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WAYPOINTS

A Newsletter favorite! Read a Q & A with Liz Baylis, Executive Director of the Women's International Match Racing Association



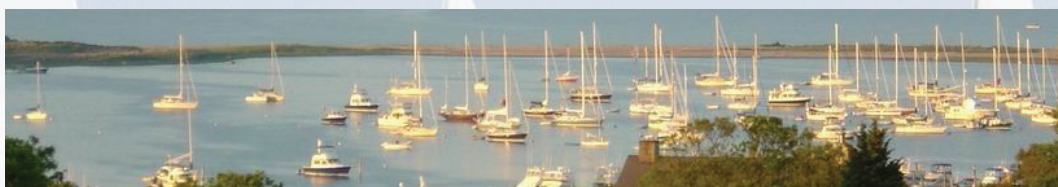
MEMBER NEWS

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PROGRESSIONS & JOB POSTINGS

US Key Account Marketing & Merchandising,
Helly Hansen,
Sumner, WA



SAIL AMERICA MEMBER NEWS

Volume III 2019



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America friends,

It happened in San Francisco. It happened in Bermuda. And on a sleepy winter night at the Jane Pickens Theater in Newport, R.I., it happened yet again. All it took was one glimpse of Amory Ross's stunning video showing American Magic's Mule flying across Pensacola Bay and I, along with a packed houseful of sailors, was sold on The Cup.

Sail Newport and American Magic hosted the event to provide a sneak preview of how the New York Yacht Club's team plans to get to the starting line on March 6, 2021, in Auckland. That's the date and place where Team Emirates New Zealand will defend its trophy. Other teams expected to sail in the challenger series for the Prada Cup include West Coast-based Stars & Stripes Team USA, Luna Rossa Challenge, Ineos Team UK, Malta Altus Challenge and DutchSail AC36.



Collectively, the seven teams vying for The Cup will spend millions, employ hundreds and push the boundaries of boat building to new limits, just as contenders have done since the schooner America out sailed the British in 1851.

At the Sail America Industry Conference in early March, my colleague, Sailing World editor Dave Reed, hosted a panel discussion titled "Trickle Up the Cup: How small companies are contributing to Big America's Cup Campaigns. Panelists included Gougeon Brothers' Alan Gurski, Kevin Carlan from Yanmar and Ted Winston of Spinlock USA. The takeaway from the hour-long presentation was that each company found numerous benefits from their AC involvement, ranging from R&D breakthroughs to greater employee engagement.

As American Magic skipper Terry Hutchinson spoke in Newport, on the screen behind him there was a long list of partners, starting with Airbus, Helly Hansen and Parker Hannifin, three of the bigger names that have signed on for the ride. All the other syndicates will have their supporters too.

American Magic's 38-foot Mule was the first foiling monohull that's been launched in a quest for The Cup. Watching Ross' video of it out soaring was mesmerizing. The real Cup contenders, the AC75s, will make a splash this summer. It ought to be quite a show, and for the companies involved in the 36th America's Cup, and for sailing as a sport, that should be very good for business.

Mark Pillsbury
President, Sail America





NEWS & EVENTS

Sail America Wraps Up Another Successful Industry Conference in Texas

The biennial Sail America Industry Conference (SAIC) landed in Horseshoe Bay, Texas, in early March, for two days of sailing industry camaraderie and learning. “We had a broad cross section of the industry attend, from boat builders and gear companies to dealers and charter companies. It was a really good opportunity to connect with people at a venue other than a boat show, and Texas was fun!” said Mark Pillsbury, editor of Cruising World magazine and president of Sail America. Attendees hailed from Annapolis to Los Angeles to Chicago to New Orleans, with several as first-time attendees.

Volvo Pentas of the Americas opened the day with a presentation by Marcelo Puscar and Christine Carlson that challenged the sailing industry to define and deliver on a stated purpose — one that will help all of sailing. Mike Zani, president of Predictive Index, engaged attendees in an active presentation on the value and importance of talent optimization, featuring survey responses from conference attendees. With the America’s Cup in sailing news more and more, Dave Reed led a panel discussion that included Spinlock USA, Gougeon Brothers and Yanmar on how companies are participating in the Cup and the value that comes with such support. The afternoon featured break-out sessions on best-practices and more.

In the evening, attendees enjoyed a reception and raffle, with prizes donated by Sail America members and conference attendees. With the reception adjacent to a beautiful 18-hole putting green, a quickly assembled tournament of foursomes enjoyed an exciting round of putting golf, with Ben Moon from Ronstan and Shaun Steingold from NavX shooting holes in one! The day wrapped up with celebratory cocktails and congratulations all-around.

