.

With her husband, Jim, also an accomplished sailor, they circumnavigated New England with a side trip to Newfoundland aboard *Yankee Lady*. They also sailed Jim's boat, *Albatross*, from Florida to the Bahamas. Judy and her husband divide their time between East Haddam, Connecticut, and South Berwick, Maine.

Prior to her talk, Ms Silva engaged the audience, many of them sailors themselves, in a lively give-and-take. After the talk, she answered questions from the audience.

Ms Silva's talk was based on her book, "*The Voyage of Yankee Lady: Circumnavigating New England on a Sailboat*". Accompanied by her husband Jim during her talk, she told of six very different sailors who cruised three modest sailboats on modest budgets for 3,000 miles along the Canadian and American waters that surround New England. They watched the weather, coped with storms, and solved mechanical problems. They encountered whales, stopped at rural fishing ports, and experienced the beauty of northern waters.

Educated as a teacher, with Bachelor's and Master's Degrees from the University of Vermont, she taught sixth grade for four years, and then enrolled in a PhD program in special education at the University of Connecticut. After becoming a special education director in Avon, Connecticut, she was awarded her doctorate in 1989.

Working in Maine, so she could more easily sail Maine waters, she was then a special education director in North Anson and Sullivan. She also obtained her Coast Guard license as an Operator of an Uninspected Passenger Vessel.

Ms Silva's second book, "*Voyage of Albatross: Journey to the Bahamas*" is expected to be available in late fall.

Like all of the PMC's talks, admission was free, and refreshments were served.

The Moffatt-Ladd House and Garden is a National Historic Landmark. Find out more about it at www.moffatladd.org/

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America's Tall Ship

On The Horizon for 2014!

By Larry Job, PMC Vice Chairman

This time of year, I dread the annual call from our long-suffering Newsletter Editor Carl Gurtman, asking me for an article on this year's Sail Portsmouth™. The problem is ... I usually don't have a clue! Most Tall Ships don't start to finalize their schedule until Spring, other than USCGC *Eagle*, whose schedule is often set years in advance.

(As an aside, there was an incident when *Eagle* had a major last-minute schedule change. She was sailing down the East Coast to a Maritime Festival in Miami, when the "Red Phone" in the White House rang! President Clinton answered the call and President Yeltsin came on the line and said, "What do you mean, *Eagle* isn't coming to the 300th Anniversary of the Russian Navy?" Needless to say, *Eagle* made a 90 degree course correction and headed for the Baltic!)

Perhaps a note on how the Tall Ships industry works, and how it's changing. Portsmouth can be proud of the fact that, to the best of our knowledge, it is the only port in America to hold a maritime event for visiting Tall Ships every year for almost 30 years! However, port cities up and down the East Coast are waking up to the huge economic and public relations value of a Tall Ship event. So appearance fees for the finite number of Tall Ships are being bid up significantly. Important ships such as we've had in the past are now getting \$40,000 for a weekend! Boston's budget for their event is over \$2 million,

Charleston \$1.5 million, and Halifax \$3.5 million. Needless to say, our budget is a low, single-digit percent of that, and we're constrained by not wanting to increase the price to tour the ships, (it's been flat for years), and while supported by the City of Portsmouth, the PMC gets no actual funding from any government organization. Our loyal sponsors and donors have been with us for a long time, but have limits as well. If you know anyone interested in the perks, publicity, and pride of being a Tall Ship sponsor, do let us know!

So most years it comes down to a nail-biter. We make many contacts looking for a ship that might be sailing by Portsmouth from one major port event to another, with an open weekend in between. That's why Sail Portsmouth™ dates differ year-to-year, and why our plans are often late to gel.

Having said all that, we ARE talking to one potential ship for next summer, which we can't name as we are still in negotiations. Every year is, of course, always a gamble. We've been lucky and never had a ship fail to arrive, but each Event is a roll of the dice on weather, mechanical problems, etc. This ship would be even more risky as --- it's still under construction! But if we can hammer out an agreement and IF she's completed on time, it will be worth the risk. In the arcane lore of Tall Ship descriptions, ships are described based on their sail rigging type - sloop, schooner, barque, brig, etc. The best of the best is called, oddly enough, a "fully-rigged ship". This means three masts, all of which carry square sails, as opposed to the more common triangular, fore and aft sails. When completed, the ship we're talking to will be the first fully-rigged ship built in America in over 100 years!!! Stay tuned, check our website or our next Newsletter to see how it all turns out!

