



## NEWS & EVENTS

- Sail America Welcomes New Board Members
- SAIC 2019
- 2019 Pacific Sail & Power Boat Show
- Nothing Tops the Power of Boat Shows



## WAYPOINTS

- A Newsletter favorite! Read a Q & A with Peter Trogdon, former owner of Weems & Plath



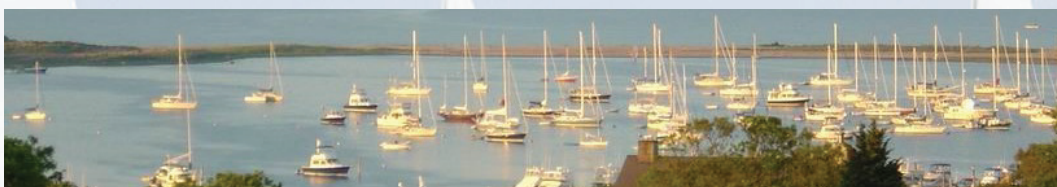
## MEMBER NEWS

- Sailors for the Sea keeps you up to date on environmental news
- Membership Renewal information



## PROGRESSIONS & JOB POSTINGS

- Customer Service Representative, Quantum Sales



# SAIL AMERICA MEMBER NEWS

Volume I 2019



Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT

Greetings Sail America members,

To begin, let me say that as the incoming Sail America president, I feel a bit like a crewmember coming on deck for the dogwatch: a little tentative and thankful that I'll be taking the tiller from a skipper who's steered a steady course. Many thanks then to my predecessor, Jim Abel, and not just for the fact that as past president, he'll remain a member of Sail America's board and a reliable voice of practicality and advice.

Like many of you, I was first introduced to Sail America several years ago at one of the annual Friday morning industry breakfasts held during the U.S. Sailboat Show in Annapolis. I'd recently started work at *Cruising World*, and I remember the event not so much for the food but because everyone in the packed roomful of industry stalwarts somehow seemed to know each other. Over time, I'd realize that this was indeed possible, thanks to those breakfasts, the many boat shows we attend together and the every-other-year Sail America Annual Conferences, the next of which takes place March 6,7 and 8 in Horseshoe Bay, Texas.

As with past gatherings, this year's conference will provide ample opportunities to hear fresh ideas from leaders in other industries, engage with colleagues who face common challenges and seek out new strategies to help tune up your business for what lies ahead. Better yet it's a chance to meet new faces and rekindle conversations with old friends.

As editor of *Cruising World*, I've gotten to know many Sail America members as business leaders and sailors, and over the next couple of years as the association's president, I hope to meet many more. It all starts when we get together next in Texas.

*See you there.*

*Mark Pillsbury*



*Photo courtesy of Catalina Yachts*





# NEWS & EVENTS

## Sail America Welcomes New Board Members

Sail America, the trade association for the U.S. sailing industry, welcomed three new members to its 2019 board of directors: Jean-Francois Lair, Beneteau America; Ted Winston, Spinlock; and Freya Olsen, National Marine Manufacturers Association (NMMA). Lair and Winston 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. Meanwhile, Olsen joins the board as a replacement for Kevin Murphy from the NMMA. Also welcomed back was Chris Doscher, whose expiring term was renewed. 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 elected as the new president of Sail America. Also elected to the executive committee were Kevin Carlan of Mastry Engine Center, Bob Ross of Sail Northwest, Erin Schanen of SAILING Magazine, Josie Tucci of The Moorings and Jim Abel as past president from West Marine. The executive team joins the rest of the board members, which includes Chris Doscher of Hudson Yacht Group; Reagan Haynes of Soundings Trade Only; Lou Sandoval of Brunswick Corporation-Nautic-ON; Lenny Shabes of American Sailing Association; Peter Trogdon of Annapolis Boat Shows; and Patrick Turner of Catalina Yachts.

The Sail America board says farewell and extends its thanks to Scot West of Ronstan and Kimo Worthington from North Sails for their tenure and service to the organization.

