

Press Release—*For Immediate Release*

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ISS Announces Topic for Annual Breakfast Presentation

Generation Z: The World's Got Talent

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9 October 2014, Fort Lauderdale, FL: The International Superyacht Society (ISS) is pleased to announce *Generation Z: The World's Got Talent*, its featured presentation topic for the Society's *Annual Membership Meeting & Breakfast* on Wednesday 29 October 2014 from 8:00-10:00 am in the Grande View Room at the Bahia Mar, Fort Lauderdale, Florida.

The program is again moderated by Diane M. Byrne, MegayachtNews.com and ISS Board Member and includes panelists Toby Allies of Pendennis and Marnix Hoekstra and Bart Bouwhuis, both of Vripack. Their respective firms have great perspective on the importance of getting younger generations (even very young schoolchildren) interested in the craftsmanship of yachting. In addition to moderating the panel discussion, Diane will also present her experience working with the University of Missouri and Pencil.org, a program developed by New York City. Following the presentation, there will be ample time for Q&A.

Generation Z: The World's Got Talent

Generation Z—a.k.a. those born in the 1990s and 2000s—is ripe with enthusiastic, talented university graduates and even teens and pre-teens. If you're not already reaching out to them, however, chances are that someone else is and will reap the rewards. These rewards can be a two-way sharing of knowledge, too. Our panelists will share their proven methods for not just attracting, but also maintaining up-and-coming talent across all fields, from the shipyard floor to the back office.

Panelist's Profiles

- **Diane Byrne, MegayachtNews.com—Moderator/Panelist:** Diane M. Byrne, one of the best-known and highly respected yachting journalists, established MegayachtNews.com in 2007 as the first, and still the only, website delivering all-original content to American yacht owners, buyers, and their circles of influence. She has been

covering megayachts since 1993 and is closely involved with the leading professional organizations in yachting and entrepreneurship:

- A long-time International Superyacht Society (ISS) member, currently on its Board of Directors and co-chair of its Marketing Committee
 - A founding member of the United States Superyacht Association (USSA)
 - A member of the New Jersey Association of Women Business Owners (NJAWBO)
- **Toby Allies, Pendennis—Panelist:** Toby joined the Pendennis team in August 2007 from the British Marine Federation (BMF), where he directed the International Development Programme. At Pendennis he is responsible for securing refit and custom build projects as well as the international marketing of the yard. Toby was Chairman of the Superyacht UK Committee in 2011/12 and is an Executive Committee Member of the Superyacht Racing Association.
 - **Bart Bouwhuis and Marnix Hoekstra, Vripack—Panelist:** Vripack is a third-generation studio that is led by designer and naval architect Bart Bouwhuis and Marnix J. Hoekstra. Bart and Marnix are the third-generation owners of Vripack, the Dutch naval architecture, design, engineering and brokers firm which was founded in 1961 by Dick Boon. “To seamlessly blend the sailing wishes of our clients into a design that first throws them off their feet and later on is embraced as if they thought of every inch themselves gives our team a great pleasure. You can see this right from our first Doggersbank like BEOTHUK and the invention of the first expedition yacht TURMOIL.” According to Bart and Marnix, “The quality of our work is the sum of experience and enthusiasm.”

The breakfast is sponsored by Marsh, the perpetual ISS Silver Supporter of the event. The Annual Meeting is open to ISS membership. There is a \$25.00 entrance fee for those wishing to attend who are not ISS members; however, those wishing to become members may apply the ticket value toward annual membership dues.

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About International Superyacht Society

Our Mission is to Ensure Sustainability & Excellence in the Global Superyachting Industry

ISS was founded in 1989 and represents the large yacht industry. Our mission is delivered by building alliances worldwide with regional and functional associations; to serve as a communications conduit for issues affecting the marketplace, owners, crew and industry members; and to recognise achievement as well as provide educational opportunities and networking events.

The organisation is member driven and reliant on the volunteer work of Board and regular members supported by our marketing and administrative staff. Our funding comes from our members and sponsors which in turn enables the ISS to work on initiatives that benefit the large yacht industry as a whole.

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