



NEWS & EVENTS

- President Mark Pillsbury highlights Boot Düsseldorf
- Sail America announces 2020 Board of Directors
- Sail with the Conference After-Party



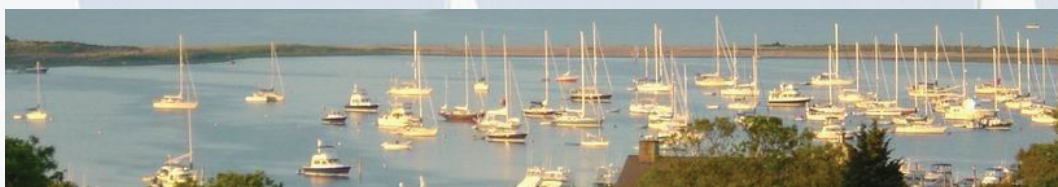
WAYPOINTS

Meet Captain Mike Janota of Sea Star Base Gavlestone; An innovator in connecting children to sailing



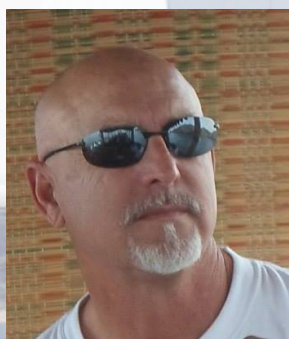
MEMBER NEWS

- Sail America invites members to host "wrap around" events at this year's SAIC in Annapolis, MD
- Sailors for the Sea keeps you up to date on environmental news
- Membership renewal information



SAIL AMERICA MEMBER NEWS

Volume I 2020



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT



Dear Sail America members,

Though well over 100 miles from the nearest ocean, Düsseldorf, Germany, plays host each January to what's become the world's largest gathering of all things aquatic. To call Boot Düsseldorf a boat show doesn't begin to describe the variety of vessels, gear and lifestyles on display throughout the 17 convention halls that make up the Messe, a sprawling fair-ground on the banks of the Rhine River. Organizers instead refer to the expo as an "international water sports trade fair," and even that, I think, falls a bit short. Extravaganza or Aqua-palooza would be more to the point.

According to a summary from this year's Boot, some 250,000 visitors from 106 countries passed through the gates over the course of nine days. On hand to welcome them were 1,900 exhibitors, including three entire halls of sailboats. With European boat builders dominating the market these days, a visit to the show offers a sneak preview of what we here in the States can expect to see in coming months. And, to a company, the builders I visited all continue to view the U.S. as an important, though at times baffling, market, as in "why don't Americans buy more new sailboats?"



Besides the many new models making their debuts, there were a few themes that stood out. I'd say the buzz around multihulls continues unabated and is quickly shifting to include power cats, both for private owners and charter. Among the monohulls, self-tacking jibs and chined hulls still rule, as do galleys built into the transom and the increasing prevalence of home-style appliances down below. More broadly, note the organizers, during conferences and across product lines there was a lot of attention paid to alternative drive systems, sustainable building practices and ocean protection projects.

Put it all together and there was a good deal of innovation on display and excitement about life on the water—both good signs for companies here at home that are looking for ways to connect with people who are passionate about life on the water.

Sincerely,

Mark Pillsbury





NEWS & EVENTS

Sail America Announces 2020 Board of Directors

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.





NEWS & EVENTS CONT.



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 YachtBroker.

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.



**PACIFIC
SAIL & POWER
BOAT SHOW**
and Marine Sports Expo

April 16-19, 2020

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





NEWS & EVENTS CONT.

Sail with the Conference After-Party

By Dave Reed & Jen Davies of Sailing World

Who in their right mind would travel all the way to the 2020 Sail America Industry Conference in Annapolis and not go for a sail? It is America's "Sailing Capitol" after all, right? Well, the stars are in alignment for conference attendees this year, with our sessions wrapping up before the start of the Helly Hansen NOOD Regatta in Annapolis.

This is the biggest stop of the national regatta series, and the popular kickoff event of the local racing season. The regatta, hosted by the Annapolis YC from its outstanding new facilities in Eastport, draws hundreds of one-design sailors who race Friday to Sunday, and the Saturday-only Rally Race, around navigational marks on the Chesapeake Bay, is now an annual favorite for teams looking for a sporting lap of the bay and a big party to catch up with friends old and new.