It is times like these I think of the great line from the classic children's book, *Wind in the Willows*, about a group of animals in small boats on English rivers. At one point, Rat says to Mole and Badger:

"There is nothing, absolutely nothing, half so much worth doing as simply mucking about in boats."

Your PMC spends a great deal of time simply "mucking about in boats" ... admittedly really big ones. And as we approach the opening of each year's Sail Portsmouth™ we sometimes wonder if it's worth all the effort. But when one of these historic, majestic ships glides under the Memorial Bridge we all agree ... there's nothing half so much worth doing!

Join

the Piscataqua Maritime Commission

Name _____

Business _____

Mailing Address _____

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Phone _____

E-Mail _____

Membership fees help support our mission.

Fill out the coupon, clip, and mail with your check to:

PMC
PO Box 545
Portsmouth, NH 03802-0545.

Membership Options: Youth 15 and under ___\$5.00

Individual ___\$15.00 Senior 60 and over ___\$12.00

Family ___\$25.00 Senior Family ___\$20.00

I would like to Volunteer for Tall Ship Events

Other areas of interest _____

Members receive discounts on Event admissions and merchandise

Dear Friends of the Piscataqua,

The Piscataqua Maritime Commission, Inc. (PMC) is a non-profit (501c3) organization dedicated to enhancing the awareness, appreciation, and understanding of the rich cultural maritime heritage and history of the Piscataqua River estuary.

This history extends from earliest Colonial times, to the romantic age of tall wooden ships, through today's commercial ships and nuclear submarines.

Once again, the PMC had a successful year. We held our major Event, Sail Portsmouth™ 2013, and had the honor of hosting America's Tall Ship, the USCGC *Eagle*. Our wonderful Board of Directors, Volunteers, our generous sponsors, and the exhibitors, all combined in making Sail Portsmouth™ 2013 memorable. Our event had a festive air, as exhibitors and vendors participated under our tent.

Again this past year, The PMC sponsored the Sea Challenge for young people. The Sea Challenge, while not as high-profile as Sail Portsmouth™, is an extremely valuable part of our work. It fosters both self-reliance and teamwork, and has incalculable benefits in boosting the young peoples' levels of confidence, self-worth, leadership, motivation, and more. We are honored to support this effort. We put the young people and a counselor aboard the 131-foot *Harvey Gamage* for their trip into the North Atlantic. We are already planning Sea Challenge 2014!

We once again sponsored a maritime-related talk, this year, "Circumnavigating New England", by sailing author Judy Silva. We will continue to sponsor these talks. There is no charge for our talks, and we serve refreshments.

As you probably know, maintaining historic sailing vessels, keeping them seaworthy, and hosting them, are all expensive propositions. The current economy makes it even more challenging. Many large seaport cities heavily subsidize the ship visits, but the PMC relies only on our sponsors, admission fees, and our own resources. We are unwilling to raise admission fees to the point that people must forego visiting the Tall Ships!

The love of the sea and its history and traditions are an integral part of local history, and we seek a strong and involved membership - members that support our work with their dues, provide the dedicated core of Volunteers, and with their efforts, enable us to keep our costs down. Without this work, knowledge of our maritime heritage may soon fade. The PMC is composed of people, like yourselves, who believe that it is important to sustain and cherish this heritage. The romance of the sea, and the sense of wonder that tall ships inspire in children - and in the child in all of us - are important enough to keep alive and vibrant.

We invite you to join the PMCI and assist us in fulfilling our mission. You can join us in hosting the visits of Tall Ships to our beautiful Seacoast, the most visible part of our work, but we can also use your assistance as we continue to work on our educational and outreach programs in the coming year.

Our membership year runs from January through December. We offer member discounts on ship-visit admissions, merchandise, and events. Our Newsletter is issued several times throughout the year. Membership is a nominal \$15 per year. You may pay in advance and take advantage of a discount, \$40 for

three years. Membership is tax-deductible, and we never share our membership information with other parties. Just fill out and mail in the 'coupon' contained in the Newsletter, with your check, and join us today!

We look forward to having you on board!!

Carl S. Gurtman

MEMBERSHIP CHAIRMAN



Welcome Trudy!



