





NEWS & EVENTS

- Sail America Industry Conference heads to Texas
- Thank You to Our Sponsors
- 2019 Pacific Sail & Power Boat Show® Kicks Off
- Industry Support Accelerates Cancer Cures and Improves Quality of Life for Patients and Families



WAYPOINTS

- Join us next month when this newsletter favorite returns



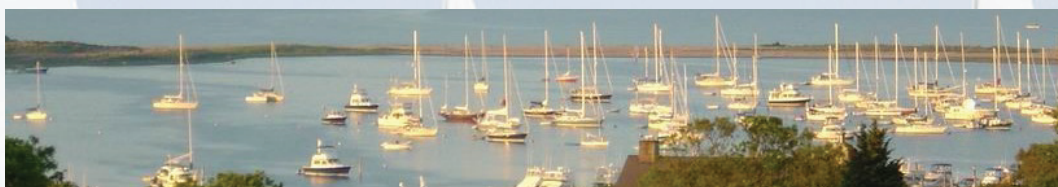
MEMBER NEWS

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



PROGRESSIONS & JOB POSTINGS

- Customer Service with Beneteau America in Annapolis, MD



SAIL AMERICA MEMBER NEWS

Volume II 2019



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America friends,

Call me a winter-weary Yankee, but I eagerly embraced the blue skies, steady southerly breezes and temperatures that hovered right around 80 degrees for all five days of the Miami International Boat Show. With several new sailboats and tents full of gear to check out, there were no lack of things to see and places to go at Virginia Key. But among the highlights of the show, for me at least, were the water taxi rides to and from downtown Miami. Heck, even a slow powerboat ride is pretty darned enticing when the ground back home is frozen hard.

Show-bound in the morning, the taxis were filled with anticipation. Grown adults fidgeted like kids. In the late afternoon and early evening — and once you weathered the boarding queue — couples or groups of friends soaked in the urban skyline as they recounted details of the boats they'd visited and plans they'd made.

I found that each ride to and from the show was a reminder that while we may work in a niche industry building, selling, repairing and fitting out sailboats, what we actually do for a living is much more intangible. It's show biz. And the boat show, well, while it may be our workplace, it's also center stage, the venue where adventures and challenges and rewards — all the reasons we like to sail — are up for grabs.

More than anything, riding Miami's water taxis was a chance to get out on the water and shoot the breeze with sailors, which, if you ask me, is nice work, if you can get it.

For those of you headed to the upcoming Sail America Industry Conference, I'm looking forward to seeing you next week. With exciting content and warm, Texas hospitality, it's set to be a great two days with friends and colleagues.

Mark Pillsbury
President, Sail America





NEWS & EVENTS

Sail America Industry Conference

Grow Your Business. Grow the Industry.

March 6-8, 2019

Horseshoe Bay Resort | Horseshoe Bay, TX

Presented by

B&G



Sail America Industry Conference Heads to Texas

Greetings Industry Friends and Colleagues!

In a few short days, the industry will gather in Horseshoe Bay, Texas, for the biennial Sail America Industry Conference (SAIC) presented by B&G to be held March 6-8, 2019. The two-day event welcomes sailing and boating industry professionals and will feature keynote addresses and insights from presenters from both within and outside the boating industry. The conference also features workshops, panel discussions, networking receptions and more!

The conference opens Thursday morning, with presentations from Marcelo Puscar and Christine Carlson (Volvo Penta of the Americas) on "Future Brands: Marketing in Purpose Driven Economy"; Mike Zani (Predictive Index), presenting on "Talent Optimization: Don't just put butts in seats, craft your talent"; Dave Reed (Sailing World Magazine), leading a panel discussion around the America's Cup; and New York Times bestselling author Jonas Koffler on "Hustle & The Art of Personal Innovation". Throughout the day, breakout sessions will also feature presentations such as "Videos and Marketing" and "Company Culture – How to Make Your Organization a Great Place to Work". These and much more!

