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Join us next month when this newsletter favorite returns



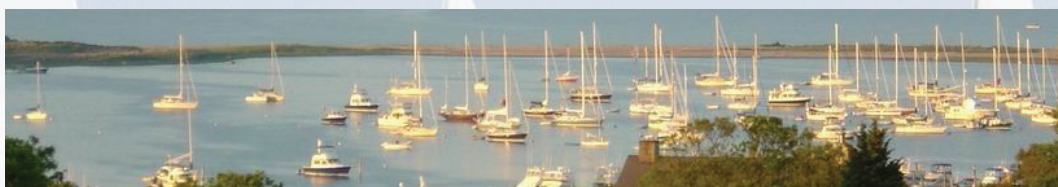
MEMBER NEWS

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Siebel Sailors Program Manager with U.S. Sailing



SAIL AMERICA MEMBER NEWS

Volume IV 2019



**PACIFIC
SAIL & POWER
BOAT SHOW**



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America friends,

It had been a couple of years since I'd last attended the Pacific Sail and Power Boat Show, so it was a treat to take a West Coast swing this spring and pay a visit to the annual gathering of the San Francisco Bay area sailing tribe.

If you haven't had an opportunity to attend, the show is a great way to get a feel for the northern California watersports scene. The on-land portion of the show is held in the Crane-way Pavilion, which was once the largest Ford factory on the West Coast. During World War II, the plant was retooled and military tanks rolled out the door and onto ships. Literally. It's located adjacent to the Rosie the Riveter Home Front National Historical Park and museum, which explores the civilian war efforts that took place here in the States.



The Pavilion is a really good venue for a boat show. Large windows line one side of the building and look out over the Bay, with spectacular views of San Francisco, not to mention anyone who happens to be sailing or motoring by. Overhead, cranes and other industrial equipment remain in place, and large skylights let natural light pour in. During the show, the place is packed with vendors and more importantly, sailors!

In-water sail and powerboat displays are at the nearby marina, just a short walk or shuttle-bus ride away. Rain on Friday, the day I visited the docks, kept the crowd down, but sailors being sailors, as soon as the skies cleared, they appeared out of nowhere to have a look at what's new and afloat.

Besides the many exhibitors, Sail America again organized an extensive seminar series, with both paid and free sessions. This year's line up of events included a water rescue demonstration by the Coast Guard, Discover Sailing, rides on the new RS21 keelboat, an industry breakfast on Friday and a couple of lively and well-attended evening parties.

I found the show to be a great chance to catch up with West Coast Sail America members, and I'd give a big hat's off to Association Manager Katie Kelly and her team for putting on a first-class event. Hopefully, we'll see you there next April.

Mark Pillsbury
President, Sail America





NEWS & EVENTS

Thousands Visit New Boats, Products, Seminars & Events at the 2019 Pacific Sail & Power Boat Show® Celebration of Marine Sports

Enthusiastic visitors put show into overtime

Thousands of boating enthusiasts from across the country attended the 2019 Pacific Sail & Power Boat Show over four days, April 4-7. As the show was closing down on Sunday, crowds stayed on browsing, putting the marine sport lifestyle show into overtime at the Richmond waterfront's Craneway Pavilion and Marina Bay Yacht Harbor.

In its fourth year in Richmond, over 150 exhibitors packed the 45,000 S.F. exhibit space inside the Craneway Pavilion and the in-water boat showcase at Marina Bay Yacht Harbor, featuring some of the newest boats available this year. Boat show visitors demoed new sail boats and tested innovative marine products and gear, taking advantage of expert advice and great boat show discounts.

Camaraderie among the sailing and boating community was at an all-time high. "It was exciting to welcome such a dedicated and collegial maritime crowd, including our passionate exhibitors and in-water boat display participants," said Katie Kelly, Sail America Association Manager. "The Bay Area turnout was great and full ferry service next year will make it even easier and more fun for folks to visit the 2020 boat show."