Races run May 15 to 17, with a party every night at Annapolis YC with music, games, food and a steady pour of Mount Gay Rum and Blue Point Beer. The Helly Hansen store will be stocked with latest gear and NOOD exclusives. For more information and crewing opportunities, visit <https://www.sailingworld.com/helly-hansen-nood-regatta-in-annapolis>.

Sunsail Launches Base to Make Sailing in the Bahamas Possible

Source: Liberty Ash / Yachts & Yachting

Sunsail offers bareboat yacht charters through the islands of Exuma that stretch 100 miles north-south through the heart of The Bahamas. With the reputation as a luxury travel destination, Exuma is the perfect destination to sail the newest additions to the Sunsail catamaran fleet, the Sunsail Lagoon 424 and Sunsail 454W. Each sleeping up to 10 people, the catamarans combine the comfort and livability of home with high performance when under sail.

"Our suggested Exuma charter itinerary takes you from Nassau to as far south as Big Major Cay to as far north as Highbourne Cay. In addition to two free sailing days, charterers have the option to explore five unique cays, each with their own charm and island vibe," said Josie Tucci, vice president of sales and marketing.



The archipelago features anchorages along untouched beaches, year-round sailing conditions, and one of the largest protected marine parks in the world, Exuma Cays Land and Sea Park.

To book a charter holiday in Exuma, including flights, please talk to a Holiday Planner on 0330 332 1165 or book online at www.sunsail.co.uk.



NEWS & EVENTS CONT.

Offshore Sailing School Launches New Experiential Program for Beginning Sailors

With more and more adventurers seeking programs that totally immerse them in learning a new skill, Offshore Sailing School is launching a new six-day/7-night experiential course called Fast Track to Sailing™ that provides a Bachelor of Sailing Certificate for new and returning sailors.



“This industry-first Fast Track to Sailing Course is a result of comments we have received from our Learn to Sail course graduates over the past year, asking for a more intense course over more days that takes them through the advanced sailing level. This new course would also be an excellent refresher for anyone who learned how to sail but hasn’t been able to enjoy the sport in a while,” states Doris Colgate, President of Offshore Sailing School.

Taught on the school's signature, award-winning Colgate 26 sailboats, this comprehensive course covers basic sailing, coastal navigation and advanced daysailing/cruising skills in 44 hours over six days.

Except for 1-1/2 days of in-depth classroom navigation education involving using charts and electronic equipment, participants in this immersive program are in on-water training sessions all other days – starting with a classroom lecture each morning and six hours of hands-on instruction, with a lunch seminar ashore.

Designed by Offshore Sailing School founder, Steve Colgate, for training new sailors and those who want to get into sailboat racing, the Colgate 26 is a highly responsive keelboat with substantial safety features and adjustments normally found on larger cruising boats. “This makes moving on to live-aboard cruising courses easy and fun,” states Colgate because, “in addition to learning how to sail really well, Part III of our Fast Track to Sailing Course prepares students to skillfully handle weather and other issues that can occur with little warning.”

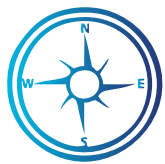


The inaugural start date for Fast Track to Sailing is June 7, 2020 at Offshore Sailing School's Captiva Island, Florida location. Students will stay ashore each night at South Seas Island Resort, set on 360 eco-acres surrounded by the Gulf of Mexico and Pine Island Sound where dolphins, manatees and shore birds make their home. For more details on this course and the US Sailing certifications that students will earn, please view Offshore Sailing School's website [here](#).

Offshore Sailing School was founded in 1964 by Olympian, America's Cup Sailor and National Sailing Hall of Fame Inductee, Steve Colgate.

The school provides a full range of sailing and boating instruction with US Sailing & Powerboat certification – from beginning sailing to racing, advanced cruising, and passage making – at six locations in Florida and the British Virgin Islands. Offshore Sailing School continues its decades-long commitment to the national Leukemia & Lymphoma Society by supporting 24 Leukemia Cup Regattas across the country and LLS Fantasy Sail weekends. In the past ten years, Offshore Sailing School has generated over \$175,000 to help LLS find the cures for blood cancers. The company also supports several other philanthropic causes and organizations located in the areas where its employees live, work and play.

For more information and hi-res images, contact Beth Oliver, Director of Sales and Marketing at 239-985-7516.