The conference continues Friday, with an exciting morning that features Brandon Raasch (West Marine), presenting on "Big HR for your Small Business" and Jeff Coffman (AVALA), presenting on "The Recreational Shopping Experience".

The 2019 Sail America Industry Conference presented by B&G kicks off at 6:30 p.m., Wednesday, March 6 and closes Friday morning, March 8. Other proud supports of SAIC are: Jeanneau America, The Moorings, Yanmar/Vetus Maxwell, Sailing World/Cruising World Magazines, Beneteau America, SailTime, National Marine Manufacturers Association, US Sailing, IMTRA Corporation, New England Ropes, Ronstan, West Marine and American Sailing Association.

Registration is still open and hotel rooms available! Make plans to join us in Texas!

www.sailamerica.com/events/saic





NEWS & EVENTS CONT.

Thank You to Our Conference Sponsors

Title: B & G

Platinum: Jeanneau, The Moorings, Yanmar/Vetus Maxwell, Beneteau, Sailing World/Cruising World Magazine

Diamond: National Marine Manufacturers Association, SailTime

General: US Sailing, IMTRA Corporation, New England Ropes, Ronstan, ASA, West Marine

Industry Partners: YBAA, CPYB



Sail America Industry Conference

Grow Your Business. Grow the Industry.

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NEWS & EVENTS CONT.

2019 Pacific Sail & Power Boat Show® Kicks Off West Coast's Largest Celebration of Marine Sports Seminars, Boat Tours and On-Water Clinics on San Francisco Bay

The Pacific Sail & Power Boat Show announces the 2019 line up of seminars designed to enrich and educate show-goers about sailing, boating, and the marine sport lifestyle over four days in Richmond, CA from Thursday, April 4 through Sunday, April 7.

The Pacific Sail & Power Boat Show attracts all ages of marine sports enthusiasts with introductions to new water sports, boats and equipment, seminars and hands-on clinics.

"Exceptional presenters will enhance the Pacific Sail & Power Boat Show this year, appealing to the next generation of sailors and boaters," said Katie Kelly, Sail America Association Manager. "We are so pleased the sailing and boating experts are gathering once again in Richmond to share their knowledge and skill to help show-goers enjoy their sport at the highest and safest level. We are grateful for the continuing support of Cruising Outpost and New England Ropes, whose sponsorships enable us to present these seminars and on-water opportunities."



Free seminars are presented over the four days of the boat show, suitable for new or seasoned boaters. Topics include how to get your Captain's License, learning about solar powering systems for your boat, how to read the weather, self-steering wind-vanes, emergency rudders and emergency medicine at sea.

New this year is Saildrone Composite Fabricator Jennifer Boyle's Women & Boat Projects, and a panel comprised of Bay Area women-only organizations headed up by Captain Kira Maixner, Sailing Instructor, Modern Sailing School on San Francisco Bay. Giving Women the Tools They Need to Get Out on the Water will provide attendees with a plethora of women-only programs that are focused on tackling issues such as managing fear, confidence about your skills, and finding a mentor, with hopes they join the Bay Area's women sailing community and utilize its resources.

In other seminars, instructors will help show-goers learn how to prepare themselves, their crew and boats to navigate efficiently, avoid hazards and have more fun sailing and boating. Some will highlight close-to-home destinations in the San Francisco Bay, Delta, Farallones, while others focus on more southerly destinations. Cruising the Gold Coast of Mexico, Discovering the Beautiful Anchorages of Mexico with special guest 'The Mayor of Tenacatita' and Cruising the South Pacific seminars offer tips for offshore cruises, as well as how to plan for sailing the world.



Known for his best-selling Boatowner's Mechanical and Electrical Manual and Marine Diesel Engines, Nigel Calder will again present his highly attended Marine Diesel Engines: Maintenance & Troubleshooting and **Understanding and Troubleshooting Boat Electrical Systems** advanced registration seminars. Nigel will also present, along with John and Amanda Neal, an advanced registration Offshore Cruising Seminar. These highly popular seminars sell out annually; attendees are encouraged to register as soon as possible.