Our newest Board Member is Trudy Sutherland. Trudy brings to the PMC a wealth of communications, marketing, and business experience, as well as a history of community involvement, and she has already made her mark directing Merchandising at the PMC's Sail Portsmouth™ 2013.

Trudy works for Clear Channel Media and Entertainment, which with its 850 radio stations and its 243 million monthly US listeners, is the leading media company in America.

Trudy is the founder of You Can Do Good, which connects non-profits with for-profits for mutually beneficial partnerships. She is the owner of TSTS Consulting, a marketing consulting firm that assists small businesses with integrated marketing strategies. She is also the owner of the retail store Trudy's Treasure Trove, which resells merchandise such as antiques, clothing, jewelry, home décor and more.

Trudy was for 17 years the senior marketing representative and special project coordinator at the New Hampshire Business Review, a statewide business newspaper. Prior to that, she was a telecommunication specialist with Computer Telephone, and the circulation marketing director for the Concord Monitor.

Deeply engaged with her community, Trudy was a Commissioner and Board Member of Volunteer NH, Board Member of Good News Garage, two-term President of the Business and Professional Women's association, a member of numerous Chambers of Commerce, the Business and Industry Association of NH, where she was chair of the PR committee, Associated Builders of NH/VT where she worked on the Excellence in Construction Awards, and many more.

Trudy was also the recipient of the 2001 NH Small Business Advocate of the Year Award, 2005 Home Builders and Remodelers Association of NH Outstanding Achievement Committee Chair of the Year Award, and the 2004 NH Magazine Women of Distinction Award.

Trudy resides in Portsmouth, NH, with her husband David, and has two adult sons.

Improved Security for Sail Portsmouth™ 2013

by Donald Coker, Chairman

In the aftermath of the Boston marathon bombings, the visit of the USCGC *Eagle*, a national treasure, to Portsmouth, gave us a memorable exercise in learning new ways of implementing security. We were exposed to something new to all of us: implementing security controls for virtually all aspects of the Event.

Since the Coast Guard is now part of Homeland Security, they took the lead in all security issues. We all worked closely with them and the Port Security officials to ensure a safe and memorable Event. Many of our Board Members attended an educational seminar about Improvised Explosive Devices (IED's), behavior recognition, and other security subjects. It was a most interesting seminar, to say the least.

Planning for the Event became more complicated when the screening of all attendees became a necessary part of the process. Discussions of how to handle over 10,000 people, and screen them all, took planning, thought and patience, on everyone's part.

I have to say that it went remarkably well. There really was little, if any, delay in the attendees' lining up, going through screening, then heading to the ship. Our over 10,00 attendees enjoyed the exhibits under the tent, and the tours of America's Tall Ship, the *Eagle*.

We all owe a great deal of thanks to the Coast Guard, their reserve detachment, the Port Security Officials, and to Geno Marconi, Director of the NH Division of Ports and Harbors, and the Pease Development Authority, for their diligence and the attention that allowed an Event of this magnitude to go off without a hitch. I doubt the public could see how tight the security actually was, other than the initial screening....and that was the whole idea.

Sea Challenge Program

By Larry Job, PMC Vice Chairman

This coming year will mark over one hundred Seacoast at-risk youth who have gone through the Sea Challenge Program. One reason the Sea Challenge experience can be truly life changing, is that it's more than an afternoon sports event, or an overnight hike, or a weekend campout. It is for 24 hours a day/7 days a week, mostly out of sight of land. Kids from 14 to 17 years old, most of whom have never been on a boat, learn to become crew and master the handling of a giant sailing vessel in all kinds of weather.

For 2014, the PMC will once again, for the fifth year, host the Sea Challenge, and thanks to our generous sponsors, send to sea youngsters who will benefit from that experience. The PMC is pleased to again be working with Vic Maloney and his incredible staff at Seacoast Youth Services (SYS) to choose the youngsters who will be going to sea. SYS also provides trained counselors who go on the voyage and work with the trainees daily.

The PMC is most grateful to a new sponsor this year. He grew up on the Seacoast, learned to sail, and to appreciate the values and skills that sailing instills, which he used in the business he built. After hearing about the Sea Challenge in detail at last year's Captain's Reception, he approached one of our Board Members and said, "I've been giving this a lot of thought, and I'd like to sponsor one kid every year". He and his wife prefer to remain anonymous, but every year there will be one young person aboard who has no idea how much they owe to their generosity!

