



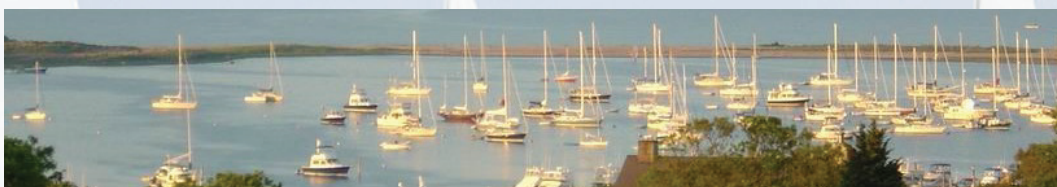
NEWS & EVENTS

- Sail America Presents Virtual Workshop: Selling in the Covid Economy
- Teaching Kids How to Have Fun Sailing
- America's Cup Boat Revealed
- Sail America Industry Conference 2021



MEMBER NEWS

- Header-Groupe Beneteau Makes Boat Division Appointments
- Sail America is inviting you to a webinar!
- Sailors for the Sea keeps you up to date on environmental news
- Membership renewal information



SAIL AMERICA MEMBER NEWS

Volume IV 2020



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT



Dear Sail America Members,

I have no idea who coined the phrase, “Hey, it’s 2020,” but as a magazine editor, I can’t help but marvel at how succinctly these words and numerals sum up the times. If it’s good news, if it’s bad, if it’s simply unexpected, turn your palms up and exclaim, “Hey, it’s 2020.” No need to say more.

In “normal” times, our industry is a gregarious one, thanks to a common appreciation of boats, spending time on the water and a fairly packed schedule of boat shows around the world that makes keeping in touch remarkably simple—so long as you don’t mind chatting over semi-chilled beer while standing on a windy dock or under a boat in a vast exhibit hall. But hey, it’s 2020, which means that as this newsletter is being sent out, most of us have not seen anyone since the docks were dismantled in Miami last February. Wow, that’s a lot of bubble time.

Instead, we’ve Gone to Meetings, Zoomed, Hung Out and tried to creatively make Face Time a substitute for face time. And from online walk-throughs to virtual boat shows it’s been remarkable, really, how creative marine businesses have become in finding ways to reach out to peers and customers. In October, I visited Annapolis as part of Cruising World’s Boat of the Year contest and I was struck by the number of dealers holding back-to-back weekend open houses. Across town, Customers socially distance and still see new and used models that they would have had to wait in line to tour had the boat show been held as planned. For the serious buyer, I’d have to guess it’s a unique experience to get the broker’s uninterrupted attention.

In the absence of in-person events, Sail America has pivoted as well. Over the summer and into the fall, the staff has put together several free or low-cost programs targeted to the needs of the marine industry. If you haven’t had a chance to attend one yet, there will be more to come, and I hope to see you there. For now, it’s the new normal. But hey, it’s 2020!

Sincerely,

A handwritten signature in black ink that reads "Mark Pillsbury".

Mark Pillsbury
Sail America President





NEWS & EVENTS

Sail America Presents Virtual Workshop: Selling in the Covid Economy

By Reagan Haynes in *Trade Only Today*

Customers are 70 percent more likely to purchase a product from the first company with whom they have face-to-face contact. However, in a time of social distancing, getting in front of customers can prove challenging, sales and marketing expert Marcus Sheridan said during a virtual workshop on the business of boating, hosted by Sail America on Tuesday.

Delivering “Going Virtual: How to Evolve Your Digital Sales and Marketing to Meet the Demands of Today’s Buyer,” Sheridan said experience can be mimicked on video calls if retailers use some best practices.

“You shouldn’t necessarily have to meet someone in your showroom to meet them face to face,” he said.

Before meeting with customers via video, dealers should ask the prospect to keep their cameras on, and get confirmation, Sheridan said. “If you can address this on the front end, you don’t have to waste time on the call asking them to turn on video,” he said.