Additional details about all seminars are available on the show website, pacificboatshow.com.

For more hands-on learning, there will be on-water boating clinics down at Marina Bay Yacht Harbor and boat show guests are invited to come down, talk with the experts, and try out boating for themselves.



NEWS & EVENTS CONT.

West Coast Sailing is bringing the new RS21 to the Pacific Sail & Power Boat Show's in-water display at Marina Bay Yacht Harbor and visitors can sail her, as they are offering free demo time slots. "We're very picky about the boats we choose to sell and I think everyone will be wowed by the RS21," Chris Brown, Vice President of Sales for West Coast Sailing. "It maximizes accessibility, value, and pure sailing enjoyment. This is the boat to bring wider availability and popularity back to keelboat racing."

510 Waterline offers Stand Up Paddling (SUP) at the F-Dock at Marina Bay Yacht Harbor April 6 and 7 (Saturday and Sunday - weather permitting). Visitors can experience free 20 minute Try-SUP rides on Saturday from 9am-1pm. On Sunday 510-Waterline is offering a SUP Intro class from 9am-11am (fee per person). Registration recommended. Stand Up Paddleboarding is one of the fastest growing water sports. SUP instructors will be onsite at F-Dock to introduce the sport and talk about the latest gear choices and how to participate in stand up paddling in the Bay Area.

Down on the docks of the San Francisco Bay, there is something for everyone as the Pacific Sail & Power Boat Show continues its tradition of educating and entertaining all who love the water.

The Pacific Sail & Power Boat Show celebrates sailing, boating, and the marine sport lifestyle over four days in Richmond, CA from Thursday, April 4 through Sunday, April 7. The show is in its fourth year at Craneway Pavilion and Marina Bay Yacht Harbor and will be open Thursday, Friday and Saturday 10 a.m. to 6 p.m. and Sunday 10:00 a.m. to 5:00 p.m. Details online; on Twitter [@PacificBoatShow](#) and on Facebook [@PacificSailandPowerBoatShow](#).



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

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, Beneteau America Annapolis, MD

Oversee customer service and warranty operations for Beneteau America for both sail and power boat products. Develop policies, procedures, strategy and training for staff and our dealers



BENETEAU
AVANT-GARDE IN BOATING

Major Duties and Responsibilities:

1. Manage, direct and coordinate the work activities, resources and operations of the customer service department.
2. Motivate and develop the customer service team to optimize performance and professional growth.
3. Ensure customer, distributor, dealer and end user satisfaction by providing advice and technical support.
4. Provide education and training to dealer network
5. Manage warranty approvals and disputes and develop warranty reporting system.
6. Troubleshoot and liaise with quality control, manufacturing and engineering departments.
7. Troubleshoot non-routine customer complaints and resolve major issues with orders and warranties.
8. Work closely with Beneteau France, dealer, vendor and end user to organize and direct warranty repairs and to solve product problems.
9. Liaise with legal counsel if needed
10. Conduct factory tours and provide customer service support to boat shows and owner/dealer Rendezvous.
11. Prepare, monitor and maintain departmental budget.
12. Manage dealer services training, spare parts, service analysis and CSI programs.

Minimum Education and Experience: Associates degree or 2 years of college level coursework, plus 5 years of related customer service/warranty experience; or an equivalent combination of education and experience. Boating experience sail or power is a plus.

Knowledge, Skills and Abilities:

- Ability to assess and defuse challenging customer service situations
- Knowledge of boats, sail or power and related systems
- Knowledge of manufacturing process
- Knowledge of computer software applications including Excel, Word, Solid Edge and PRMS
- Ability to effectively communicate with employees, managers and the general public
- Ability to travel on occasion to provide off-site warranty repairs and acquire knowledge in France
- French language skills, a plus

We are looking for motivated, self-starters with excellent communication skills. The candidates must have a strong commitment to quality, process improvement, employee relations, flexibility with schedule /task assignment and be able to support and work in a team environment

Competitive compensation package based on candidate qualifications. Benefits Include: Medical, Dental, Life, Disability, Vision, Prescription, 401k and Vacation.