## Newly Elected President

### **Mark Pillsbury, Cruising World magazine**

Pillsbury has been the editor of Cruising World magazine for the past 10 years and, prior to that, headed up the publication's Boat of the Year program for several seasons. An avid cruising and racing sailor, he splits his time between his home waters in the Boston area and Newport, R.I. He joined the Sail America board in 2014.



## New Directors to the Board

### **Jean-Francois Lair, Beneteau America**

Lair brings over 25 years of experience in the boating industry, including in both U.S. and global sales and networks management. He has worked much of his last 15 years in leadership roles at the French branch of Beneteau and currently at Beneteau's U.S. offices in Maryland. Lair also previously held top positions in the European branches of WINNS/Scarab, SUNSAIL and JFL Yachts.





# NEWS & EVENTS CONT.

## **Ted Winston, Spinlock**

For over 30 years, Winston has recreationally sailed, raced and taught others the sport. For almost 20 years, he has made his career in the boating industry working in sales, purchasing, product development and senior management. For the past decade, Winston has been the marketing and sales manager for Spinlock's U.S.-based office, covering territory that includes the U.S., Central and South America and the Caribbean. He is on the board of Newport's Ida Lewis Yacht Club and is a member of Sail Newport.



## **Freya Olsen, National Marine Manufacturers Association**

Olsen is a life-long sailor and power boater. She began her career at NMMA in 2004. As assistant director of Discover Boating and Industry Relations at NMMA, Olsen oversees the Grow Boating funding models — part of the integrated marketing efforts of the national Discover Boating campaign. She works with industry stakeholders on the results and benefits of Discover Boating and develops educational opportunities to help them leverage Grow Boating research and assets to benefit their businesses.



*Come sail the RS21 with West Coast Sailing during the 2019 Pacific Sail & Power Boat Show – April 4-7, 2019 in Richmond, Ca.*



# NEWS & EVENTS CONT.

## Sail America Industry Conference 2019

### We're headed to Texas! Join us!

The biennial Sail America Industry Conference (SAIC) heads to Horseshoe Bay, Texas, March 6-8, 2019. Join us for this year's event, which features energizing keynote speakers, rousing general sessions, panel discussions and break-out sessions on topics ranging from Talent Optimization, Turning Conversations Into Customers, Cost Effective Marketing Toolboxes, and more! Hear from Marcelo Puscar, marketing director at Volvo Penta; Mike Zani, CEO of Predictive Index; Brandon Raasch, director of talent at West Marine; and others!

Networking with your industry peers is also fun and productive! Social too! Each evening you can choose from any number of social, team-building and group activities.



### Here's what you need to know:

**Travel:** The arrival airport is Austin-Bergstrom International Airport (AUS). The Horseshoe Bay Resort is approximately 45 minutes to an hour drive by car. Uber services the hotel, and shuttles can be arranged.

**Schedule:** When arranging your flight(s), plan to arrive by 5 p.m. on March 6th to enjoy our welcome reception. Better yet, if you can arrive earlier, at 1 p.m. that day there is a fun afternoon group activity — details to be announced shortly — to kick off the start of the conference. Thursday the 7th offers a full day of conference programming and an evening reception. On Friday, March 8th, we've lined up a morning of exciting speakers you won't want to miss. We've scheduled these speakers and the conference to end at 11 a.m., leaving you plenty of time for travel back to the airport to catch your flight(s) home for the week-end. So again, please join us for the full morning. These are speakers you will want to stay for!

