



## NEWS & EVENTS

- Sail America Industry Conference preview
- Sailors & the Corona-virus
- Ocean Race 2022



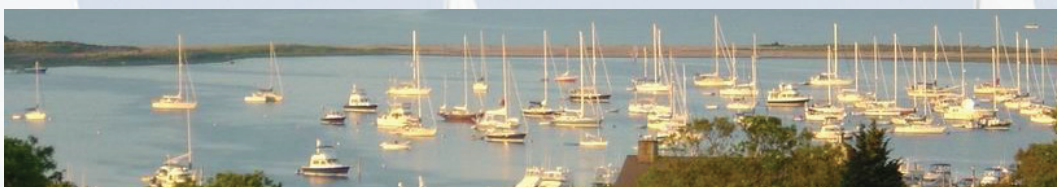
## WAYPOINTS

One Step at a Time compiled by Margaret Podlich and Ali Mitchell.



## MEMBER NEWS

- Limited impact for Groupe Beneteau to date
- Pacific Sail & Power Boat Show cancellation
- Sailors for the Sea keeps you up to date on environmental news
- Membership renewal information



# SAIL AMERICA MEMBER NEWS

Volume II 2020



Photo courtesy of Catalina Yachts



Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT



Dear Sail America members,

Wow, where to start. As I sit down to write a note for this newsletter, the world is being disrupted in ways we couldn't have anticipated. At work, at home and across our communities, we're scrambling to rediscover how to now communicate and engage with family, partners and customers in extremely challenging times.

By now, I'm sure you've heard that Sail America has cancelled plans for this year's Pacific Sail and Power Boat Show. It was a decision that initially the Sail America directors wrestled with. But in the end, with an emergency declaration for the entire state of California and lock-downs on the way, the decision was made for us. In the coming weeks, Sail America's staff will continue to work to mitigate the impact on our many West Coast show exhibitors and vendors, while looking for opportunities to help them still connect with customers, who are, after all, sailors—and sailors still want to go sailing.



Sailing lets us get away and relax, focus on the present, spend uninterrupted time with family. Is there a better antidote to the stressful life waiting back on shore? Shortly after the show was cancelled, I happened to be speaking with Stanton Murray, a longtime Sail America member and yacht broker. He mentioned that in his hometown of New Orleans, Tammany Yacht Club (TYC) was going ahead full steam with plans for the upcoming weekend's Two Against the Lake Race. To rally participants, the race chairman, a local physician, had just sent everyone an email with reasons to sign up: "Social distancing: check. Outdoors with fresh lake breeze: check. Great exercise: check. Sailors likely to maintain a blood alcohol at/ above virucide levels: check.

"Hell, this could be the answer to COVID-19 conundrum!" he continued. "All seriousness aside, the club will be closed in compliance with local guidelines. The SI's will be posted on the TYC website soon, and no live skipper's meeting will be held. So, seek out your most hygienic crew that has no cough or fever and plan to have a fun and healthy Saturday."

Good advice. Go sailing.

Sincerely,

A handwritten signature in cursive script that reads "Mark Pillsbury".

Mark Pillsbury







# NEWS & EVENTS



Dear Pacific Sail & Power Boat Show Exhibitors,

I am writing to you to tell you about the steps that the Pacific Sail & Power Boat Team is taking to support its exhibitors and the boating community. We realize that these are small, but we hope they are seen as positive and hopeful steps that encourage connections between you and the consumer.

1. We are making plans to distribute the show guide in digital format to Sail America's entire West Coast consumer list. Our goal is to remind boaters that you are still open for business. If possible, we encourage you to offer boat show discounts on your website. Additionally, all of the PBS logos can be found when you log on the homepage of the exhibitor portal. The cover will include a message that says:

Although the show is cancelled, our exhibitors are open for business. Inside you will find the show guide as it was meant to be produced. Although we won't be seeing you in Richmond, we do encourage you to visit our exhibitors virtually through the links we have added to this document. In the coming weeks, we also hope to be announcing online webinars for many of the excellent sessions we had planned. Stay tuned to [pacificboatshow.com](http://pacificboatshow.com) for more information. To our first time and returning customers – thank you for taking the time to virtually walk through the show. In these difficult times, a few moments thinking about boating may be a healing tonic. We wish you all the best and look forward to seeing you next year.

2. We are assessing the feasibility of a creating a virtual show using a digital format that presents the show's exhibitor list, with a brief summary of your products with live links to your web site. We will make this available on the show's web site and send it directly to Sail America's consumer list.



