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WAYPOINTS

Q & A with Debbie Huntsman, President, National Women's Sailing Association



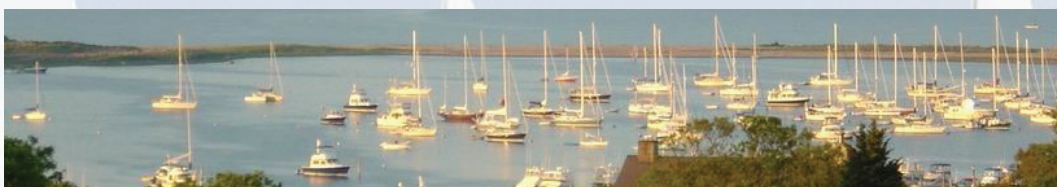
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SAIL AMERICA MEMBER NEWS

Volume VI 2019



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America Members,

This past August, my colleagues and I went to work on our annual task of identifying and previewing the sailboats that are likely to find their way to the North American market in the coming year from builders around the world. My immediate takeaway is this: There's a lot to get excited about, starting with the anticipated 30 or so new models set to make a splash at the U.S. Sailboat Show in Annapolis, Maryland.

Not everyone will make it to the industry's annual coming out party in Annapolis, of course; others will make an entrance later in the year, perhaps at the Miami International Boat Show or at other venues around the country. In all, though, we anticipate there will be close to 50 new sailboats introduced by this time next year.



As a caveat, we only look at cruising-suitable sailboats in the 20- to 60-something- foot range, which excludes smaller sport boats, pure racing machines, and one-off custom builds. And we don't try to predict how many each builder will sell.

But overall, the numbers point to continuing evolution and innovation in our industry. We take it as a good sign that builders are willing to gamble that there will be sailors out there ready to buy into more clever designs, easier sail-handling systems and gear to make life on the water more safe and rewarding.

It was a busy summer on the water. I was lucky enough to spend time around Narragansett Bay, the Boston area and in Maine, and in each location, I was struck by the number of sails I saw on the horizon. Old boat or new, racer or cruiser, owned or borrowed, there are countless ways to go sailing. It's fall. It's show time. Make the most of it.

Mark Pillsbury
President, Sail America





NEWS & EVENTS

Enright & Towill make run at Ocean Race

Source: *Scuttlebutt Sailing News*

Two-time Volvo Ocean Race participants Charlie Enright (Bristol, RI) and Mark Towill (Honolulu, HI), Co-Founders of 1 Degree, announced today that they have formally renewed their team's sponsorship with 11th Hour Racing for a long-term and visionary campaign, with their eyes set on the 2021-22 "The Ocean Race."

The team will be named "11th Hour Racing" after its title sponsor, Rhode Island-based 11th Hour Racing, with the team's primary goal to win the world's toughest crewed round-the-world sailing race, while engaging a broad audience and sailing fans across the globe on the topics of the climate crisis, ocean health and sustainability.

The team's campaign, headlined "what's under the surface connects us," will highlight how the beauty and discovery of life under the water's surface can inspire people globally to adopt more sustainable behaviors, emphasizing how the wellbeing of our ocean is critical to our own wellbeing and informing people about the impacts of climate change on the ocean.

"The opportunity to build on the leadership that Mark and Charlie have demonstrated throughout the years, and develop a new campaign driven by a strong environmental and social ethos, is extremely empowering," said Rob MacMillan, Co-Founder and President of 11th Hour Racing. "We can accelerate change through sporting excellence in sailing, ocean advocacy, and sustainable innovation."

Enright and Towill are aiming for their third round-the-world race dating back to 2014 after previous campaigns with Team Alvimedica (2014-15) and Vestas 11th Hour Racing (2017-18).

"With the incredible support of 11th Hour Racing, we are already hitting the ground running," said Enright. "In two previous campaigns, we have never had the luxury of any long-term preparation and planning for our team, and starting to put the team together now will have a huge impact on our race readiness and pre-race training plan."

The team's first step in its new campaign will begin with the Transat Jacques Vabre starting from Le Havre, France, October 27, 2019. The team will compete using the former Hugo Boss IMOCA 60 boat that has been purchased by the team, rebranded and refitted.





NEWS & EVENTS CONT.

The 11th Hour Racing Team will do its offshore training in advance of the Transat Jacques Vabre out of Port-La-Forêt, Brittany, France, over the next two months, and maintain a training base in Brittany in the near term. The team arrives in Le Havre by October 18.



“Like any new project there are so many things to focus on, but for us some of our priorities right now are getting familiar with the IMOCA 60, and just understanding how these new boats work. Getting prepared for the Transat Jacques Vabre and upcoming Azimut Race, rolling out our sustainability plan and building out the team,” Towill commented.