**Hotel:** The Horseshoe Bay Resort in Horseshoe Bay, Texas, is our venue. *Located along the shores of Lake LBJ, Horseshoe Bay Resort's upscale, lifestyle vacation destination puts you just a short drive from Austin and San Antonio. The picture-perfect Texas Hill Country scenery inspires you to unwind in modern rooms, suites and villas, many with views of the lake.*

#### Schedule:

March 6, 2019	1:00 p.m.: Group Activity 6:30 p.m.: Opening Reception
March 7, 2019	8:30 a.m. – 5:15 p.m.: Conference programming, visit the <a href="#">website</a> . 6:30 – 8:00 p.m.: Evening Reception
March 8, 2019	8:30 a.m. – 11:00 a.m.: Conference programming

**Who's Coming?** YOU! **Register** now if you haven't already. Visit the website to learn who else is coming.

Thank you to our sponsors:



JEANNEAU



**Title:** B & G | **Platinum:** Jeanneau, The Moorings, Yanmar/Vetus Maxwell

**Diamond:** National Marine Manufacturers Association, SailTime | **General:** US Sailing, IMTRA Corporation, New England Ropes, Ronstan

**Industry Partners:** YBAA, CPYB



# NEWS & EVENTS CONT.

## 2019 Pacific Sail & Power Boat Show

The Pacific Sail & Power Boat Show will cruise into Richmond, California, again from April 4-7, 2019, featuring the latest in sail and motor yachts, electronics, gear and much more. Exhibitors at both the Craneway Pavilion and Marina Bay Yacht Harbor will be showcasing new vessels along with opportunities to upgrade your power systems, hardware, sails and navigation equipment.

The Craneway Pavilion hosts hundreds of exhibitors in an expansive, waterfront venue, while Marina Bay Yacht Harbor hosts the in-water exhibitors and the Marina pad pavilion with additional booth exhibitors. Both locations feature food vendors, food trucks and facilities and are connected by the scenic Bay Trail as well as shuttle buses.

The show website features the latest list of exhibitors, ticket information, seminar information, parking information and more! Please visit the show website often to stay on top of the latest as we get closer to opening day! [www.pacificboatshow.com](http://www.pacificboatshow.com)



### Two Exciting Features

The show is pleased to announce that it will host the West Coast debut of the new J/99. The J/99 is the newest addition to the J/Sport range, combining headroom and comfortable interior accommodation with the tiller-driven responsiveness of a sport boat. The interior features twin aft cabins, a proper sit-down forward facing nav station, an L-shaped galley and a private forward head with sail locker.

"The J/99 opens up a wide range of sailing possibilities," commented designer Alan Johnstone. "The versatile sail plan, balanced hull form and efficient cockpit will work as well for short-handed offshore sailing as for weekend sailing with friends. The J/99 packs a lot of performance and versatility into a manageable size and budget."

In addition, West Coast Sailing will be showing the new RS21 keelboat and providing opportunities for guests to go out for test sails. The RS21 was developed as a response to the need for a progressive, simple and affordable solution for keelboat clubs that increasingly see the opportunity for fleet ownership, league competition and training. It maximizes low maintenance, value and pure sailing enjoyment.

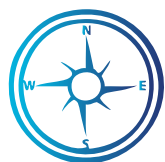


The RS21 features eco-friendly construction with bio-derived resins and recycled core materials, a large open cockpit with comfortable room for four crew, a lifting bulb keel, a carbon composite mast and an integrated Torqeedo electric motor. Don't miss your opportunity to take one out for a spin at the show!

### Ferry Service in Richmond is Open!

We are also excited that the new ferry between San Francisco and the Craneway is now in service, providing even easier access to our visitors! An easy 35 minute ride connects visitors in San Francisco with the ferry landing in Richmond, steps from the gate of the Pacific Sail & Power Boat Show. Opened on January 10th, the service currently runs on week-

days only. With a \$9.00 fare and free parking in Richmond, commuters are eager for the San Francisco Bay Ferry authorities to expand the service during the weekdays as well as on weekends. Stay tuned!