Candidates should respond with a resume and salary history to k.cater@beneteau-group.com.





IN THE NEWS

Sailing Industry Events

- 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
- American Boating Congress – Washington, D.C./May 13-15, 2019
- Progressive Tampa Boat Show – Tampa, FL/September 6-8, 2019
- Newport International Boat Show -- Newport, RI/ September 12-15, 2019
- United States Sailboat Show – Annapolis, MD/ October 1-14, 2019
- Sail America Industry Breakfast – Annapolis, MD/October 11, 2019





IN THE NEWS CONT.

Industry Support Accelerates Cancer Cures and Improves Quality of Life for Patients and Families

At the October 2016 Annapolis Boat Show, Sail America announced a collaboration with the Leukemia Cup Regatta campaign to support The Leukemia & Lymphoma Society's mission to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and to improve the quality of life for patients and their families. Over 1.3 million people are living with or are in remission from one of these blood cancers.



LEUKEMIA &
LYMPHOMA
SOCIETY®

LEUKEMIA
CUP REGATTA®

These diseases have hit close to home in the sailing community family, with people like photographer Billy Black going through a second battle against lymphoma in 2017 and the Leukemia Cup Regatta's national chairman emeritus Gary Jobson also fighting lymphoma in 2003. Billy, Gary and others in and outside of our sport are living proof of the progress being made in treating blood cancers. In fact, The Leukemia & Lymphoma Society helped advance 19 of the 21 blood cancer treatments approved by the U.S. Food & Drug Administration in 2018. [Learn more!](#)

Here are just a few highlights from the past two years of support that Sail America members have given to the Leukemia Cup campaign:

- West Marine engaged their customers in retail campaigns that have raised over \$180,000, with over \$108,000 of that raised in September 2018 alone.
- The Moorings donated charters for Leukemia Cup auctions and since October 2018 has been inviting their customers who book vacation charters to make a contribution to The Leukemia & Lymphoma Society.
- Offshore Sailing School has donated tuitions for Leukemia Cup auctions and on January 1, 2019, started a "Round Up" campaign, inviting their customers to make a donation to support blood cancer research and treatment.
- In-kind support from companies like Gill, North Sails and Sailing World magazine are encouraging the sailing community to take part in Leukemia Cups and are providing incentives for fundraisers.

Since the start of the Leukemia Cup campaign in 1988, over \$66 million has been raised to accelerate cancer cures. There are so many ways for Sail America members and companies – both sailing and non-sailing – to get involved with the Leukemia Cup Regatta series on the local or national levels. All of us can play a key role in engaging our constituents – the sailing community, customers and vendors – in helping gain ground on the goal of a realizing a world without cancer. [View a video](#) that features testimonials from just some of our Leukemia Cup Regatta supporters and participants. Most importantly, to learn how you or your company can get involved, or for more information, please contact regatta@lls.org or call Marty Siederer at 914-227-4336.

Thank you for your support.



*Thank you for your membership.
Together we are creating events and
programming for the sailing industry.*

MEMBER NEWS



VOLUME IX 2018

Benefit Update

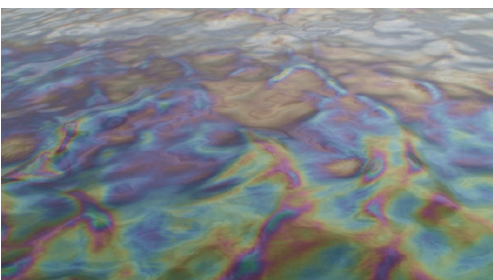
CONNECT TO YOUR CUSTOMER!

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.

***Curious what steps to take if you spill
oil or fuel into the water?***



***Find out in our Green Boating Guide, the go-to
resource for boaters to secure information, tips and
product suggestions for boating in an
environmentally responsible manner.***



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 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.

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.



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.

