

**Warren, RI-** Sail America, the trade association for the U.S. sailing industry, welcomed three new members to its 2020 board of directors: Adam Cove, Edson; Tim Finkle, RCR Yachts; and Margriet Mitchell, Jeanneau America/Prestige Yachts. All directors were elected through the association's standard election process. A nominating committee submits candidate names to association members who then vote anonymously on the names put forward. All board members serve for three years.

During the first meeting of the board of directors held in mid-January, Mark Pillsbury of Cruising World Magazine was re-elected as the president of Sail America. Also elected to the executive committee were Peter Trogdon of Annapolis Boat Shows, Ted Winston of Spinlock, Josie Tucci of The Moorings, Kevin Carlan of Mastry Engine Center and Jim Abel as past president from West Marine. The executive team joins the rest of the board members, which includes Freya Olsen, NMMA; Josh Toso, U.S. Sailing; Chris Doscher, Hudson Yacht Group; Reagan Haynes, Soundings Trade Only; Lou Sandoval, Brunswick Corporation-Nautic-ON; Lenny Shabes, American Sailing Association; JF Lair, Beneteau America; and Patrick Turner, Catalina Yachts.

The Sail America board says farewell and extends its thanks to Bob Ross of Sail Northwest and Erin Schanen of SAILING Magazine for their tenure and service to the organization.

## **New Directors to the Board**

### **Adam Cove, Edson International**

Adam is the CEO of Edson International. He has also worked as a yacht designer, engineer, boatbuilder, rigger, sailmaker, and a sailing instructor within the marine industry. Adam graduated from the University of Michigan with a degree in Naval Architecture and Marine Engineering, while also leading their collegiate sailing team as captain. He earned his M.B.A from Salve Regina University. Adam is an avid outdoorsman and enjoys spending time on the water, in canyons, and climbing mountains. He sails year-round in the New England area in coastal and offshore races and relishes time spent cruising on his own boat. Hiking, skiing, rowing, biking, rock climbing, and rafting are his other active passions. Adam is involved in community development measures, including a mentoring program for entrepreneurs, the Regeneration Committee for New Bedford, and teaching at Safety at Sea seminars.

### **Tim Finkle, RCR Yachts**

Tim grew up in New York state, sailed there, coached advanced sailing there, and attended college there. Today he is sales and marketing manager in his family's long time (co-owned) business, RCR Yachts, which also has several of its office in New York. RCR Yachts is a full-service boat business with a primary focus on selling and servicing sailboats. It is a dealer for Beneteau, Back Cove, and J/Boats. Its full brokerage operation has seven sales locations on Lake Ontario and Lake Erie. It also has two boatyards with dockage, mooring, storage, service, and repair. Tim is an active sailor and racer and is the co-chair of the CanAm Challenge—a large, one-design regatta hosted each July at his home club. He is studying to become a Certified Professional Yacht Broker.

### **Margriet Mitchell, Jeanneau America / Prestige Yachts America (Groupe Beneteau)**

Fueled by more than 20 years of marketing management experience, Margriet joined the North American team of Jeanneau/Prestige in early 2016. As a senior level strategist and results-driven leader, she is actively engaged in the latest marketing and media trends. She leads all North American strategic marketing, communication, and special event initiatives for Jeanneau's sailboat and powerboat

divisions, as well as, the company's motor yacht division, Prestige. Prior to joining Jeanneau/Prestige, she worked for a select group of agencies who represented brands in the luxury goods and services market. Margriet received the TWIN Award in 2015. TWIN is the premier awards event for professional women in the Mid-Atlantic and is a highly respected distinction. Honorees are selected for their exceptional vision, contributions, accomplishments, and leadership excellence within their organizations and their community. Margriet was recently appointed to the Marine Marketers of America board of directors. Margriet graduated from Lynchburg College with a B.A. in marketing. A life-long sailor/boater, she lives in Annapolis, Maryland, and is a member of the Annapolis Yacht Club.

**Sail America**--Sail America is the trade association for the U.S. sailing industry and plays a vital role for all companies that are involved in providing sailing-related products and services. Established in 1990 by members of the U.S. sailing industry, Sail America's members represent all segments of the sailing market. With a professional staff, a dedicated board of directors, and a team of volunteers and supporters, Sail America works hard to promote the health and growth of sailing.