This sentiment was echoed by Jess Parker Co-founder of 510-Waterline Stand Up Paddle, "I felt really connected with the exhibitors this year! There was a lot of cross-promotion and valuable relationships established. Spinlock asked us to wear their belt packs and they told folks about our SUP lessons. I'm looking forward to next year." And the camaraderie continued into the evening. Latitude 38's TGIF Party was filled to capacity on Friday night and Cruising Outpost's Cruisers Party was a big hit, raising money for the Educational Tall Ships Project in Sausalito, CA.

Hundreds of visitors participated in over 50 seminars on a broad range of subjects from troubleshooting boat electrical systems by expert Nigel Calder, to discovering the beautiful anchorages of Mexico, resources for women sailors, how to read the weather, emergency medicine at sea, offshore cruising and more. Hands-on boating clinics featuring both sail and power boats and radio-controlled model yacht racing were favorites.

West Coast Sailing brought the new RS21 keelboat for show goers to try out. Sales Vice President Chris Brown says "The Pacific Sail & Power Boat Show was extra fun this year thanks to four days of sailing with the public on our RS21, the newest boat from RS Sailing. Marina Bay is a great spot to sail and there's nothing like reaching across the front of Craneway Pavilion with an asymmetrical spinnaker."



PACIFIC SAIL & POWER BOAT SHOW



NEWS & EVENTS CONT.

Boosting the enthusiastic spirit of the boat show, two members of SailGP's U.S. team, Helmsman Rome Kirby and Grinder Mac Agnese, arrived at the Craneway by boat from San Francisco on opening day and walked the aisles talking with visitors and exhibitors about their upcoming SailGP competition on May 4-5 on San Francisco Bay with this exciting new sailing league.

Environment and safety were a focus of the outdoor activities. A big highlight of the show was the U.S. Coast Guard, who showcased their water rescue helicopter on Sunday, Young Groundwork Richmond environmental stewards offered show visitors free kayak tours around the harbor and the West Contra Costa Sea Scouts (Sea Scout Ship Northland) taught rope knotting.

The Pacific Sail & Power Boat Show thanks its generous sponsors: West Marine – the official shuttle bus and lanyard sponsor; Cruising Outpost and New England Ropes who sponsored the seminars; Helly Hansen for being the official clothing sponsor and Mantus Marine the official shuttle video sponsor. Weems & Plath sponsored the Best In Show Awards, which were presented by Sail America to Silver Seas Yachts, Passage Nautical Enterprises, Oru Kayak, and West Coast Sailing at their annual industry breakfast.

Silver Seas Yachts Wins Best In Show at the 2019 Pacific Sail & Power Boat Show®



PACIFIC SAIL & POWER BOAT SHOW

Sail America announced their Best in Show Awards for the 2019 Pacific Sail & Power Boat Show this morning at their annual Industry Breakfast in Richmond. Winners received beautiful awards from Weems & Plath. 150 exhibitors were considered for the awards, including exhibitors featuring new and exciting sail and power boats, marine products, new technology and gear.

Sail America's Association Manager, Katie Kelly, gave her annual update on the association and presented the awards, saying, "One of our favorite parts of the show is the opportunity to interact with our exhibitors as part of this process. Congratulations to all the winners!"

The Best in Show Award was presented to Sausalito's Silver Seas Yachts, an exclusive dealer for Cruisers and Princess Yachts in California, the Pacific Northwest and the Southwest. Silver Seas also represents Tiara, Edgewater, and Maritimo, and has an extensive collection of boats at the show.

Point Richmond's Passage Nautical, an exclusive dealer for Beneteau sailboats, powerboats, Lagoon catamarans and Cut-water Boats, won the Best In-Water Display. Passage also has a large selection of used boats for sale and offers sailing and boating lessons.

Best Booth Display, 200 Square Feet & Under went to Emeryville's Oru Kayak, known for producing the world's first origami kayak. This kayak fits in your closet and quickly transforms from box to boat in minutes and connects people to the water in a unique way.