The conference continued Friday with a short morning of presentations and networking, before attendees sought delicious Texas barbecue in Austin before their flights home.

“Ideas and opportunities happen at the Sail America Industry Conference. Bringing sailing businesses together is important for our industry. We are a vibrant group, and the more we can ... meet ... and learn from each other, the better for sailing. And, we have a lot of fun! Join us for the next edition of this important industry gathering,” said Katie Kelly, association manager of Sail America. Dates and location of the next SAIC will be announced early this summer.

B&G served as the lead sponsor of the conference, with additional support from Beneteau Americas, Jeanneau America, The Moorings, Yanmar/Vetus Maxwell, Sailing World/Cruising World magazines, SailTime Group, National Marine Manufacturers Association, US Sailing, New England Ropes, IMTRA Corporation, Ronstan, West Marine, American Sailing Association, and partners Association of Yacht Sales Professionals and Certified Professional Yacht Broker.



NEWS & EVENTS CONT.

Sail America Industry Conference

Grow Your Business. Grow the Industry.

March 6-8, 2019

Horseshoe Bay Resort | Horseshoe Bay, TX

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NEWS & EVENTS CONT.

Scenes from the Sail America Conference





NEWS & EVENTS CONT.

Cruising Outpost and New England Ropes present the Seminar Series at the Pacific Sail & Power Boat Show

It's time to plan your seminar schedule for the show! 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 windvanes, 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 - click [HERE](#) to do it now!

Additional details about all these and more are available on the show website, pacificboatshow.com.



NEWS & EVENTS CONT.

Special Events and Activities Add to the Fun at the Pacific Sail & Power Boat Show

Interactive opportunities for the entire family throughout the show.

Visitors to the Pacific Sail & Power Boat Show, being held April 4-7 in Richmond, CA, will have daily opportunities to enhance their experience with a range of activities being offered. From presentations by world-class sailors to hands-on model yacht racing, the show provides engagement for marine sport enthusiasts of all ages.



PACIFIC SAIL & POWER BOAT SHOW



Every Day

Hands-On Boating Sessions

During all four days of the show, West Coast Sailing offers attendees the free opportunity to set sail on the new RS 21 Keelboat. Alameda's Club Nautique offers show goers a 90 minute cruise (fee associated) on their Jeanneau 349 with the opportunity to take the helm under the guidance of their Coast Guard licensed captains. Details on the [boat show website](#).

Radio-controlled model yacht racing from the dock

Daily from Thursday, April 4 - Sunday April 7, 11am and 2 pm, the San Francisco Model Yacht Club will host radio control model yacht sailing and allow visitors to try their hands at sailing the boats. A favorite for young and old alike.

Thursday, April 4

Sail GP Presentation

Two members of the United States SailGP Team will be on hand to conclude programming on opening day of the Pacific Boat Show. At 5 p.m. on April 4, America's Cup champion Rome Kirby and world champion Mac Agnese will take center stage to offer a glimpse into the newest global sports league – SailGP. Now in its world premiere season, SailGP offers a redefined version of professional sailing: short-format, inshore racing featuring top international sailors on six identical F50s – the world's fastest and most technologically advanced race boats. SailGP racing will make its U.S. debut May 4-5 in San Francisco Bay, where sailing's elusive 50-knot barrier is expected to be broken.

Friday, April 5

On Friday evening, April 5 at 6 pm, boat show attendees can join Latitude 38 and Twin Rivers Marine Insurance for their annual TGIF party at Assemble restaurant. Music, small bites from Assemble Restaurant and local East Brother craft beer provided by Latitude 38; Northern California wines provided by Twin Rivers; celebrity sailors, fellow boat enthusiasts and more.





NEWS & EVENTS CONT.



Saturday, April 6

Learn how to Kayak

On Saturday, April 6 from 10am- 3pm [Groundwork Richmond](#) offers free on-water tours with their kayak fleet from the Marina Bay Yacht Harbor. Groundwork Richmond works to restore the environment with the next generation of environmental stewards and strives to remove barriers for young people to participate in joyful outdoor activity. "Outdoor recreation is a meaningful anchor in our environmental justice strategy here in Richmond", says Executive Director Matt Holmes.

Cruisers Party

On Saturday night, April 6 at 6 pm, [Cruising Outpost's](#) Cruisers Party and raffle will raise money for Call of the Sea, which works with [Educational Tall Ships Foundation Project](#) in Sausalito, CA. A one-week sailboat charter in the British Virgin Islands is one of the grand prizes of the raffle. Guests will enjoy the Eric Stone Band, along with complimentary food and beverages.