# NEWS & EVENTS CONT.

3. We are working with our seminar speakers to create a virtual seminar series based on what we planned on delivering at the show. Once we have a schedule established and speakers confirmed, we will reach out to the exhibitor list, according to seniority, to offer "free" sponsorship a session. These will be offered on a first offered, first take basis.

As you know, this was not a decision arrived at easily, but we believe it is required by the current health crises and is the most prudent course of action to protect our staff, members, exhibitors and attendees. We recognize that the wide-ranging governmental restrictions and subsequent cancellations will impact all of us. We hope that these small steps will help mitigate some of the impacts, though we realize they are no replacement for an actual show.

Should you have any questions requiring immediate attention, please contact either:

**On-land sales:**

Sara Watson

[boatshowsales@sailamerica.com](mailto:boatshowsales@sailamerica.com)

401-289-2540 x 4.

**In-water sales:**

Jorgen Bateman

[jbateman@sailamerica.com](mailto:jbateman@sailamerica.com)

916-826-0454

Sincerely,

Mark Pillsbury

Sail America President

Mark Amaral

Sail America Executive Director (acting)



**Sail America**





# NEWS & EVENTS CONT.

## Business Prep for COVID-19

As guidelines and mandates regarding COVID-19 are rapidly changing, Sail America looks to be a resource for your business. Below are some sources of information for you to stay up-to-date with the changing situation. Not only is it important to put in place the proper protocols and protections to reduce risk to your employees' and customers' health and safety, but it's prudent to put in place plans that help you recover. Below are a few guidelines.

### Suggested sources of information

- [Centers for Disease Control and Prevention Website](#)
- [OSHA guidance on preparing workplaces for COVID-19](#)
- [The Small Business Association](#) has resources to help your business plan and recover including experts who can guide you to resources that will help you recover
- Fisher Phillips Safety Solutions has provided this resource to Sail America members to support in planning and recovery; [those resources can be found here](#)

### How has your business been impacted?

As your business works through the next few weeks, please document to the best of your ability, all direct losses in revenue. Also, when possible, any indirect impacts that you are having as a result of COVID-19 such as lost time, canceled orders, canceled appointments, etc. This information can be used in the future to explain and describe the impacts on your business.

#### Find more resources here:

- <https://www.nmma.org/coronavirus>
- <https://www.latitude38.com/sailing-in-the-times-of-pandemic/>





# NEWS & EVENTS CONT.

## Sail America Industry Conference

As you likely know, we are postponing the Sail America Industry Conference scheduled for May 12-14, 2020 in Annapolis, MD. This decision was made in response to the rapidly evolving coronavirus outbreak across the country, the public health crisis and the limitations imposed by governmental agencies. Although we are disappointed that we won't be able to bring the industry together in May, we believe this postponement is the most prudent course of action to protect our staff, members, and attendees. The Sail America team is currently assessing alternate plans. Please stay tuned for additional announcements regarding the postponement of the conference.



Regardless of when, here is the line-up we intend to deliver: First is "Inclusion Marketing: Strategies for Fostering a More Diverse Audience", Roger Mader, Ampersand, former acting CMO, Subway. Then we have "Top Three Hot Buttons for Small Businesses: Tips and Strategies for Success" with Rieva Lesonsky, SmallBizDaily. Also, "The Southwest Way: Do the Right Thing" with Colette Williamson, Southwest Airlines.

Other proud supporters of SAIC are Helly Hansen, Cruising World/Sailing World, Edson Intl, Hudson Yacht Group/HH Catamarans, Jeanneau, NMMA, Offshore Sailing School, US Sailing, Yammarr/Vetus.

Breakout sessions will feature presentations such as "Nuts and Bolts of Inclusion Marketing" with Roger Mader, Ampersand; "Demystifying Key Tax Laws for Cost Savings: It's All About Planning" with James Eaton, S, C&H Group; "Influencer Marketing Strategies and Best Practices for Any Budget" with Terese Kerrigan, Travelopia; "Chasing the Cup and the NYYC American Magic" with Tucker Thompson, AC Host and Terry Hutchinson, The NYYC Magic/AC.

Thank you to all our speakers, sponsors, and those who have registered. We look forward to getting the industry together in the near future.

### About Sail America

Pacific Sail & Power Boat Show is produced by Sail America. Sail America is the trade association for the U.S. sailing industry and plays a leadership role for all companies that are involved in providing sailing-related products and services. Established in 1990, Sail America works hard to support the success of its member businesses and the sailing industry.