# WAYPOINTS

## PETER TROGDON

Former Owner, Weems & Plath

### ***Navigating the Next Course Change***

*Most sailors are familiar with the iconic Weems & Plath brand, having used one of their precision-crafted navigation tools, weather instruments, binoculars or a hand-bearing compass. For the last 23 years that brand has been in the hands of Weems & Plath owner Peter Trogdon of Annapolis, Maryland. Peter grew up as an outdoor guy in the Spokane, Washington area, and Boy Scouts introduced him to boating in a canoe and a Hobie Cat. Scouting was a huge part of his youth, and he went on to achieve Eagle Scout. The Boy Scout law (“trustworthy, friendly, kind...”) is woven through his personality, and scouts also helped him develop a love of adventure. In 2008, he and his wife Cathie took their downeast Zimmerman 36 from Annapolis to Alaska (think about that for a minute!). In the last 13 years, they’ve logged about 30,000 miles on that boat.*

*Last fall, Peter surprised the industry by announcing the sale of Weems & Plath. He’s still actively involved in the local sailing scene (it’s frostbiting season!), and serves on several boards including the Sail America board. Between trips to see his parents on an island in Washington and an upcoming journey in Chile, we were able to sit down with him and learn more about successfully navigating the sale of a marine business.*

**Q. What led you to buy Weems & Plath and what have you done since then?**

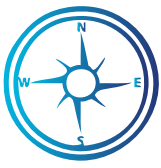
*“If you don’t know what you want to achieve, it’s hard to recognize when you get there.”*

A. “I moved to Annapolis to manage Weems & Plath in 1995 and purchased the company in 1997, and we had 10 people then. My wife, Cathie, joined us part time in 1997, adding a very grounded perspective, great guidance and a positive attitude. Since then we added inter-

national sales, Conant weather instruments, safety products, and corporate gifts and awards. Each fit into our strategy to add sales profits and product diversity. Sales grew to about 4 times and staff grew to 22. This year the company turned 90!”

**Q. Do you have a favorite business philosophy?**

A. “I think that building and protecting the Weems & Plath brand was always our number one goal. To do that, we had the good fortune of having raving fans who told their friends how great our products made them feel. It’s also important to em-



# WAYPOINTS CONT.

power your team, to treat the customer and the vendors as well as you would hope to be treated — basically, the golden rule. I always asked myself, 'What would our famous founder Captain Weems do?'"

***Q. You are a really active and organized guy, whether it be your personal or professional life. Can you tell me a couple of ideas that helped prepare you for an early retirement?***

A. "I've worked hard to have a life that includes working hard and playing hard. A lot of times in small businesses, the owner tends to be the business. My goal from the beginning was to not have the business inextricably tied to me. Even though I was the face of the company, if something happened, the business, backed by a strong team, was solid without me. I've always been a planner. I think you have to figure out your own goals in life and then do things to get there. If you don't know what you want to achieve, it's hard to recognize when you get there! For us, the stars lined up, and Cathie and I realized they were lining up and it was time to move on."

***Q. There are many small businesses (less than 50 employees) within the sailing industry, and I'd guess the majority of owners are closer to retirement than they are to college. How did you know it was time to retire?***

A. "I think the owner/president must replace himself when he realizes that he is not as strong as he was, and that someone else with different skills could better grow the company. At the same time, he must leave the company in great health financially and with great new products/services providing exciting opportunities. He must also have a strong, experienced management team eager to work with the new owner and help him face the challenges ahead. At Weems & Plath, most of our management had been there more than 10 years. It wasn't hard to convince prospective buyers that they could be successful without me."

***Q. It's common knowledge that houses should be painted, decluttered and staged before you put them on the market. What steps did you take to get your company ready for sale?***

A. "In the four years prior to selling, we worked to reduced debt, improve the profit margins, add new markets and invent new products. We also worked to build the team with great people, protect the brand by taking good care of our customers and the consumer. We wanted to be able to stand behind what we were selling 100 percent."



I decided to focus on running the company and pay a broker to manage the selling of the business for me. I had no experience selling a company and a good broker is worth his fee. I believe in hiring smart, experienced people and building long term relationships. So after reading two books on selling a business, I learned enough to hire a good broker to manage that experience."

