

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

FOR IMMEDIATE RELEASE

**SAIL AMERICA INDUSTRY CONFERENCE PRESENTED BY B&G ANNOUNCES MARCUS SHERIDAN,
"THE SALES LION", ADDED AS KEYNOTE SPEAKER**

*Digital Sales and Marketing Thought Leader will share insights on "Letting Go of the Way
It Has Always Been Done"*

Warren, RI: Sail America is pleased to announce that Marcus Sheridan, "The Sales Lion", will be addressing attendees at its Sail America Industry Conference Presented by B&G, on Thursday, June 1.

The Sail America Industry Conference (SAIC) Presented by B&G will be held May 31 - June 2, 2017 at the Milwaukee Marriott Downtown in Milwaukee, WI. This two-day event welcomes all sailing and boating industry professionals, 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.

Mr. Sheridan, an expert in inbound and content marketing, began his sales, marketing, and personal development blog, "The Sales Lion," in 2009, and has since grown his brand to be synonymous with marketing excellence, featured in multiple industry publications, including the New York Times where he was noted as a "web marketing guru."

Today, Sheridan has become a highly sought after global speaker and consultant in the digital sales and marketing space, working with hundreds of business and brands alike to become the most trusted voice of their industry while navigating the ultra-fast rate of change occurring within consumers and buyers today.

In his presentation at SAIC, Mr. Sheridan will ask the question: What businesses are leading their industry in the new digital world of which we're all a part? He will present the contention that it is not the companies who insist on "doing it the way it has always been done." Instead, in his inspiring talk, Sheridan will show powerful examples of companies that are reinventing their space and breaking all the "traditional" rules of business, and how they are having dramatic results in the process.

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.

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