Saturday, April 6 and Sunday, April 7

Coast Guard Helicopter Search And Rescue (SAR) Demos

On Saturday & Sunday, April 6 & 7 the U.S. Coast Guard Air Station San Francisco plans to give visitors an opportunity to see a search and rescue helicopter first-hand on the ground, and watch an SAR demo on the water. After a fly-by and landing at Lucretia Edwards Shoreline Park next to Craneway Pavilion at 11 am, the Coast guard helicopter is scheduled to be on site for visits until 3 PM, then will lift off and demonstrate an SAR mission off the marina.

Introduction to Stand Up Paddle Boarding

On Saturday, April 6, 9 am – 1pm, Richmond based [510 Waterline](#) offers free 20 minute mini-intros to Stand Up Paddle Boarding with short rides in the Harbor (free). They also have a 'Just Paddle' excursion (fee) on Sunday, April 7 from 9 - 11am. Instructors and fans of SUP will be onsite to introduce you to the sport or talk with you about how you can get out on the water in the Bay Area.



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



NEWS & EVENTS CONT.

Thank You Pacific Boat Show Sponsors

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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

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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



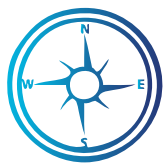
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WAYPOINTS

LIZ BAYLIS

Executive Director of the
Women's International Match
Racing Association

Profile of a skilled sailor giving back to the sport

Liz Baylis is a known name in many sailing circles: 2002 U.S. Rolex Yachtswoman of the Year, executive director of the Women's International Match Racing Association, former sailmaker, America's True (America's Cup 2000) team member, and more than 20 years and 30,000 miles of offshore racing. Her sailing resume is longer than many people's work resume. And it includes quite a few things not common among sailors, including a degree in microbiology and being an adaptive sailing instructor now specializing in teaching visually-disabled match racing. For those of us who have competed with and against Liz on the race course, this dynamo is always doing something new and always going somewhere, fast. Next up on her schedule is navigator on OASACA, a Santa Cruz 50 in the 2019 TransPac, and summer cruising the East Coast with husband, Todd Hedin, in their Sabre 425.

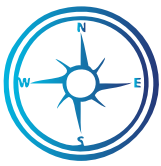
This February, Liz and her San Francisco Yacht Club team competed in the San Diego Yacht Club Women's Invitation Regatta and finished fourth in a strong field of 20 teams. Sail America was able to catch up with her there.

Q. Where did you grow up, and how did you get into sailing?

A. My family has always sailed — I went sailing with my parents and older brothers first when I was three weeks old. I did the junior sailing program at San Francisco Yacht Club and was an instructor there. We grew up with my dad building a boat in our backyard (33' Sparkman & Stephens design, "Molly B"), which was launched when I was eight. Then we sailed that as a family — day sailing, racing, cruising the California coast and the Sacramento Delta.

"One of the sailors told me, 'I came into this event as a blind match racer and I stand on the podium now as a match racer who just happens to be blind.' It's pretty cool to be part of that transformation!"

I did the normal youth progression — El Toro, FJ, Rhodes 19 and the (new) Laser. Then I took a bit of a different twist, as I moved into both small keelboats (J/24s, Express 27s, Moore 24s) and bigger one-designs (Santana 35s, Olson 30s and 911s, Express 37, Santa Cruz 40s and 50s) and IOR boats on San Francisco Bay.



WAYPOINTS CONT.

Q. What are some of the fun things you've done sailing?

A. From 2000-2010, Todd and I had built and owned an Antrim 27 sport boat, and we raced that together with Jim Antrim triple-handed in the Pac Cup (SF to Hawaii) three times (2000, 2002, 2006). A 27-footer is considered small for a 2,000+ mile offshore race, but we had a blast!

The race from San Francisco is often rough upwind/close reach for the first couple of days but then frees up to trade wind, running in gradually warming weather as you head down to the tropical islands. A great race for an overpowered little rocket ship like the Antrim 27 – planing along for six or eight days straight in big rolling waves! And doing the race with two of your best friends and awesome shipmates makes it a real pleasure. If you haven't had the opportunity to race from California to Hawaii, put it on your bucket list!



On another level, I had the privilege of working with the women's sailing team at Oman Sail and coaching them while competing with them in the Sailing Arabia The Tour (SATT). In the first six editions of that race, Farr 30s (ex-Mumm 30s) were used in an event similar to the Tour de France à la voile — point-to-point racing with in-port races at each of the stopovers. But what made this event incredible, aside from the unique fourteen-day experience racing through the Persian Gulf from Bahrain to Qatar to the United Arab Emirates before ending in Oman, was the opportunity to help change the lives of these young Omani women and help them not only build their sailing skills but build the skills to become good teammates and leaders. Incredible experience!