WAYPOINTS

MIKE JANOTA
Sea Star Base Galveston

Deep in the Hearts of Texas

Captain Mike Janota was born in Houston but grew up in Oregon in an avid boating family, always around some type of boat. After undergraduate school, he was offered a teaching position on Galveston Island, Texas, which gave him warmer weather and a chance for year-round sailing and racing. He began bringing students to substitute in for regular crew and started a nonprofit for youths called Harris Kempner Memorial Sailing School. This grew into a community sailing club and the construction of a 16-slip marina. Next up was to form a Sea Scott Ship so the kids could be insured. Using Ranger 26s and J24s, his kids had a lot of success in local and regional racing events.

Then Charles Doolin came to visit, they started talking, and realized they had a lot of similar dreams. Fast forward to now, when Sea Star Base Galveston (SSBG) is alive and booming, and Mike is the director of their community sailing program.

Sail America spoke with Mike about his important work with youth, what SSBG is doing, and his impressions of some of the challenges within sailing.

Q. Tell us more about the 10-acre Sea Star Base Galveston (SSBG).

A. SSBG was the dream of Charles and Rosemary Doolin, who paid for the original construction cost of this LEED [Leadership in Energy and Environmental Design] Platinum Design building. It was originally planned primarily for Sea Scouts of the Boy Scouts of America. (Sea Scouts is open to young men and women age 14-20). We soon discovered that with a seasonal customer base, the summer operation and programming would not sustain the year-round operational expenses. Now the Base is a community sailing center, event center, an active Sea Scouts center, and a maritime teaching facility capable of housing 280 people. US SAILING's Betsy Allison describes it as "the finest sailing facility in the US." We've hosted a lot of national sailing events and our disabled program was awarded "Best Program" by US SAILING in just our first year of operation. We've gone out into the com-

"We need to understand that our mission is to make lifelong sailors We've got to make sailing fun, make it inspirational and educational, and develop pride and self-worth in every child that comes sailing."



WAYPOINTS CONT.

munity. For example, the disabled adaptive sailing program incorporates the use of physical and occupational therapy students from the local medical university.

On the assets side, we've got a fleet of 39 boats, a swimming pool, marina and a great building. The entire campus and boats are fully wheelchair accessible.

Q. Where does the funding come from?

A. Membership dues, events, grants, generous donations, and fundraisers. As our service programs continue to expand and we can quantify our success, our ability to secure grants improves. The community sailing program offers discounts for those members who "give back" their time and effort to do various jobs around the base, ranging from instruction, to boat repair, groundskeeping, lifeguarding, and regatta/registration/race committees. This helps defray some of the overhead costs.

Q. What's the range of activities at your facility?

A. We're here for all ages and all abilities. We are teaching classes in small and large boat sailing, kayaking, marine conservation, seamanship, and navigation and swimming.

When the winds are light, we offer swimming and kayaking/canoeing. Our youth sailing program (\$200/year) offers classes every Saturday on Optimist, Pico's, Lasers, FJs, and Hobie 16s. When the winds pick up, we take the students out on Sonars and Pearson Flyers. We offer US Sailing's "Learn to Sail Right" and the "Basic Keelboat" courses. We also have designed our own "Coastal Charting, Plotting and Navigation" class that's popular. Members enjoy monthly socials, Wednesday night races, Saturday fleet racing, offshore and upper bay racing and Schooner Sunday trips.

We also host team building workshops for businesses, involving the seven Sonars or our two schooners. Our 5th floor banquet hall hosts a fabulous view, and we host weddings there with the ability to bring the bride in on our schooner and let the couple sail away on a big catamaran.

We have a 100' power vessel specifically built to teach STEM [science, technology, engineering and mathematics] education to school age kids. We want to inspire, educate, entertain and introduce area youth into the maritime world and its opportunities in their future.

Q. Some studies show that kids are less connected to the outdoors than any other generation to date. Any thoughts?

A. Today's youth are constricted by a variety of choices about how they spend their leisure time. They also face different family dynamics than 30 or 40 years ago. Many come from single parent families or are products of family with substance abuse. Many understandably select the easy, introverted path of social media communication and video games. Kids today need to learn how to talk with each other rather than texting. They need guidance on how to play and work together as a team. Based on my 40 years working with youth sailing, kids thrive on praise, crave adventure, love a challenge, and learn by doing. And they prefer to run in packs. Our programs provide all of that!

On the parent side, I grapple with people unwilling to sacrifice their time and energy for their kid's welfare and future. Call it a sign of the times, but it is much more difficult today than it was in [the year] 2000 to navigate through the menagerie of school district regulations just to get an "at risk" child in the afterschool sailing program.



By Margaret Podlich, mbpodlich@gmail.com

Read the full story [here](#).