[www.sailamerica.com](http://www.sailamerica.com)







# NEWS & EVENTS CONT.

## Sailors and the Coronavirus

We don't have to remind you that currently the hot topic in the news is the Corona Virus (COVID-19) but we could shed some light on how we think it affects the sailing community. After all, when we get on a boat and the breeze fills the main, we feel the tug of nature on the boat and our body; it is hard to imagine that anything can harm us. Sailing often takes us into a state of euphoria.

It's a great feeling but is that accurate? Are we safe out on the ocean and free of the contagion? Sailing is often a refuge from our life. Sailing takes us away from the ordinary.

Currently, the recommendation from authorities is to practice social distancing. The CDC definition of social distancing is: "remaining out of congregate settings, avoiding mass gatherings and maintaining distance (approximately 6 feet) from others when possible."

Maybe you need to be on a boat.

### Why Choose Sailing In The Corona Virus Climate?

Currently, the big push is to refrain from congregating with large groups of people. Get on a boat and you can easily adhere to that suggestion. It's you and the ocean. Never mind the large school of fish beneath the boat or the pods of dolphins that will roar past you. Those are the crowds you want. Go on the lookout for a whale or watch a soaring bird. Nature is contagious but not in the way a virus is. Getting out on the water will lift your spirits and take your mind off the general dark cloud that is currently hovering over all of our daily interactions.

### Sail Locally

We would not suggest that you cancel your summer sailing plans just yet but consider staying in the country this year for your next sailing adventure. As this situation subsides choose to stay local. Sailing schools across the country offer sailing excursions right in your backyard. From San Diego to Seattle to the Chesapeake to Florida you can find a school that offers charters that do not require you to get on an airplane.

### Here are a couple of examples of flotillas in the US:

- Explore The Pacific Northwest with San Juan Sailing
- Join Narragansett Sailing School on a Tour Of The Cape Cod Islands

A flotilla in the US might not require a trip to an airport so you'll adhere to the advice of avoiding non-essential air travel. A local flotilla might introduce you to waters that, while geographically close to you, might be just as foreign as an exotic port around the world. You'll be surprised by the treasures you can find right under your nose when you attempt to be creative with your sailing excursions.

### Take a Lesson at Your Local Sailing School

You don't have to sit at home avoiding the outside world. Small class sizes at most sailing schools allow for an activity that gets you out of the house and on the water. Again, you'll be free from the crowds and doing that thing we all love to do. Sailing!

### Find a Sailing School

While you may already have ASA 101 Basic Keelboat Sailing you could improve upon your sailing by moving on to ASA 103 and ASA 104. If you want to brush up on your sailing skills ASA 110 or ASA 111 could get you ready for the sailing season.

### What Do You Do If the Sailing Season Has Not Officially Begun in Your Neck of the Woods?

- You can download the [Sailing Challenge App](#) or the [Catamaran Challenge App](#) to practice your sailing skills.
- Take a look at our [videos](#) to help improve your sailing education.
- Get in some reading before you take a sailing course. [Find an ASA textbook.](#)

***ASA would like to remind you to heed the advice of national and local government agencies when dealing with this virus and the dangers that may arise from exposure to those who may be contagious.***





# NEWS & EVENTS CONT.



Sponsored by:



## 2020 YBAA University – 100 Year Anniversary Event Education, Information and Celebration to Advance Professionalism

**July 14, 2020 – Doubletree, Annapolis, MD**  
**July 16, 2020 - Marriott Downtown, Providence, RI**

Last year over 160 yacht sales professionals attended the one-day event in Annapolis on July 23 and Providence on July 25. Also in attendance were YBAA U Sponsors, Partners and CPYB Sponsors who provide generous financial support for the YBAA U's and other YBAA programs such as CPYB.

YBAA's annual YBAA University (YBAA U) events, thanks to our Sponsors and Partners, are offered each summer to providing yacht sales professionals with full-day educational/informational programs. These programs are conducted by industry experts and include updated information on the YBAA MLS system, "Tips, Tools and Tactics" broker expert panels, technology and sales tool insights, timely legal updates, ABYC delivered yacht systems and technical presentations, and valuable peer-to-peer networking. and For this year's 100 Anniversary, a special keynote address by none other than Gary Jobson will be delivered during the events and with a cocktail reception following the day's activities. In addition, CPYB brokers earn 10 education recertification credits towards the 30 recertification credits required to recertify every 3 years.