Slide decks should have no more than 25 words per slide, and retailers should avoid sharing screens with the slides for the entire call. “That way they can focus on one thing at a time, versus the person talking and the slide deck,” Sheridan said.

In addition to video calls, retailers and manufacturers should create videos that answer the top seven questions customers ask and post it to their websites so they can go further down the “sales funnel” before making direct contact, he said.

Sheridan said each member of the sales team should have a brief video bio, and every product or service on a company’s page should include a video to not only describe the product or service, but also explain pricing and whom the product or service might not work for.

The marine industry tends to create videos explaining why a particular boat is “awesome,” Sheridan said. “That’s fine — you want to say who it’s for — but you also want to say who it’s not good for,” he said. “This is the most common mistake I see manufacturers and retailers make.”





NEWS & EVENTS CONT.

Tools like Vidyard can help companies customize videos, and Outgrow can help them create an interactive website that will better help them understand customer needs.

Facing unprecedented demand, many dealers have said it's difficult to keep up with leads. Emailing video to new leads explaining the reason for a delayed response, as well as the video answering the top questions, can help dealers spend less time on the phone, Sheridan said.

Imtra president Eric Braitmayer said being forced to ground the sales team prompted the company to put its video strategy into action. "The thing we didn't anticipate was for customers to share those videos," Braitmayer said. "They could forward the video directly to the customer that was in our staff's own words, and we've gotten a really positive reaction to that."

Edson International prioritized video in May when CEO Adam Cove saw boat shows being canceled. "We didn't have a dedicated space for video until Covid," he said. "That really made a big difference for us, especially investing in equipment."

Companies should consider using money saved from not attending boat shows to invest in video, Braitmayer said. "I would urge companies that are saving those show dollars to invest in videographer," he said.

Thank you to our sponsor:



Sail America is inviting you to a webinar!

Pandemic Impact on Small Business; Where are we?

Date: Tuesday, November 10 | Noon - 1 PM EST

Paul Kanitra, Founder and President of Lobbyit.com and Mayor of Point Beach, NJ, will discuss the state and impacts of coronavirus on small businesses throughout the U.S. The coronavirus pandemic has wreaked havoc on small businesses, and Congress' attempts to support them have had mixed results. Paul will examine the impact of current and future pandemic legislation.

FREE: [REGISTER HERE](#)





NEWS & EVENTS CONT.

Teaching Kids How to Have Fun Sailing

From Scuttlebutt Sailing News

There are a lot of ways to go sailing, because when it comes to sailors, one size does not fit all. However, this gets forgotten at the youth level, and attrition occurs when kids don't get the chance to find what fits them.

But Multihull Youth SAIL Foundation (My SAIL) is hoping to change that, and in this US Sailing interview, founder Peter Nelson shares how this organization is helping expose youth sailors to multihull sailing.

How did the My SAIL Foundation get started?

In 2014, this 15 year old kid from Portland, Oregon came up to Seattle with a Hobie Cat behind his mom's car. He had this 1970s beater Hobie 16, and he asked, "Can you teach me how to race it?" This guy was motivated, and his mom was supporting him to drive the three hours up and back.



So we went out sailing together, and afterwards I said to him, "If you want to get serious about Hobie racing, you're going to need a better boat." About four months later he calls and says he has a new boat. He had literally bought a brand new Hobie 16! He brought his crew with him and we started mentoring him. Eventually he went on to race in several North Americans, and the Worlds in China!

What was really unique about him was that he had this magnetism, and when we started working with him, other kids gravitated to him. He became like a ringleader. So now all of a sudden we had all of these kids that were interested in sailing catamarans and showing up at our regattas.

We started having these informal clinics and we realized 'there's some liability here we need to consider'. Between that, and the amount of time and money that we were putting in, we decided we needed to do something. So, in the Spring of 2018 we created the 501(c)3, and MY SAIL was born.