West Coast Sailing, of Portland, Oregon, took home the award for Best Booth Display Over 200 Square Feet. They debuted the new RS 21 keelboat at the boat show this year, offering visitors the opportunity to take the helm. West Coast Sailing has served the small boat community for over a decade with their expertise and commitment to help their customers achieve the highest possible performance on 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, with exhibitors, seminars, events, and activities for everyone. The show is in its fourth year at Craneway Pavilion (1414 Harbour Way So.) and Marina Bay Yacht Harbor (1340 Marina Way So.) in Richmond, CA and is open Friday and Saturday 10 am to 6 pm and Sunday 10 am to 5 pm. Details online at <http://www.PacificBoatShow.com>, on Twitter [@PacificBoatShow](https://twitter.com/PacificBoatShow) and on Facebook [PacificSailandPowerBoatShow](https://www.facebook.com/PacificSailandPowerBoatShow).

Did you miss the
State of the Industry
Breakfast?

Email
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for a copy.



NEWS & EVENTS CONT.

Scenes from the Pacific Sail & Power Boat Show®





NEWS & EVENTS CONT.

Thank You Pacific Boat Show Sponsors

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Weems & Plath[®]
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NEWS & EVENTS CONT.

What's the Latest on Sailboat Sales?

From: Vicky Yu, Director, Industry Statistics & Research, NMMA

Our latest analysis of the U.S. sailboat market, data just released as part of NMMA's 2018 Recreational Boating Statistical Abstract, indicates that sales rebounded in 2018 to a four-year high.

Production was up 6.8 percent to 3,826 sailboats in 2018. While sales have not rebounded to the highs of the early 2000s, 5,800 sailboat units moved in the previous year. One impact on the sailboat market has been the rise in popularity of sailing charters. While the growth in these ventures have grown across the globe, they are proving to be a significant driver of introducing new customers to the sailing experience.

Unit sales of larger sailing cruisers and yachts 20'+ were up 16 percent and while they reflect just 6.5 percent of the total unit sales, they account for 85 percent of total dollar sales.

2018 also saw a record-high number of imported sailboats added to the market, largely driven by a surge in 14'-21' sailboats from China. A total of 3,140 sailboats sold in the U.S. in 2018 were imported, compared to 2,346 in 2017. More than half of all new sailboats sold in 2018 were imports compared to 10 percent 15 years ago.

While the number of units imported was reaching new heights, the sailboat export market also continued to perform strongly. The market saw its second consecutive year of growth, with the market up at 13.9 percent. The top export regional trading partners in 2018 were the European Union, Canada and Australia/Pacific Islands, which tend to rank consistently at the top of the overall recreational boating export sector.

Production and average price information was provided by Sailing World and Cruising World magazines of the Bonnier Corporation. Download the full Sailboat Sales Trends report from the 2018 Recreational Boating Statistical Abstract by visiting www.nmma.org/statistics.



MAY 13-15, 2019

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REGISTER >

Are you attending the 2019 American Boating Congress?

Sail America will be there! If you plan to attend, email [Katie Kelly](mailto:katie.kelly@sailamerica.com) to let her know. Look for a summary of the Conference in the May issue of SA News.



NEWS & EVENTS CONT.

Doubling Down: The first U.S.-Built Beneteau Oceanis 46.1 Debuts Today

By: Michael Verdon, April 26, 2019

At today's opening of the Annapolis Spring Sailboat Show, Annapolis Yacht Sales will show off the Beneteau Oceanis 46.1. The boat is noteworthy not only because it's the first model off the line from the Beneteau America facility in Marion, South Carolina, but because a nearly identical model is being constructed in Europe by Beneteau's French division.

"From the original concept and drawings, we decided that we'd build the 46.1 in Europe and the US," Jean Francois Lair, president of Beneteau America, told Trade Only Today. "We knew this boat would have significant appeal on both sides of the Atlantic, so it seemed like a no-brainer."

The 46.1 model made its debut last fall at major U.S. and European boat shows, quickly becoming one of Beneteau's "most popular sailboats ever," said Lair. Beneteau has already built 50 units in France since last November for the European market. The U.S. division also imported three models for the U.S. boat shows last fall to kick-start orders by American dealers and their clients.

The concept of building a Beneteau in Marion is not new. The company started manufacturing Beneteau sailboats for the North American market in 1986. It also produces models for other Groupe Beneteau brands. The same simultaneous-build philosophy will eventually happen at the Groupe's facilities in Cadillac, Michigan, where several models of European brands will be built.