***Q. You've been an active Sail America board member and have attended the Sail America Industry Conference in the past. What would you say to someone in the industry considering if they should attend SAIC 2019 in Horseshoe Bay, Texas, March 6-8?***

A. "I feel strongly that SAIC is the perfect place to be introduced to new ideas, and new ideas are the fuel that powers growth. Ideas are hugely valuable to every company. It's also a great conference to meet other industry

leaders and learn what is working and not working for them. Industry relationships are a powerful tool that smart leaders invest in every day. There is nothing more important than being there!"

By Margaret Podlich, [mbpodlich@gmail.com](mailto:mbpodlich@gmail.com)

>> CONTINUED ... [Read the rest of the article on www.sailamerica.com](http://www.sailamerica.com).

# PACIFIC SAIL & POWER BOAT SHOW

*and Marine Sports Expo*

**April 4-7, 2019**

**Craneway Pavilion and Marina Bay Yacht Harbor  
Richmond, CA**



*50,000 sq. ft. of Exhibitors on Land*

*On-Water Activities*

*In-Water Displays of the Newest Sail and Power Cruising Boats*

*Expert Seminars to Expand Your Knowledge*

*Special Events*

*On-Site Parking*

*Ferry service from San Francisco to the Craneway scheduled to begin early 2019*

***PacificBoatShow.com***



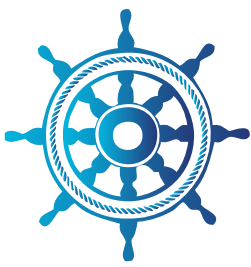
@PacificSailandPowerBoatShow



#PacificBoatShow



@pacificboatshow



# JOB POSTINGS

## Customer Service Representative, Quantum Sales

Chicago, IL, Annapolis, MD, Seabrook,  
TX & Traverse City, MI



The Customer Service Representative (CSR) will work independently to assist Sail Consultant(s) and Service Departments to interact with clients, ensure delivery of products as contracted, and liaise between departments to ensure on time delivery and promise fulfillment. The CSR will provide regional support for all Quantum clients and proactively manage and monitor client accounts to guarantee all clients receive the highest level of satisfaction from their products and their interaction with Quantum Sails. This position will be the primary point of contact for client communication through to order fulfillment. CSRs will focus energies on prospecting for new clients and new revenue opportunities through existing clients. Pay is DOE and full time positions will be eligible for full company benefit package. Please send resumes or CV to [resumes@quantumsails.com](mailto:resumes@quantumsails.com).

### Details:

- Employment Type: Full Time

### Required Skills:

- Desire and ability to provide superior client care
- Meticulous attention to detail
- High level of commitment (promises must be kept)
- Strong prioritization and organizational skills
- Problem-solving skills and granular understanding of supply chain management
- Extensive computer and Internet experience is required
- Solid understanding of Microsoft office applications including, MS Word, Excel, and Outlook
- Strong time-management and decision-making skills
- Ability to communicate effectively orally and in writing
- Required to have and maintain a current driver's license
- Highly motivated and able to recognize and work towards long term goals
- Outgoing personality – engaging, personable, and empathetic to clients' needs
- Basic understanding of sailing and sailing terminology
- Must be able to actively engage new clients at marinas, in boat yards, and in foreign environments
- Forward thinking – must be able to identify and overcome unexpected difficulties
- Committed to success – must embrace the “Say – Do” mentality
- Must be fluent in English and be able to read and write in English

Please send resumes or CV to [resumes@quantumsails.com](mailto:resumes@quantumsails.com).

Find out more: [www.quantumsails.com/en/about-us/employment](http://www.quantumsails.com/en/about-us/employment)





# IN THE NEWS

## Sailing Industry Events

- Progressive New England Boat Show – Boston, MA / February 9-17, 2019
- Progressive Miami International Boat Show – Miami, FL / February 15-19, 2019
- Sail America Industry Conference (SAIC) – Horseshoe Bay Resort Austin, TX / March 6-8, 2019
- Pacific Sail & Power Boat Show – Richmond, CA/ April 4-7, 2019
- Newport International Boat Show -- Newport, RI/ September 12-15, 2019
- United States Sailboat Show – Annapolis, MD/ October 1-14, 2019





# IN THE NEWS CONT.

## Nothing Tops the Power of Boat Shows

**By: Norm Schultz, Soundings Trade Only**

Should we or shouldn't we go? If we go, how big should we be? How many boats should we display? Which models could draw the most sales? After all, displaying at a boat show is a lot of work and expense.

