



Captain Keith Moore



# LADY SHERIDAN

**CAPTAIN KEITH MOORE HOLDS THE SECRET TO THE IMPECCABLE EXPERIENCE YOU CAN EXPECT FROM THE MOMENT YOU SET FOOT ABOARD THE BRAND NEW 57.9 METRE LADY SHERIDAN. BY ALEV KARAGULLE.**

Launched less than a year ago, Lady Sheridan is perfectly conceived to provide the ultimate cruising holiday. Her experienced, discerning owners set out to create a quietly luxurious floating palace, choosing the reputable Abeking & Rasmussen shipyard in Germany and interior designer Donald Starkey to bring their vision to reality.

But what can you really expect from a charter aboard Lady Sheridan? The key lies with Captain Keith Moore. Born in Bar Harbor, Maine, he has salt in his veins having been on the water since he was 8 years old, first working in commercial fishing before moving to yachts in 1986. He captained the previous Lady Sheridan (a 46 metre Feadship) for five and a half years and was owner's project manager for the build of the new yacht. Five long-term crew members are also now serving aboard the new Lady Sheridan.

The longevity of this team makes for incredibly smooth and professional service delivery, driven by what Keith Moore describes as "a sense of pride and a hard work ethic. We are receptive to criticism and we capitalise on it to make the programme better." There is also an evident mutual respect and admiration between the owners and their captain, with Moore fully in charge of all aspects of running the yacht and managing the crew.

**"There are no shortcuts on Lady Sheridan. I am provided with the resources to maintain the yacht in absolutely top class condition, and that's what we do."**

Lady Sheridan exudes quality in every aspect, a testament to Moore's motto: "excellence is in the details." The captain and his crew go beyond the superficial, to deliver a personal and customised experience for all who charter this elegant yacht. They are much lauded for their ability to anticipate guests' requirements, for their fabulous culinary offerings and their congenial personalities. The core crew members have worked together for six years, and they are adept at staying 10 steps ahead of clients to ensure everything runs seamlessly.

"We take about 24 hours to tune into each group. To read the guests, their pace, the sort of service they want, the activities they are going to enjoy. The crew are very experienced at this," explains Moore. He is also a firm believer in flexibility and tries to discourage rigorously planned itineraries, as this creates unnecessary stress and constant worries about keeping to a tight schedule.

**"Guests often arrive from a very regimented routine, but flexibility is very important on a yacht, where you need to accommodate a change in the weather, a change of mood or a change of mind."**

You would never know it from his utterly calm and relaxed manner, but Moore has a vigilance born of his long seafaring career. He places the highest priority on safety. "As a captain, you have to be able to predict what might happen in certain situations. You have to monitor the pulse of the crew, the guests and the activities. Even if there is a sense of urgency, you must keep calm." Moore admits that he has very high expectations from his crew on this subject and makes no compromises.

Lady Sheridan is particularly well set up for welcoming children and families on board, and Moore genuinely relishes sharing his experience with younger guests. "I love kids! They can really connect with the environment and get excited about the little things – like catching a fish or seeing a starfish."

**"I enjoy every aspect of being on the ocean and the many adventures it can offer. There is still an undisturbed beauty about it."**

And Moore's favourite cruising grounds? He's certainly been around and knows all the best destinations, but doesn't miss a beat with his answer: Croatia. "It's not commercialised yet, the waters are pristine, the people are friendly, the scenery is magnificent. You can back up to any island in 10 metres of crystal clear water and tie up to the shore in gorgeous natural surroundings. Absolutely spectacular."

Already established as a highly sought-after charter yacht, the captain's enthusiasm and experience combined with a first-class crew that provide impeccable standards of hospitality, deservedly qualify Lady Sheridan as a very special yacht indeed.

**LOA** 57.9m (190ft)  
**Builder** Abeking & Rasmussen, Germany  
**Year** 2007  
**Interior designer** Donald Starkey Designs  
**Cruising speed** 14 knots  
**Guests** 12 guests in 7 cabins  
**Crew** 15  
**Winter 2007/2008** Caribbean  
**Summer 2008** Mediterranean  
**Charter rates** from US\$399,000 per week

See pages 124-125 for further information on Lady Sheridan

Lady Sheridan is under Burgess charter management. Please contact any Burgess office to request further information on Lady Sheridan and her 2008 charter programme.