The Team Ethos: #oceanhour

Recognizing that their sport inherently impacts ocean health, Enright and Towill have become leading voices in sailing and ambassadors for change, championing environmental causes and implementing sustainable practices.

Driven by its vision of vibrant, healthy oceans and communities supported and inspired by the sport of sailing, the 11th Hour Racing Team believes it can achieve high performance on the water while operating with a sustainable model that can inspire others.

This starts by developing a detailed roadmap based on industry best practices and standards. The team has also embraced the United Nations Sustainable Development Goals, a blueprint to secure an equitable and healthy future for everyone by 2030, and will align its roadmap to support progress on their achievement.

Charlie Enright said, “As a team we’ve constructed a robust sustainability plan that consists of four pillars: leadership, innovation, collaboration and legacy. And there are individual aspects within each of those pillars that we aim to achieve over the course of the campaign.”

The 11th Hour Racing Team will focus on the following four principles to guide its mission:

- Be leaders, advocating for ocean health, climate action and sustainability with the industry, communities and fan base.
- Develop innovative solutions to responsibly manage resources, applying circular economy principles to material needs, as well as reducing water and climate footprints, and becoming water neutral and climate positive.
- Collaborate with partners to create sustainable solutions, minimizing the environmental footprint across spheres of influence, including going zero waste and implementing a ban on single-use plastics.
- Leave a lasting legacy by inspiring others to make changes, one degree at a time, including a community outreach program, internships and grant-giving.

Building upon the success of the project that 11th Hour Racing implemented with Towill and Enright during the last Volvo Ocean Race, the team will expand its legacy grant program to support local organizations working on specific areas such as ocean literacy and stewardship; solutions to reduce plastic pollution; ecosystem restoration projects related to climate change and water quality issues; clean technologies within the sailing industry and maritime communities.





NEWS & EVENTS CONT.

Greta Thunberg: Climate change activist arrives in New York

Source: Jeff Brady NPR

After a two-week journey sailing across the Atlantic Ocean, 16-year-old Swedish climate activist Greta Thunberg arrived in New York on Wednesday at a marina in Lower Manhattan.

Thunberg stepped off the emission-free racing yacht that brought her and held a news conference a few minutes later, saying, “The ground is still shaking for me.”

Nevertheless, Thunberg says she didn’t feel seasick once during the trip, despite rough weather that delayed her arrival one day.

Asked if she had a message for President Trump, who has expressed skepticism about the science behind climate change, Thunberg said, “If no one has been able to convince him about the climate crisis — the urgency — then why should I be able to do that?”

Thunberg said she hopes, instead, to spread awareness among Americans about what she calls “the climate crisis.”

The teenage activist, known for promoting school strikes by climate-aware students, says she plans to rest for a few days and looks forward to eating fresh, instead of freeze-dried, food again. She plans to join other activists for a climate protest in front of the United Nations on Friday.

Thunberg is in the U.S. for the United Nations Climate Action Summit and says she sailed to avoid the greenhouse gas emissions that come with flying on a commercial jet.

Thunberg documented her journey on social media, including posts in rough seas with waves crashing over her.

Thunberg says she first learned about climate change when she was 8 years old and became very concerned about the future of humanity. At age 11, she says, she was depressed and stopped talking and eating.

“Later on I was diagnosed with Asperger’s syndrome, OCD and selective mutism,” she told a crowd gathered for a 2018 TED Talk in Stockholm. “That basically means I only speak when I think it’s necessary. Now is one of those moments.”

On Aug. 20, 2018, Thunberg began skipping school and protesting by herself outside Sweden’s parliament. She called it a school strike and demanded that adults do more about climate change.

“I handed out fliers with a long list of facts about the climate crisis and explanations on why I was striking,” she said in a Face-





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book post. She talked about her strike on Twitter and Instagram, and protests quickly spread.

Now, just one year later, students hold hundreds of school strikes every Friday around the world. Thunberg also has been nominated for a Nobel Peace Prize, addressed the United Nations climate conference in Poland and met Pope Francis. The teenager has a knack for making the complicated issue of climate change sound simple. For that she credits being on the autism spectrum, calling it a gift because it helps her see issues more starkly.

"If burning fossil fuels was so bad that it threatened our very existence, how could we just continue like before? Why were there no restrictions? Why wasn't it made illegal?" she asked in her TED Talk.

Thunberg's activism has attracted critics. Conservative French lawmakers boycotted a speech by Thunberg this summer and mocked her as a "prophetess in shorts."