Since then, what we are finding is that the kids like to have a ringleader. Since they eventually graduate from school and move on, we are constantly searching to find the next leader. Right now, we are on iteration number 5 or 6. It works out great – leaders learn how to lead through MY SAIL.

What are the current goals of the Foundation?

The vision for all of this came years ago when my co-conspirator, Laura Sullivan, and I were sitting at a ferry dock and we got this idea to do something nationwide, and create five regional centers in the United States – Northwest, Southwest, Northeast, Southeast, and Midwest. We want to find the people who are passionate about youth multihull sailing and start supporting them. They are out there!

That's our five-year plan, and in the five years after that we will get more involved with the yacht clubs and other sailing programs in those regions, as they begin to understand the momentum and the interest. It's the "Red Bull Generation" if you will, and these kids are looking for the adrenaline, the speed, the foiling, and all of that.



NEWS & EVENTS CONT.

We have hit a nerve and we are growing this. Our plan is to create an endowment for sustainability, and then do a national search for an executive director to put this thing on the map. Then we start some national level fundraising.

We are currently working with Red Gear Racing as the Southeast affiliate, and they are doing a bunch of stuff in the Florida area and East Coast. We now have two affiliates with Hobie Division 4 in the Northwest, and Red Gear Racing in the Southeast. It takes time, but every year there is more going on.

As we have been getting the word out, we are finding an incredible amount of interest from other junior sailing programs. We have two target populations: kids who want to cross-train and get experience on different boats, and kids disenfranchised with slow sailing.

For the cross-trainers, it's going to help them with their 420 sailing, Laser sailing, and anything else they are sailing. We are also finding that a small percentage of those cross trainers are saying, "You know, I think I'm going to stay on the dark side!" A bunch of other youth are simply bored going 4-6 knots, and want to go faster. We fill their "need for speed."

What other reactions do you see from the kids?

We make sure they have fun first, and then once we have them locked in on the fun, they start asking us to teach them how to sail faster. We don't do any teaching until they tell us that they want to learn.

A lot of these junior programs are stuffing the program down the kids' throats. We are taking a totally opposite approach. We show the kids that we are committed to them having fun first. Then they get excited and ask for help learning. It's not about teaching kids how to race; it's about teaching them how to have fun sailing.

If we can help a bunch of 420 sailors get more passionate about their 420 sailing because they cross-trained on a multihull, I'm all good with that. A rising tide floats all boats, and some of them will stick with multihull sailing. It's about advancing the sport of sailing, so that after they get back from college, they might buy a boat!

How have things gone this year so far?

This year has been phenomenal! In the Northwest, kids are telling other kids about us and asking if they can join. There's a turnaround – instead of the parents telling the kids they have to go to sail camp, the kids are calling us and asking if they can come sailing!

Right now, we have more kids than boats, so we are working hard and fast to grow our fleet of boats to keep up with demand. The local yacht club – Corinthian of Seattle – has asked if we would join their junior program. They recognize the economics and mission of diversity.

Red Gear Racing did a road trip this summer to rave reviews. They are great. They work a lot with spinnaker and foiling boats like Nacra 15s and F16s. They had a large group of kids headed to Long Beach for the Nacra 15 Youth Worlds this year before it was cancelled.

For more information about MY SAIL, visit <https://mysail.org/>



NEWS & EVENTS CONT.

America's Cup Boat Revealed

By Reagan Haynes in Trade Only Today

Patriot, the second AC75 built by the New York Yacht Club's American Magic syndicate, a challenger for the 36th America's Cup, was revealed at the team's base in Auckland, New Zealand. The foiling monohull will undergo a range of tests ahead of its launching.

"This whole America's Cup cycle has been very unique in that we won't race another boat until December," helmsman Dean Barker said in a statement. "It's a completely new class, so there's many things we have to work on to be race-ready."

American Magic is expected to sail *Patriot* in the America's Cup World Series in Auckland, Dec. 17-20; the Prada Cup, Jan. 15-Feb. 22; and the America's Cup (if it wins the Prada Cup), slated for March 6-21, according to Sailing Scuttlebutt.

