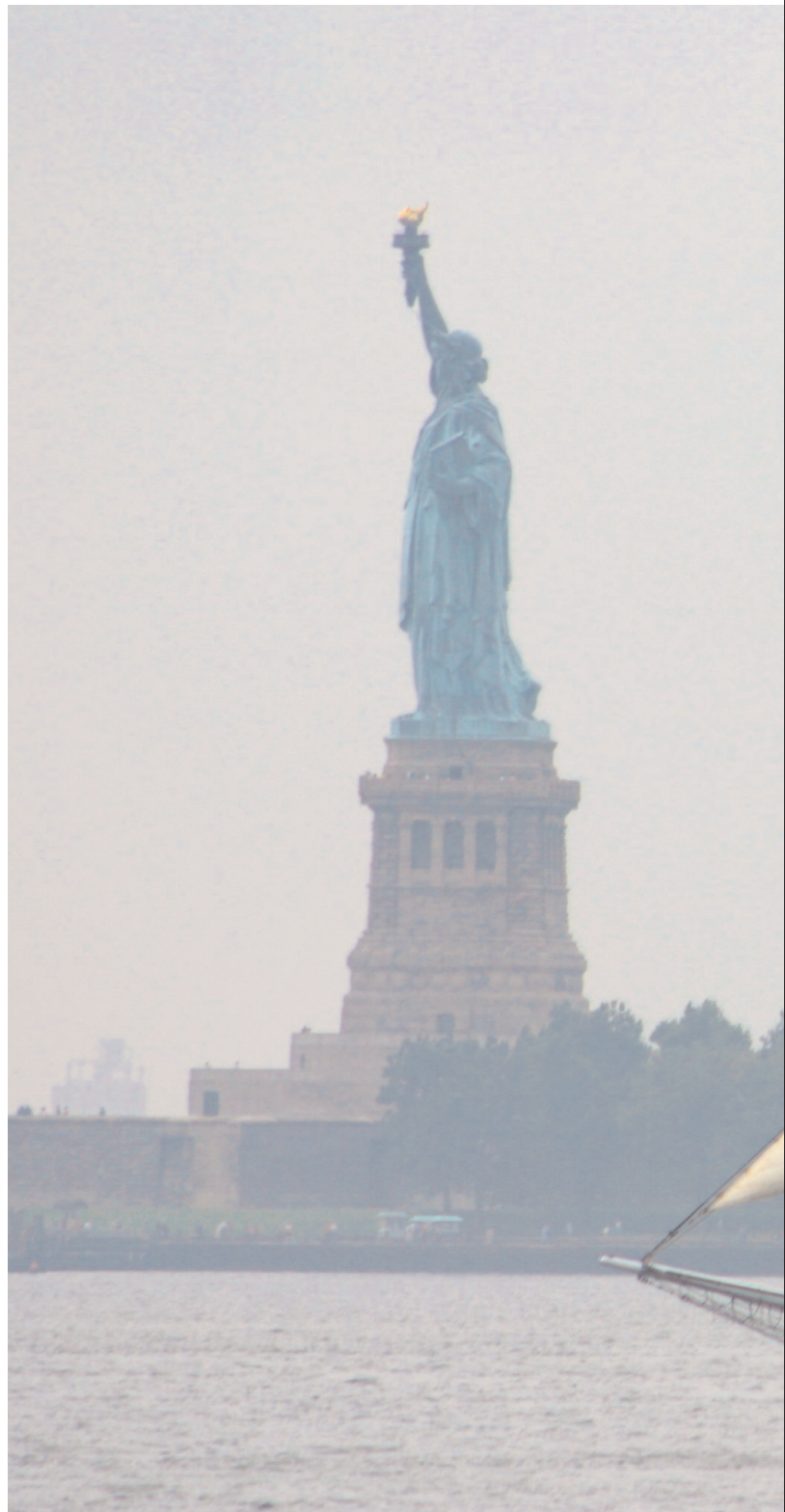


Working the Nets at New York's 36th Annual Mayor's Cup Race

BY TURLOUGH McCONNELL

Rarely have sailing and business networking come together with more gusto than at the recent 36th Annual Mayor's Cup Race for Schooners and Classic Yachts in New York harbor organized by the South Street Seaport Museum over a September weekend. Some twenty to thirty classic schooners, sloops, cutters, ketches, and yawls built or designed before 1970 raised their sails and charted a course that took them from the tip of Manhattan toward the Verrazano-Narrows Bridge and back.