Lair says that the European- and American-built 46.1's will be "almost identical," though the U.S. boats will have some minor changes to meet U.S. regulations.

"All the boats built in Marion will also have equipment from U.S. suppliers--sails from North Sails, hardware from Harken and masts from an American supplier," he said. "The only other difference with the European-built boats might be the number of air-conditioning units that are ordered on the American boats."

Beneteau built the first 46.1's in France several months earlier than the first one hit the production line in Marion, in order to correct any potential build problems.

The Marion facility also sent four production managers to France to bring any new construction techniques back to South Carolina. "That made it much easier to start the boat here," says Lair. "We also had two guys come over from Europe to help support the build process. It's gone very smoothly."

Besides supplying North American dealers, Lair says the Marion facility will build 46.1 units for charter operators in the British Virgin Islands.

Manufacturing in the U.S. is much less expensive than importing the boats from France, says Lair. Plus, it gives the company the ability to put a sticker on the transom that reads: "Proudly built in the U.S.A."

"Our customers like the fact that the boats are built here," says Lair. "That gives us a very strong competitive advantage."





NEWS & EVENTS CONT.

ABYC Announces Educator Training Conference

Marine industry educators are invited to the inaugural "train-the trainer" event

The American Boat and Yacht Council (ABYC) announced their inaugural "Marine Service Technology: Educator Training Conference" to be held July 23-25, 2019 in Annapolis, Maryland. The three day conference will feature specific topics to enhance the knowledge, delivery and support of marine instructors and school administrators around the country.

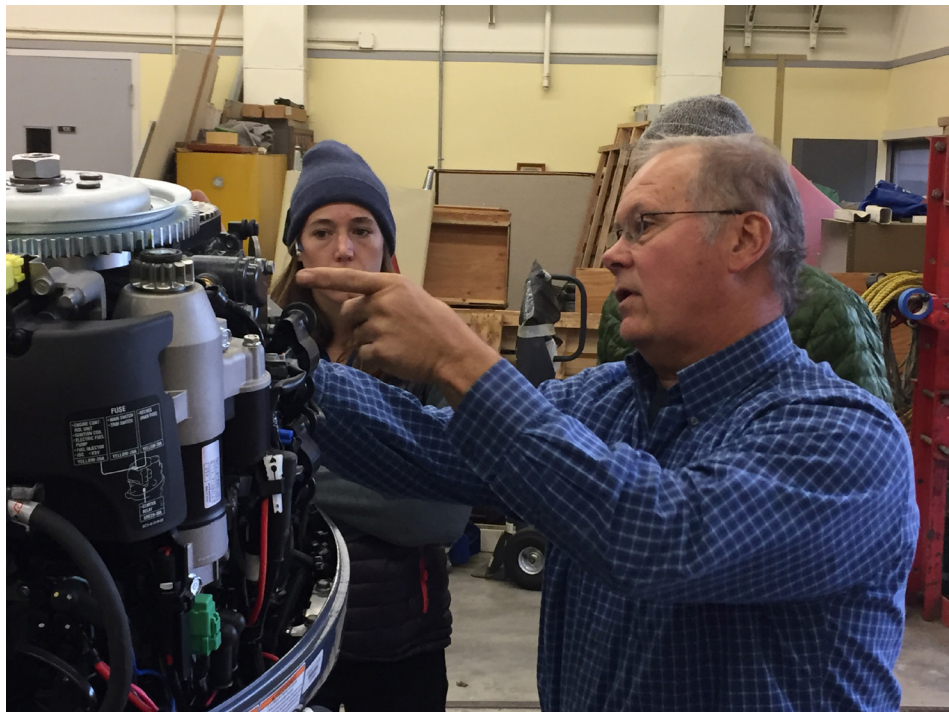


"Whether you have been teaching marine tech for years, or are thinking about starting a marine tech program, this is a must attend event," said ABYC vice president Ed Sherman. "Schools interested in a standards-based curriculum or trying to get more STEM into their shop class will learn how to do this painlessly, while networking and sharing ideas with other instructors."

