



## ISS President's Message—January 2012

If the New Year fills us with optimism, it is likely to be tempered by the clear understanding that in the current economic climate, growth in our industry may be localised. To prevent optimism from being fleeting, as an industry, we must take action. We will be most successful if we can get more business value from our current activities and collaborate as an industry to compete strongly for a greater share of the leisure expenditure of High and Ultra High Net Worth Individuals (HNWI/UHNWI).

The role of the ISS is clearly defined by our members. Currently this is focussed in four areas:

- Recognising Excellence
- Facilitating Networking
- Promoting Education
- Representing Industry

The last area of focus has been growing steadily over the years and in 2012 will see increasing activity. We approach this mandate with the belief that collaboration with other industry organisations leverages our combined strength to best advantage.

In order to be successful in representing the industry at large and—in particular the interests of our members—we maintain policy positions on broad industry issues. These are developed from member input and are being updated this year. The ISS strategic position on these key issues then leads to an action plan that is taken forward by a workgroup, an action committee or in alliance with other industry associations with a common interest.

Current active issues include Future Owners, Industry Ethics, Crewing, and Regulatory concerns: Flag/Code/Port State Control. Some of this activity is made possible directly by a Gold Sponsor such as Viking Recruitment who supports our Crew focussed initiatives. Other activities are open to direct support, particularly as Gold ISS Sponsorship can be a challenge for our industry partners in these recessionary times.

At their last meeting in October, the ISS Board of Directors agreed to create a new level of membership designed specifically to give current and new members the opportunity to increase their financial commitment to the ISS and receive recognition for supporting an increased level in our activity on behalf of the industry.

I am pleased to announce that beginning in 2012, Supporting Members will receive recognition at all ISS events and on our website in return for contributing \$1,500 annually. This membership level will receive an increased membership benefit package above the Corporate level which remains at a very reasonable \$600 per year.

While member benefits are outlined at [www.superyachtsociety.org](http://www.superyachtsociety.org), the real reasons for joining at any level are to participate in the numerous networking events we organise (some of which are member and guest only), to give or receive knowledge and experiences through our successful and expanding YachtInfo programmes, to nominate candidates for *Awards of Excellence* and *Distinction* and, most importantly, to support the activities that represent our industry as determined by our members.

Now is the time to boost the activities of the ISS for the benefit of us all. If you are interested in Sponsorship, our new Supporting Membership, boosting all membership tiers and even giving your time to work on key issues, please get in touch with me or our Executive Director, Amy Halsted. Contact details are below. In the meantime, let me wish you a prosperous 2012.

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**ISS: Good for you, Good for your Business, Good for our Industry.**