

Kayce Florio
Sail America
(401) 289-2540
kflorio@sailamerica.com

FOR IMMEDIATE RELEASE

**SAIL AMERICA INDUSTRY CONFERENCE PRESENTED BY B&G
FEATURES SEAN CUMMINGS AS KEYNOTE SPEAKER**

Harley-Davidson Senior Vice President to present on building a brand and the next generation customer

Warren, RI: Sean Cummings, Senior Vice President, Global Demand for Harley-Davidson Motor Company has been announced as the keynote speaker for the upcoming Sail America Industry Conference Presented by B&G.

Mr. Cummings' presentation will discuss the power of the Harley-Davidson brand and their long-term strategy to build the next generation of Harley-Davidson riders, a topic certain to be useful to members of the sailing industry seeking to engage new consumers while working on the evolution of their own brands to reach them.

Mr. Cummings will address the participants on Thursday, June 1, 2017 at 8:45 a.m. at the conference that is being held May 31 - June 2, 2017 at the Milwaukee Marriott in Milwaukee, WI. This three-day event will focus on best business practices and unique strategies for building your business, and will feature a pre-conference regatta at the Milwaukee Community Sailing Center, educational seminars, workshops, and networking events. The conference brings industry leaders together to identify, address, and resolve some of the many challenges in running our businesses every day.

In his role at Harley-Davidson, Mr. Cummings leads U.S. and International Region teams, and the company's Global Demand functions, principally Sales, Marketing, Service, Commercial Operations and Product Planning. He is also part of the company's leadership team.

Mr. Cummings joined Harley-Davidson in 2014 with more than 30 years' international business experience in the power sports and recreational products manufacturing industry. He spent 12 years with Brunswick Corp., parent company of Mercury Marine, where he went from Managing Director of Mercury Canada to Vice President of Marketing – Mercury Outboards to President of Brunswick Billiards.

Cummings has lived and worked in eight countries and, in addition to his significant international experience in Latin America, Europe and the Middle East, has extensive experience in marketing and distribution management. He holds a Bachelor of Science degree from the University of Wisconsin – Madison, and an MBA from Northwestern University's Kellogg School of Management.

To learn more about the conference, visit SailAmerica.com.

About Sail America:

Sail America is the trade association for the US sailing industry and plays a vital role for all companies that are involved in providing sailing-related products and services. Sail America provides much-needed leadership and a unified voice for the sailing industry. Established in 1990 by members of the sailing industry, Sail America now has over 200 members representing all segments of the sailing market. Sail America's mission is to promote the health and growth of sailing.

###