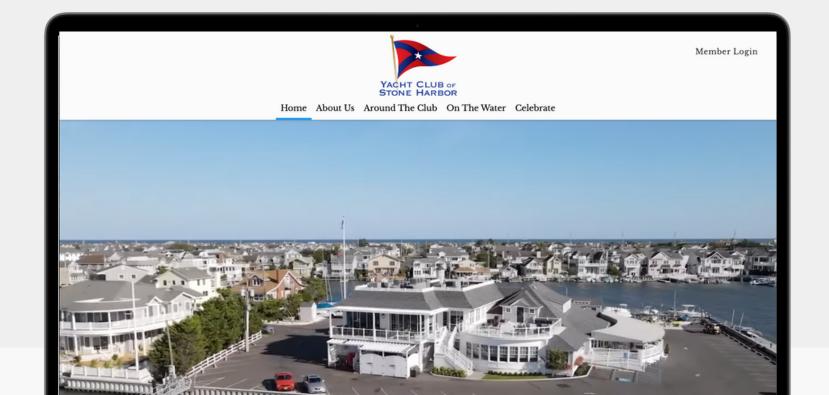
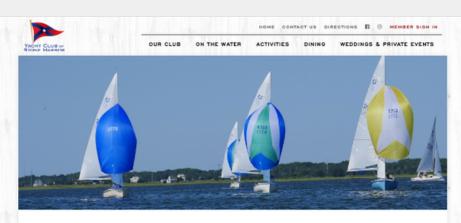
Website Redesign

Yacht Club of Stone Harbor by Yvonne Yuen



Before



ON THE WATER

2023 Salling Schedule

The Sail Reet Sailing Instructions



AWARDS* **** 2022

BOATING

SAILING AT THE YACHT CLUB OF STONE HARBOR

Salboats and salboat racing date back to the founding of YCSH in the 1920's. Today, our fleet racing is open to all members and we are happy to accommodate separate race starts and scoring for any one-design feet of three or more boots. Youth sailors as well as adult sailors are welcome. We generally race every Saturday in the summer and our race course is in "the fats" right across from the Yacht Club. The Flying Scot has become the primary adult race boat in recent years replacing the Comets, Cheetah Cats and Sunfish. Because we have tidal waters, the schedule will vary from week to week so please see our race

FLYING SCOT FLEET

Our Flying Scot fleet was chartered in 2005 and we are now up to 15 boats at YCSH with two of them being club boats available for use by prospective Scot owners and club members. Our fleet members enjoy both cruising the local waters and racing "around the marks" on Saturday afternoons. These races are also open to experienced sallors (members) who wish to use the club boats to try out a Flying Scot. Arrangements can be made by contacting the Club Office and our feet captain, Linda Nicholson, Also contact Linda if you would like to have your name on the saling email list and/or the substitute crewing list for

announcements in the dub Blinker.







DINING

The Yacht Club of Stone Harbor is proud to offer first-class food selections in all of our dining areas.

soft-shells are only a few of the delicious selections.



A chef I admire is Gordon Ramsay. He was able to build an empire from being a chef, from his own chain of restaurants earning 16 Michelin stars to his TV career, he has shown the potential for a good chef is never ending.

What do you hope to accomplish in your time here at YCSH?

In my time here at YCSH i hope to continue to have opportunities to learn and elevate our culsine. My goal is to help us become a premiere yacht club and always provide excellent dining experiences for our membership.

My Favorite dish to cook in the fall is Chill, It's also one of my favorite things to eat.

My favorite dish on the fall menu would have to be the Roasted Chicken entrée. The pairing of the grits and collard greens gives a classic, comforting, fall-feel.



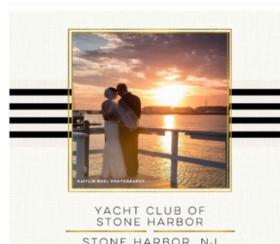


the knot BEST OF WEDDINGS

AWARDS*

The Yacht Club of Stone Harbor is proud to be considered one of South Jersey's premier reception and event locations.

Email us to review our current Banquet Package, and be sure to visit our wedding gallery below for more images!



STONE HARBOR, NJ

Before

01 Dated.

The website had not been updated in years and the visual design felt very tired.

O2 Difficult to navigate.

Because the old navigation was not built to accommodate new data, information was disorganized throughout.

03 Poor public image.

The inadequate website gave a poor first impression both to potential clients wanting to host an event at the Yacht Club, and also potential new members seeking information about joining.

Goals

Increase in web traffic

Non-members, but especially members referring to the website more because it's easy to navigate, accurate, attractive, and useful.

Increase in event inquiries

More bookings because the site showcases the beautiful space, the expertise of the staff, and compelling reviews from previous events.

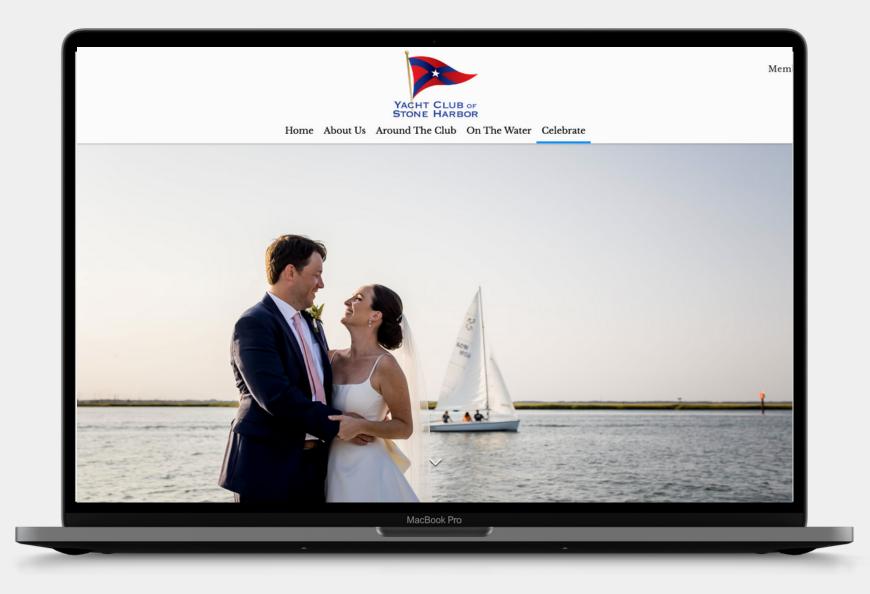
Positive reception by all

Members and staff both responding positively to the new website because it has modernized and digitized crucial services.



The New Design

After eight months of collaboration with the staff and board of the Yacht Club, and with the technical build by Jonas Club Software, we launched the new website: ycsh.org



- O1 A new navigation and completely new sitemap which properly delineated public versus member info.
- O2 A new color palette, new layout, and new photography throughout.

O3 New functionality to offer modern online services to members.



"Yvonne, we are up and running and smooth sailing! We have received a remarkable response from our membership so far. It looks great and works great too! Thank you, thank you, THANK YOU for your tremendous effort and keeping us on track. I truly appreciate everything you have done to make this successful for our team."

Jackie Barnes
Food and Beverage Director
Yacht Club of Stone Harbor