Conference presentations include:

- The state of the workforce and available solutions
- The evolution of "tech ed" and the modern student
- Stretching instructor knowledge and resources
- Shop stocking, layout and safety
- Creating and managing a curriculum advisory committee
- ABYC resources and how to use them
- Hands-on work with training aids that bring textbook elements to life
- Effective presentation of technical information
- Evinrude outboard program and hands-on curriculum training

To learn more and register visit www.abycinc.org/ ETC. An early bird discount is available until May 31, 2019. Contact ABYC to learn about sponsorship opportunities at 410-990-4460.



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



JOB POSTINGS

Siebel Sailors Program Manager U.S. Sailing



Position Summary

The Siebel Sailors Program seeks to increase opportunity and diversity in the sport of sailing. By providing resources and support to youth sailors from all backgrounds we will develop skilled and life-long sailors who can participate in all aspects of the sport by creating access to equipment, athlete development resources, and expert coaching for underserved populations.

The Siebel Sailors Program Manager will manage all aspects of the Program including, but not limited to, oversight of regionally based employees, curriculum implementation guidance for involved Centers and communication with various stakeholders. They will also serve as a connection point for US Sailing constituents, regardless if they are involved directly with the Program or not. This individual works closely with the Education, Marketing and Youth departments.

Essential Duties and Responsibilities

- Participate in the search process for five Siebel Coaches and the onboarding of all Centers in the Program. The five coaches will directly report to this position.
- Maintain financial oversight of all Program-related activities. This includes management of the budget and related expenditures.
- Work with Siebel Coaches to find avenues for improving gender, racial and socio-economic diversity.
- Oversee US Sailing's involvement with the USOC's FLAME Program.
- Provide guidance on how to properly implement US Sailing's curriculum and training on the Skill Up mobile application. While the primary focus will be on supporting organizations in the Program, it is expected that this position will assist with questions from the general US Sailing community that relate to these topics.
- Communicate regularly with key stakeholders including Centers, Programs and Regional Sailing Associations regarding US Sailing information and resources.
- In conjunction with the Coaches and Network Programs, oversee a Performance Quality Assessment Program (PQA) to track the progress of students in the Program.
- Work with the Education Department to implement a continuing education program for all Network coaches. Where necessary, attend events and communicate with third-party providers.
- Assist with development of National Coaching Symposium agenda, specifically regarding utilization of Program Coaches.
- Identify and encourage cross promotion opportunities within US Sailing's educational offerings. As applicable, make recommendation for products and programs that could be developed to support the goals of the Program. Determine how those items might also benefit other US Sailing member organizations.
- Seek out and promote pathways for sailors to continue their involvement in the sport of sailing.

Minimum Qualifications (Knowledge, Skills, and Abilities)

- Bachelor's degree in a relevant field.
- 5 to 7 years' experience in both sailing education and partnership development.
- Proven skills in project management, operations and customer service/sales.
- Experience working with budgets and/or grants.
- Ability to work effectively through influencing others; be able to consult with and persuade others.
- Must be detail and process-oriented with program and logistics experience.
- Experience effectively utilizing technology.
- Work both independently and within a team.
- US Sailing certifications preferred.

Application Process

To apply for this position, please visit <https://www.ussailing.org/about/our-people/careers/>





IN THE NEWS

Sailing Industry Events

- 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 11-14, 2019
- Sail America Industry Breakfast – Annapolis, MD/October 11, 2019
- Pacific Sail & Power Boat Show – Richmond, CA/ April 2020



MEMBER NEWS



VOLUME IV 2019

Benefit Update

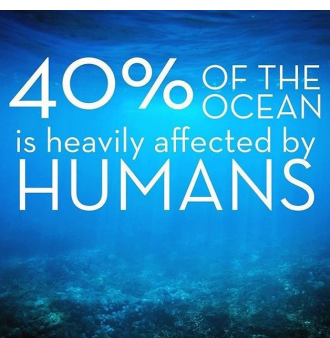
CONNECT TO YOUR CUSTOMER!

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.

It's officially Earth Month!



Did you know that despite having only explored less than 5% of the ocean, as much as 40% of the world's oceans are heavily affected by human activity including pollution, overfishing and the loss of coastal habitats?



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.