IN THE NEWS

Sailing Industry Events

- US Sailing Leadership Forum – San Diego, CA /February 6-8, 2020
- Progressive Miami International Boat Show – Miami, FL/February 13-17, 2020
- Pacific Sail & Power Boat Show – Richmond, CA/ April 14-19, 2020
- American Boating Congress – Washington D.C. / May 13 – 15, 2020
- Sail America Industry Conference – Annapolis, MD/ May 12-14, 2020

SAIC May 12-14, 2020 Graduate Hotel Annapolis, MD

Sail America is encouraging our members to host 'wrap-around' company events at this year's SAIC. This could include staff retreats, leadership meetings, strategic planning meetings and sales team meetings. Sail America will support wrap-around events by:

- Discounted meeting and lodging space for all companies hosting wrap-around events
- Negotiated room rates available at the SAIC host hotel: the Graduate, located in Annapolis, MD
- Direct connection with the hotel 'events team' for coordinating smooth wrap-around events
- Inclusion in SAIC marketing material informing attendees of all wrap-around events and company contact information

Don't miss this unique opportunity to connect, collaborate, and network!

For info contact: Stephanie Grove
sgrove@sailamerica.com
or 401-289-2540



Sail America Industry Conference

Grow
Your Business.
Grow the Industry.

The two-day Sail America Industry Conference (SAIC) is the place for Sailing Industry professionals to learn about new topics and trends, receive updates, and network with over 150 participants. The conference hosts speakers, workshops and panel discussions with industry leaders and colleagues. Featured events include a group activity, a day-and-a-half of educational seminars, an industry reception and more.

Sail America is encouraging our members to host "wrap-around" company events at this year's SAIC. This could include staff retreats, leadership meetings, strategic planning meetings and sales team meetings.

To register and to learn more about SAIC please visit: www.sailamerica.com/events/saic/

SAIC

May 12-14, 2020

Hotel Annapolis
Annapolis, MD

Sail America Industry Conference

*Grow
Your Business.
Grow the Industry.*



Sail America





IN THE NEWS CONT.

Poor Young Dave

Source: *Sailing World* by Dave Reed

Sailing World editor Dave Reed has an ignominious debut in his Frostbite A-Fleet and finds there are two simple lessons to be learned.

There's one bit of advice I've never sees in any sail-tuning guide: "One's leech tension is directly proportional to one's stress level." You know what I'm talking about, right? Well, I do.

My first appearance in Newport YC's Frostbite A Fleet isn't going so well. The one guy I want (or need?) to be ahead of is way out in front, gobbling up all the clean air. Yes, that's Mr. Ritt, the nine-time fleet champion. I'm scrapping for moldy morsels; my blood pressure is spiking. I grunt and curse myself, aloud and under my breath. I pull the mainsheet even tighter, as if that last tug is going to magically boost me back into the hunt. But, it does the opposite.

I'm too busy looking for a way off my little Alcatraz that I don't see my leech is stalled. The red ribbon up high is hanging limp behind the sail. I sure feel slow, and I am because I've blindly tacked into a gaping, windless hole. Bea Grimmitt, who only seconds ago was a few feet to leeward, is now one hundred feet ahead. I can't even make out the tail on her piggly-wiggly wool hat.

"Relax, man. Relax," I think to myself with big exhale. I lean my torso inboard, ease the sheet, and get the clear, frigid water flowing past my metal centerboard again. But it's too late. The damage is done. My fifth position in this race is solid. I've done it to myself.

It happens back at the start, when Ritt nails the pin and shoots out to the left side, tacks and crosses the fleet on his way to his first runaway win of the season. He knew the pin would be favored and said as much during the morning skippers' meeting, when he told everyone the race committee would favor the pin—to keep us from smashing into the race committee barge.

Anticipating a pile up at the pin, I start at the opposite end. The weather mark is barely 500 feet upwind, so my strategy, which seemed to work on the first day, is to keep my options open off the start, to not get pinned on the left. Where I start, though, is where I round the weather mark, fifth or so.

With a sharp turn downwind, I grab the inside lane from Grimmitt and barely beat her to the leeward mark, but as I jibe in a big gust, the tiller slips right through my grippy gloves. [Full story.](#)



MEMBER NEWS



VOLUME I | 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.

#CleanRegattas is the leading sustainability certification for ALL water-based events. Our new and improved 2020 toolkit offers 20 Best Practices for events to use a framework to improve their environmental footprint. Sign up your event today!



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 2020.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2020.
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.