The Mayor's Cup is a handicapped race with classes in several categories. Some of the classic vessels, including the Museum's own schooners, Pioneer and Lettie G. Howard, are over a century old. One of seven handicapped races in the 2004 WoodenBoat Classic Regatta Series the Race takes place along the East Coast from Maine to New York each summer to pay tribute to the celebrated tradition of offshore and coastal fishing vessels racing back to port with their nets full of catch. "These days that catch is most likely a handful of business cards and the beginnings of a bunch of new friendships," says Mike McCaghey, principal of The North Highland Company in New York, the race's lead sponsor this year.





One of the many vessels taking part in the recent 36th Mayors Cup race in New York. Photo: Craig Wood.



Sloop captain A. Kirke Bartley, Jr., far right, accepts the 2005 Mayor's Cup on behalf of Salty and its crew. (from left) Turlough McConnell, Mike McCaghey, Tracy Bartley, Captain James Chambers (Mayor's Cup Race Committee Chairman), Ron Clifford and winner Kirke Bartley with his children Julia (6) and Jack Barley (4). Photo: Joshua T. Bekerman.

For dedicated sailors, knowledgeable spectators, interested onlookers and photographers, the race for the Mayor's Cup is an unparalleled harbor event. The Event began with a Pre-Race Breakfast for captains and crews at Liberty Landing Marina in Liberty State Park, New Jersey, where most of the participating vessels were docked. There was a Parade of Ships in the harbor starting at 10:00am from Liberty Landing Marina to the Battery Park City area. A public Spectator Boat (capacity 500) left from the Seaport and followed the race in New York harbor on Saturday.

The start and finish line for The Mayor's Cup Race was off Pier "A" at Battery Park. Vessels raced from there toward the Verrazano Narrows Bridge and back. The first class started at 12:00pm and each class followed in ten minute intervals. After the race, captains, crews and guests were ready to celebrate aboard the Museum's tall ship Peking (a four masted 347' bark) with an Awards Ceremony and party but rain drove the partygoers indoors to one of the museum's spacious reception areas. Mayor's Cup trophies were awarded for first, second and third place in each class, for overall corrected and elapsed time, and for outstanding performance of seamanship.

The South Street Seaport Museum has been the organizer of the Mayor's Cup Race for 36 years. The Museum's purpose is to preserve, interpret and display the history of New York as a world port, high-

lighting both the South Street Seaport area and the tremendous contribution of maritime enterprise to the economic, social and cultural heritage of the city, the state and the nation. "The Race is an integral part of the Seaport's mission," says sailing enthusiast and museum supporter Ron Clifford, Vice President of TCS Portal. "It keeps the public aware and interested in the maritime culture and the history of New York City, the nation's first port for over 200 years."

Founded in 1967, the Museum is the cultural heart of the landmark South Street Seaport district. As one of the largest visitor attractions in New York City, the Seaport welcomes some 8-10 million visitors each year. The Museum itself is made up of exhibition galleries, historic ships, restored 19th century buildings, a working 19th century print shop, a maritime crafts center, a children's center, the Herman Melville library, and a significant art and archaeological collection (including the important Seamen's Bank for Savings collection). South Street Seaport Museum is a member of the National Maritime Museum Initiative, in partnership with The Mariners' Museum, Newport News, VA. ■



Top: A schooner passing Ellis Island in New York harbor. Photo: Craig Wood. Bottom: North Highland representatives Steve Welner, Michael McCaghey, Steve Haymon. Photo: Joshua T. Bekerman.



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The North Highland Company is proud to help promote the festivity of the Mayor's Cup, the worthwhile mission of the South Street Seaport Museum, and the cultural heritage of New York City. An independent management and technology consulting company, North Highland delivers business solutions that help organizations integrate with suppliers, empower people, define strategies, streamline operations, leverage technology and maximize customer interaction. In addition to New York, we maintain offices in 13 U.S. cities, and our 350 consultants average 15 years of experience in their fields. We like to say that "we're changing the way people think about consulting" by offering clients unbiased expertise, superior results, and a service delivery guarantee. We've served the American Cancer Society, Comcast, Johnson & Johnson, The McGraw-Hill Companies, McKesson, Wachovia and many more prominent New York institutions. For more information, please contact Michael McCaghey at (212) 594-9090 or mmccaghey@northhighland.com