Early bird registration opens on April 20, 2020. Space is limited so don't miss early bird registration. Stay tuned for additional information.







# WAYPOINTS

## One Step at a Time

“One step at a time.” It’s an old phrase, but a useful one to keep in mind these days. We’re all in uncharted waters right now, trying to navigate without many of the familiar daymarks. Everyone’s routine is out the window, not just yours. We hope this article can provide some useful pointers for how to lead in the face of this uncertainty both internally, with your team, and externally with your customers, clients and stakeholders.

Internally, in this time of uncertainty, it is important to be flexible, while keeping in mind every individual’s different restrictions and abilities. Here are a couple of ideas to help you and your business maintain normalcy.

- Consider having a regularly scheduled weekly staff meeting, via the phone or internet. It helps put some routine back into people’s home-office days, increases accountability, and helps maintain team continuity.
- Try providing structured videoconferencing opportunities to let your staff see each other in low-stake contexts. Go To Meeting and Zoom both offer great, affordable options. Have someone else spend 60 seconds to show participants the mute button, how to show their screen, etc.,
- Think about a theme on Wednesdays—Hat day? Pet day? Just be careful! [Click here for a smile.](#)

Productivity, even for those used to working on a computer all day, will be down. Take it one step at a time but establish and clarify your expectations. As a leader, this means adjusting what you think can be accomplished each day. There are going to be more distractions than we are used to. Some people will be working from the dining table and some from their couch. There may be kids at home, chores to do, and some people in the household who need care. Most importantly, make sure your employees understand that you know what they are facing, and open the door for clear communication.

Here are some ideas for how you can lead with compassion without compromising your company’s work:

- Recognize that for some of your employees, their work may get done after traditional hours. You may even consider letting your employees shift their regular hours.



# WAYPOINTS CONT.

- Help your staff turn off. Working from home, it's sometimes tough to draw a line between work time and home time. Say something like: "At 5 p.m. on Friday, I want you to shut your laptop, and go have a good weekend with your family. It's time to not think about work for a while."
- Open your mouth with compassion. These are your people. Each person is stressed and thinking about things that were not even in their life a month ago. Consider regularly sending them something funny, inspirational or a great photo.
- Increase your communication. Silence is quite lonely when operating at home!

Do you have a business continuity plan for each of your divisions/departments, in case someone on your team gets sick or is out of commission for several weeks? If not, it's time to clarify what must be accomplished, when, and by whom, and write it down. You should also consider regularly meeting with your accountant to make sure you fully understand different income and expenses, and what can be expected.

**External:** Now is a good time to ask yourself the most central questions:

- Who are your customers? What are you able to provide to them? Think about it—it may not be your traditional product (i.e., a new dodger or sail), but what else could you and your colleagues supply them?
- Is there an opportunity to provide internet or social media content, pro tips, ask the experts, or something that shows off your team and keeps your customers engaged with your brand? (remember that you know much more about your products than your customers, and in their minds, you are an expert.)
- Communicate with your customers. Make sure they know you are there for them and what you can do for them.
- Is there an opportunity within the current atmosphere to develop your backburner new product?
- Are there state or small business administration loan opportunities that your company should explore?

**Personal:** Do you want to do something?

- It's a great time to go work on your own boat. Time for that spring polish that you never seem to have time to do? Just don't invite all your friends to participate this year!
- Have any unused N95 masks around your shop, waiting for your next fiberglass or sanding job? Even if the box is open, please consider donating them to your local hospital. (We just found some in our wood shop and the local hospital said "Yes! Please!") Here's a [feel-good article](#) about an industry colleague.
- Healthy? Give blood. Check with your local blood bank for details and opportunities.

Finally, take care of yourself. A very smart friend once told me that when you are in the middle of a huge issue, it's sometimes hard to see that you'll get through it. But in hindsight, you've been through many of those in your life, and you always got out the other side. Remember that, hang in there and know there's more sailing in your future.

Have an idea that you'd like to share? Please email us at [info@sailamerica.com](mailto:info@sailamerica.com).

Our thanks to Margaret Podlich ([mbpodlich@gmail.com](mailto:mbpodlich@gmail.com)) & Ali Mitchell ([amitchell@lighthousecg.com](mailto:amitchell@lighthousecg.com)) for organizing this article for us.