There likely isn't a successful dealer who hasn't asked himself these questions at one time or another. Note, I said successful dealer. That's because the answer to the first question is a resounding yes—we should go.

Our industry's big winter show season began in Houston last Friday and continues this week with the opening of major shows in Chicago, Atlanta, Nashville and Los Angeles, followed next week with big shows in Cleveland, Hartford, Denver, Toronto, and New York.



No matter how one looks at boat shows, they are a dealer's winter economic lifeline. They remain the most cost-effective medium to come face-to-face with thousands of people to generate immediate sales and collect a solid list of prospects for the following weeks. Indeed, studies document that the experience at shows rank as the top influence on an attendee's decision to buy.

For example, 61 percent of buyers made up their mind about which boat to buy while at a boat show and, logically, 95 percent of those buyers visited the boat show display of the brand they finally purchased. Further, the buyers spent an average 48 minutes in the exhibit of the boat they ultimately bought. Statistically, the average number of boat shows a prospect attends before buying is 1.8.

There's no question that today's serious prospects will have spent time on the internet researching products and brands. That's informational marketing and it's very good as far as it goes. From it, a prospect may even know as much about a boat and its equipment as the sales person. But what the computer can't do is conduct experiential marketing. That comes when the prospect smells and feels the boat, sits in it and begins to see himself experiencing the boating lifestyle in it. Enter the sales person's key role.

Today, people don't want to buy what we're selling – they want to believe what we're saying. For a good sales person, it's story telling time. Forget outlining the boat's specs and features. That's transactional selling. We need to provide experiential marketing where an emotional connection is made. That happens when the sales person talks about ways the boat will deliver the experience the buyer is dreaming about — family outings, fishing, tubing, and entertaining.

Successful exhibitors spend time creating an emotional environment in their exhibits. Rather than wall-to-wall boats, designing the exhibit to convey a pleasant setting that speaks "boating," and not just "boats," can significantly boost the emotional appeal. It's all about some staging. It means adding props like cups/plates on a table, a kid's tube, fishing rods and gear, wakeboards in the rack and so on. It all adds more power to the emotional appeal. Follow the lead of the real estate business that has determined a house with furnishings will sell much faster because no one can see themselves living in an empty house.

It's important to assume every prospect entering the display is interested. The common motive for attending a boat show is the unique opportunity to conveniently comparison-shop favorite brands they've likely already researched. Think about it: they've probably had to pay for parking followed by the admission price just to get in. In major cities that can total \$50 or more before seeing one boat. That is a built-in qualifier. After all, it's a lot cheaper to go to a movie (unless you want popcorn!) than a boat show.

One could counter with the idea that it costs nothing to come to the dealership and see the products in the showroom. But we know that will never happen in any significant number, especially while the boat show is in town. Meanwhile, thousands of people at the boat show will walk into an exhibit. They should all be seen as qualified prospects during the initial encounter. Our boat shows, for all the interest and impact of the digital age, still deliver sales. They are where every dealer should be during the next few months of "show season."

Read more online at [Soundings Trade Only](#).

# MEMBER NEWS



VOLUME IX 2018

## 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](mailto:sgrove@sailamerica.com).

***Across the globe ocean enthusiasts are stepping up to reduce single-use plastics, shop for responsibly sourced seafood and reduce their carbon***

***footprint. What will you do to help restore and protect the health of our waterways?***



Join us in protecting the ocean! Learn more at [sailorsforthesea.org](http://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 2019.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2019.
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](mailto: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 Katie Kelly or Stephanie Grove at 401-289-2540 or email Stephanie at [sgrove@sailamerica.com](mailto:sgrove@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](mailto: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.