Q. Tell us more about the Women's International Match Racing Association (WIMRA) that you have run for a few years.

A. WIMRA was started in 1996 but by 2006 it had fallen off, so I started updating the calendar, mostly because I was trying to coordinate my own team's travel schedule. With a little help from friends, we got a new website up and started to organize the sailors and events. About that same time there was an effort started to see if women's match racing might be introduced as an event in the 2012 Olympics. The Match Racing Committee of the International Sailing Federation thought that WIMRA would be the perfect advocate for that.

With the financial support of Terry Kohler (Windway Corporation, North Sails) and the technical support of Henry Menin (then chair of the ISAF Match Racing Committee), WIMRA implemented an effort to promote women's match racing around the globe by teaching introductory clinics and helping run regattas. We wanted to grow the participation to a high enough level to convince the leadership in ISAF to vote in favor of

women's match racing in the Olympics. We succeeded for the 2012 Games with a great event.



Since then, WIMRA successfully launched the first and only professional sailing series for women – the WIM Series [Women's International Match Racing Series], which is now entering its seventh year. Since 2013, we have delivered over 28 events around the world, attracting 500 female sailors from 25 countries on 85 teams — experienced Olympians, national champions, world champions and Volvo Ocean Race veterans all competing alongside rising young stars.

We see running the professional sailing series as the top of the pyramid for women's match racing, but we also feel strongly about building the base in introductory match racing for various aspects of the sailing community – youth, adults, men, women and, more recently, blind sailors. So we are still running clinics and helping out the organizers of match racing events for all levels of racers.



By Margaret Podlich, mbpodlich@gmail.com



JOB POSTINGS

US Key Account Marketing & Merchandising, Helly Hansen Sumner, WA



Job Description:

Helly Hansen, a leading manufacturer of high performance outdoor clothing, is looking for a motivated, creative, “self starter” US Key Account Marketing & Merchandising with experience in the outdoor industry. You will work at both our US headquarters in Sumner, WA and in Seattle, WA. Your job will be to build the awareness and strength of the Helly Hansen brand in the US through strong brand storytelling, become the #1 ski brand in the US and the #1 sail brand in the US and provide support to Sales by positively impacting the sell-in and sell-through of HH products.

Specific responsibilities will include:

- Track, evolve and manage Key Account co-op programs to provide year over year increases in key metrics and tell the HH story through co-op marketing channels.
- Integrate industry leading digital program with key account partners' website as well as marketing channels.
- Develop and execute each key account's in store presence including graphics and imagery to tell the Helly Hansen brand story and drive seasonal campaigns at the shop floor level.
- Identify, recommend and develop account specific content telling the Helly Hansen brand story in the Key Account's digital channels.
- Support sales and marketing in seasonal launch meetings and prelines with Key Accounts.
- Present future season marketing plans to Key Accounts and taking focused meetings around the sales launch with their marketing team to solidify marketing plans.
- Seasonal delivery of product copy, imagery and video content to match KA seasonal assortment for online sales. Also delivering assets and packages of content to build agreed upon co-op campaigns.
- Form and deploy training tools and sales contests for Key Account staff to learn about the Helly Hansen brand as well as the product assortment they carry to generate sell through.
- Lead Helly Hansen's key account search word marketing, managing the budget and driving the program to achieve metrics exceeding the market norm. Align products for seeding to review programs and enhanced content.
- Digital store walks of Key Account sites to maintain Helly Hansen marketplace, brand appearance, manage content and identify opportunities.
- Manage 3rd party merchandisers and events teams for in store training and special events at the Key Accounts.
- Plan, staff and execute local events with Key Accounts to drive marketing and sales both at the store level as well as offsite at KA events.
- Manage Sales Support and Co-Op Key Account Budgets.
- Booth Planning, Merchandising for National Trade Shows.
- Creating sales tools for sales reps and wholesale accounts via Excel and Digital Buyer's Guide.
- Marketing execution fully integrated with Product and Sales initiatives within the region.
- Working with / within Central Marketing's Brand & Seasonal strategies.

[Learn more about this position.](#)





IN THE NEWS

Sailing Industry Events

- 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



MEMBER NEWS



VOLUME III 2019

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.

Looking to teach your kids about marine science?



Check out our Kids Environmental Lesson Plans (KELP) that address important ocean health issues including plastic pollution, overfishing and climate change.



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.