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







# IN THE NEWS

## Ocean Race in 2022

The Ocean Race, as it unveils its 2021-22 route, will make its only North American stopover in the spring of 2022 at Newport, RI. This will be the third consecutive edition of the competition which includes this notable port in its course. The Rhode Island stopover will be one of ten stops during the eight-month 38,000 nautical-mile race around the world, which begins October of 2021 in Alicante, Spain and finishes June of 2022 in Genoa, Italy.

"This is terrific news for our state, again bringing global attention to Newport and Rhode Island as premier tourist destinations and promising to generate tens of millions of dollars in spending and economic impact," says Governor Gina M. Raimondo, Governor of the State of Rhode Island. "I am grateful that The Ocean Race recognizes the value of coming back to the Ocean State and equally grateful to our partner and the official event host, Sail Newport, which has worked hard to ensure this successful event returns."

For the first time, Newport will be hosting two fleets, the IMOCA 60s, foiling boats which push the limits of technology, as well as the one-design VO65 class, which produced the closest race in history in the 2017-18 edition.

"This is the pinnacle event of the sport of ocean racing," says Brad Read, Executive Director of Sail Newport. "These athletes are spending 24 hours a day for weeks on end transiting oceans in storms and calms and as a community we have the privilege of welcoming them to the only stop in North America. "Our entire community will greet them as we have greeted seafarers for generations. We will welcome them and celebrate the human victory overcoming monumental challenge."

"Newport remains an iconic venue for generations of sailors," says Richard Brisius, Race Chairman of The Ocean Race. "It is a town built around the water, and people here hold the race close in their hearts, which makes it a stopover to look forward to for all of our sailors and stakeholders. "When you walk through Fort Adams State Park and down the streets of Newport, you feel enthusiasm and passion for The Ocean Race, and that's something we take pride in and want to return by bringing a great event here again in 2022."

"Fort Adams State Park is the ideal venue to host sailors and fans from around the world and highlight Rhode Island's extraordinary combination of history, natural beauty, wind, and world-class public parks," says R.I. Department of Environmental Management (DEM) Director Janet Coit.

According to Read, the event had a wide-ranging economic and tourism impact on the community. Organizers released a detailed [economic impact report](#) that showed that the 2015 stopover generated an estimated \$47.7 million to the Ocean State's economy. Both events were huge draws for visitors, with over 137,000 people in the race village in 2015 and over 100,000 visitors in 2018.

"The Ocean Race is one of the three pillar events in the sport of sailing, alongside the Olympic Games and the America's Cup, and as such, it provides inspiration and motivation to sailors and sailing fans of all ages," Brisius adds. "But beyond that, The Ocean Race, along with Newport-based partners like 11th Hour Racing, demonstrates that sport can have an impact beyond the playing field. With a comprehensive and innovative sustainability program, together, we are leading the way in making a positive difference in our community."

The 2015 stopover in Newport marked the birth of the sustainability program for The Ocean Race, an initiative that subsequently expanded to all stopovers in the 2017-18 race.

**[Read more.](#)**



# IN THE NEWS CONT.

## America's Cup World Series regatta on schedule for Italy

By: Tony Esposito of IBI News

Despite a virtual quarantine of Italy's 62 million citizens and travel warnings or bans issued from various governments around the world due to COVID-19 coronavirus, the organisers of the America's Cup World Series regatta have said the race will go on.

Italian race syndicate *Luna Rossa*, as the challenger of record, is solely responsible for the regatta which is slated for 23-26 April at Cagliari, and in a statement reported by stuff.co.nz said the organisation is monitoring developments regarding COVID-19 and any impact on the World Series regatta.

"At this stage there are no elements which prohibit the regatta taking place on schedule (with) the Italian government's decree of suspension of the sport activities/events expiring on the 3rd of April," the statement read in part.

Organisers have admitted there is no backup plan should the Italian leg of the regatta be cancelled.

The second of three World Series regattas is to be held in Portsmouth, England in early June, creating concerns for team personnel and equipment coming from Italy regarding quarantine periods.

The situation in Italy is increasingly serious with more than 10,000 total coronavirus cases in the country, and more than 600 deaths, the most confirmed cases and deaths outside of China, where the virus originated.

Italy's economy and tourism had already been taking a hit before the virus struck the country.

The virus is said to have infected more than 120,000 people worldwide, with the US passing 1,000 identified cases and 29 deaths, according to data from Johns Hopkins University.







# IN THE NEWS CONT.

## America's Cup: Where Are We Now?

*Source: Scuttlebutt Sailing News*

As the COVID-19 pandemic flooded the headlines, the first reaction within professional sports was to close locker rooms to the media. The goal was to control the environment for the safety of the players, but media access is an integral aspect of professional sports.