"We are up against three formidable teams, so it's going to be about doing everything as well as possible, and knowing that there are still plenty of gains on the table," Barker said. "We have to keep chipping away at those and hope we are as good as we can be by the time we start racing in January at the Prada Cup."



American Magic's base of operations in Auckland, New Zealand. Photo: American Magic/Will Ricketson



Patriot was built by a team of 50 in Bristol, R.I., and airlifted to Auckland in early September. Photo: American Magic/Will Ricketson



SAIC

April 14-16, 2021

The Westin Annapolis
Annapolis, MD

Sail America Industry Conference

*Grow
Your Business.
Grow the Industry.*



Sail America



IN THE NEWS

Header-Groupe Beneteau Makes Boat Division Appointments

From Boating Industry

Groupe Beneteau announced that Luca Brancaleon, Yann Masselot and Thomas Gailly have been appointed to take on new roles within the Boat Division's Brand and Product Strategy Department, while Clément Himily has been appointed as CEO of Construction Navale Bordeaux.

Luca Brancaleon, Deputy General Manager, Brand and Product Strategy

After working as BENETEAU Brand Director since September 2017, Luca Brancaleon will be taking on a new role from October 15 as deputy general manager alongside Gianguido Girotti, deputy CEO, Brand and Product Strategy. Brancaleon joined the BENETEAU brand in May 2017 as sales director, after working in various executive sales positions in international and multi-brand environments. He has been part of the boat industry for the past 16 years.



Yann Masselot, BENETEAU Brand Director

After serving as CEO of Construction Navale Bordeaux since September 2018 and LAGOON and CNB YACHTS brand director, Yann Masselot is taking over from Luca Brancaleon as BENETEAU brand director from October 15. Masselot joined the Beneteau boatyard in 1992 and worked in sales for recreational then commercial boats, in the UK then France. In 2000, he was appointed to head up commercial operations for LAGOON and helped drive the distribution network's rapid development, enabling the brand to establish itself as the world leader for catamaran cruisers from 2003.



Thomas Gailly, LAGOON Brand Director

Following his position as customer services director for LAGOON, EXCESS and CNB YACHTS, Thomas Gailly will be taking over from Yann Masselot as LAGOON brand director from October 15. Gailly joined Groupe Beneteau in 2005 and has held various sales positions for the CNB YACHTS, LAGOON and EXCESS brands. He has deep knowledge of the catamaran market and distribution networks.



Clément Himily, Construction Navale Bordeaux CEO

Clément Himily, industrial operations director for Construction Navale Bordeaux, is taking over from Yann Masselot as CEO of this Groupe Beneteau subsidiary. Himily joined the Bordeaux site in 2017, initially heading up production support functions and several industrial transformation projects. Before moving to the boat industry, Himily spent 10 years in various supply and industry positions in the agrifood sector.





IN THE NEWS CONT.

Offshore Sailing School Updates Website, Adds Special Events & New Courses in 2021

Offshore Sailing School has extended its [“Buy Now, Sail Soon” promotion](#) offering savings of 10% on new [Learn to Sail](#), [Fast Track® to Live Aboard Cruising](#), [Live Aboard Cruising](#), and [Fast Track® to Power Catamaran Cruising Courses](#) at its locations on [Fort Myers Beach](#), [Captiva Island](#), and [St. Petersburg](#), Fla. Students now have until December 20, 2020, to enroll and complete a course to earn US Sailing certification, using the Sail Soon 10% savings.



The company recently completed a refresh of its website at www.OffshoreSailing.com, especially improving navigation on mobile devices, adding an electronic brochure for download, and adding an online pricing page for specific courses.

New course dates have been announced for popular [Women's Fast Track® to Cruising Courses](#), where up to four women learn to sail and handle a large cruising boat together from a Saturday to Saturday, earning three US Sailing certifications to skipper boats up to 50'.