There are league rules which require players and teams to offer media access, as professional sports recognize the media is the conduit between their game and the audience that pay the bills. The better job the media can do at sharing information, the greater connection there is with fandom.

This is what the America's Cup struggles with, as it wants people to care, yet the secrecy among the teams remains prevalent. In the absence of a league office mandating access, the fan connection exists through event history. However, as the event continues to distance itself from this history, access is now needed more than ever.

This was my mindset when I wrote on March 13 about how every professional sport was reporting on their reaction to the pandemic yet only silence was coming from the America's Cup. Considering the competition schedule was to begin with the first America's Cup World Series on April 23-26, and that event is in the virus hotbed of Italy, this was a topic not to avoid.

Later that day, the news finally came out that the Italian event was postponed, but perhaps of even greater note was the deepening fracture between the New Zealand Defender and the Italian Challenger of Record. Once close allies to the extent the Italians helped the kiwis win in 2017, these two teams appear more foe than friend.

The big question now is what to do with the second event of the World Series, as none of the Challengers wanted this event on June 4-7 in Portsmouth, England. A Protocol Amendment was needed for the Defender to make it happen, but with only one event in Europe, pushing the abort button would save a lot of time and money for an America's Cup that needs both.

For now, the America's Cup challenger American Magic (USA) is in limbo. From the team's winter base in Florida, their AC75 **DEFIANT** was packed up and ready for transport, as they were fully prepared to participate in the first competition of the 36th America's Cup as required by the Protocol.

For their next move, the team had this to say on March 14, 2020:

*"We have noted the independent statements made by Emirates Team New Zealand and COR36 in recent days, and as a Challenger have nothing further to add at this time. We await an official updated event schedule from the Challenger of Record and the Defender and will revise our plans accordingly once that is made available."*

**[Read more.](#)**



# IN THE NEWS CONT.

## Limited impact on Group to date says French boatbuilder

Source: IBI News

Groupe Beneteau has issued a statement this afternoon saying it is monitoring developments with the Covid-19 epidemic each day. The statement reads:

In a global environment that is difficult to predict and evolving each day, this situation's impact on the Group's activities is limited.

In accordance with the health authorities' recommendations, and as a measure to protect its employees, all events in and travel to affected areas have been cancelled or postponed. To optimize infection prevention and support for its teams, Groupe Beneteau has deployed various precautionary and information arrangements at all its French and international production sites. It is also encouraging employees to organize meetings remotely in order to avoid having to travel.

To date, the epidemic's impact on the Group's commercial activity has been marginal.

For the Leisure Homes business, the majority of orders were recorded during the first half of this financial year. The next major commercial event will be held in France in June and is still scheduled to go ahead.

For the Boat business, the main boat shows in the northern hemisphere (Europe and North America) – areas where the Group generates 80% of its Boat revenues – were all held during the first half of this financial year. The organizers of several regional boat shows in Asia and the Middle East have chosen to cancel or postpone their events. The Asian market represents less than 4% of the Boat division's revenues (3.9% in FY 2018-19), with 75% in China. The markets in China and more generally across Asia have been contracting for several years, as indicated in previous announcements. This drop in orders therefore predates the appearance of the Covid-19 epidemic. The contraction in sales for these markets was included in the outlook reported for the current financial year on February 4, 2020.

Out of the 26 production sites operated by Groupe Beneteau around the world, two are located in Italy's Friuli Venezia Giulia and Emilia-Romagna regions. To date, these two Italian plants are operating normally.

With regard to supplies from countries affected by the Covid-19 epidemic (China and Italy), the Group has not experienced any shortages and is even seeing production start up again at the Chinese facilities concerned. The current delays in the supply chain will be resolved by arranging air transport.

Groupe Beneteau's production has therefore been only very marginally affected by the Covid-19 epidemic to date. A general update on Groupe Beneteau's short and medium-term outlook will be presented when the strategic plan is published on April 29.



# MEMBER NEWS



VOLUME II 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](mailto:sgrove@sailamerica.com).

***17.6 billion pounds of plastic pollution enters our oceans every year, polluting our beaches, killing marine life and even entering our food chain. Tell Congress to support the***

***Break Free From Plastic Pollution Act today.***  
***#BreakFreeFromPlastic***



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 2021.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2021.
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 Stephanie Grove at 401-289-2540 or email Stephanie at [info@sailamerica.com](mailto: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](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.