- January 9, 2021 on Fort Myers Beach, FL
- February 6, 2021 on Captiva Island, FL
- April 24, 2021 on Captiva Island, FL
- May 1, 2021 on Scrub Island, British Virgin Islands
- October 30, 2021 on Captiva Island, FL

Six [Colgate Sailing Adventures®](#) hosted flotilla sailing vacations will take place in Belize, Exumas in the Bahamas, the Greek Islands, The Seychelles, Tahiti, and the British Virgin Islands.

The 20th Annual [Performance Race Week](#) with North U Coaches will take place April 11-17, 2021, at the Pink Shell Beach Resort & Marina on Fort Myers Beach, FL. This special event is limited to 40 participants and was sold out in 2020 before the date was rescheduled to 2021 due to travel restrictions caused by the pandemic.

[Coastal Navigation and Passage Making Courses](#) will occur in January, March, May, October, and November 2021 on Fort Myers Beach, FL. Celestial Navigation and Offshore Passage Making Courses are planned starting March 3, 2021, on Captiva Island, FL.

A new [Fast Track® to Sailing Course](#) combining learning to sail, with small boat handling and navigation takes place November 7-13, 2021 on Captiva Island, FL.

A special [Catamaran Refresher Course](#) will take place January 11-13, 2021, in Cape Coral, FL. This course aboard the School's Leopard 40 catamaran is for Offshore Sailing School Bareboat Cruising Course graduates who learned aboard monohulls and wish to obtain US Sailing Catamaran Endorsement, or graduates who have been away from sailing for a while and wish to refresh and improve their skills aboard a catamaran.

Offshore Sailing School's US Sailing-certified instructors follow all CDC guidelines, and its classrooms and fleet of boats will continue to be thoroughly cleaned and sanitized before each use.

MEMBER NEWS



VOLUME IV 2020

Benefit Update

CONNECT TO YOUR CUSTOMER!

You may not be aware of this amazing corporate member benefit, but it's a good one! Sail America would be happy to share your news, promotions and more via an email blast to it's over 15,000 consumer emails. If you have any questions, please contact Stephanie Grove at (401) 289-2540 or sgrove@sailamerica.com.

Roughly a garbage truck's worth of plastic waste gets dumped into our oceans every minute.

Read more: [Stopping Single-Use Plastics.](#)



Join us in protecting the ocean! Learn more at sailorsforthesea.org.



MEMBER NEWS

Benefit Update

MEMBER REFERRAL BONUS

As a valued member of Sail America, you can play an active role in helping your industry trade association grow its membership by referring other companies in your network who would benefit from Sail America membership. By referring new member companies, marine reps, sailing schools, riggers, and manufacturers, you're contributing to the vitality of the industry, and the continued success of Sail America. With every new member we become a stronger representation of the industry and our collective voices get louder.

If a new member joins Sail America because of your referral, we would like to offer you the following benefits to say thank you:

1. Acknowledgment at the Industry Meeting at Pacific Sail & Power Boat Show in Richmond, CA, April 2021.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2021.
3. Recognition on Sail America's website.

Please contact Stephanie Grove, Sail America's Membership Coordinator, for more details. She can be reached directly at 401-289-2540 or sgrove@sailamerica.com.

Thank you for your continued support!

MEMBERSHIP RENEWAL

"Your membership is critically important, as our strength is in our numbers and our successes are achieved as a team. Working together, we contribute to the overall advancement of the sailing industry."

Have you renewed?
The Sail America team is standing by to help you renew your membership!

Please call Stephanie Grove at 401-289-2540 or email Stephanie at info@sailamerica.com.



Send us your company news!

Sail America News is interested in your firm's news, events, activities and job postings. Send press releases or inquiries for consideration to Stephanie Grove: sgrove@sailamerica.com.

Sail America's mission is to support the success and growth of its member businesses, which will contribute to the overall success of the sailing industry.