One critic even referred to Thunberg's diagnoses. Australian conservative columnist Andrew Bolt, in a Herald Sun blog post, wrote, "No teenager is more freakishly influential than Greta Thunberg, the deeply disturbed messiah of the global warming movement."

Thunberg shot back on Twitter, "I am indeed 'deeply disturbed' about the fact that these hate and conspiracy campaigns are allowed to go on and on and on just because we children communicate and act on the science."

Still, many teenagers around the globe are attracted to Thunberg's message, and they are showing up in the streets. Last March, students around the world staged a climate strike modeled on Thunberg's school strike. Just about every U.S. state had an event, even in politically conservative areas.

Freddy Finney-Jordet, 17, organized a protest on a street corner in downtown Bend, Ore. He says he was inspired by Thunberg's determination.

"She kind of looks in the camera and has this look of, 'I'm doing this. Nobody can stop me,' " Finney-Jordet says.

Before last spring, gun control and LGBTQ issues were his priorities. "After that protest, which at first I thought was going to be kind of a one-off thing for me, I started taking a look at exactly how severe the climate crisis was, and that's been my focus ever since," he says.

Thunberg's fans will be watching as she joins protests connected to the U.N. Climate Action Summit and then addresses the summit.

She also plans to visit Canada and Mexico before traveling to Chile for a climate conference in December. Thunberg's family says she's taking a sabbatical from school this year to focus on her climate activism.

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





NEWS & EVENTS CONT.



April 16-19, 2020

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

Discover Boating

To connect with new audiences in today's marketing environment, social media is no longer optional — it's a must. Used properly, it's a powerful, effective way to engage more customers, drive traffic to your site and generate leads.

Discover Boating has partnered with Thumbstopper® to make it easy for you to get on board with social media. The Get Social with Discover Boating program is a FREE service that:

- Automatically posts engaging, relevant boating lifestyle content that seamlessly blends in with social media posts on your Facebook business page.
- Offers access to a library of boating lifestyle posts you can use as needed.

Launching and maintaining a consistent, engaging social media presence can be time-consuming. Automated postings allow your team to focus on sales—while increasing the engagement and awareness of your business.

Vetus Maxwell Expansion

Source: Soundings Trade Only

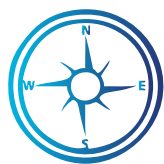
Vetus Maxwell has expanded its office facilities and warehouse capacity in Hanover, Md. The larger 17,500 square-foot warehouse area can incorporate product storage and the supply chain manager's office. It also has an extra dock door for shipping and receiving. The extended office space includes a conference and training center.



"It is vitally important that dealers can supply our products to consumers quickly and efficiently," Chris DeBoy, Vetus Maxwell vice president of sales and marketing, said in [a statement](#). "We are, therefore, very pleased to announce that operations are now continuing from our expanded warehouse and office suite in Maryland, enhancing our capability to supply our products without delay, meet delivery expectations and retain the confidence of our customers as a reliable partner."

Vetus offers more than 4,000 products including windlasses, exhaust systems, thrusters, stern gear and strainers.

"Our warehouse staff receive product from all over the world to be distributed out from the Maryland location and we are proud to be able to step this distribution service up to another level," said DeBoy.



WAYPOINTS

DEBBIE HUNTSMAN

President, National Women's Sailing Association

A Force for Good: Debbie Huntsman

Anyone who has met Debbie Huntsman knows she is a force. The good news is that sailing is the current beneficiary of her exorbitant energy and volunteer time. In the past, Debbie has been a commander in the U.S. Coast Guard Auxiliary, commodore of the Lake Pleasant Sailing Club in Phoenix and commodore of Lake Pontchartrain Women's Sailing Association. She's a certified instructor for U.S. Sailing, U.S. Coast Guard Auxiliary, the National Safe Boating Council, the states of Louisiana, Utah and Arizona and the United States Power Squadrons. Now Debbie and her husband of 40 years, Ed, have moved back to Phoenix from New Orleans. She's mid-stride as president of the National Women's Sailing Association, so we grabbed some time with Debbie to talk sailing, what's up, and how to encourage more women to enter into the sport.



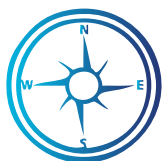
Q. Debbie, what got you hooked into sailing, and how did that introduction go?

A. My husband — we had been married for a while — asked if I wanted to go sailing in Mission Bay on what I think may have been a Flying Scot. I asked, "Who is going to take us?" To my surprise he knew how to sail. We — even though I was still a reluctant participant — owned a boat the next week.

Q. National Women's Sailing Association (NWSA) is "dedicated to enriching the lives of women and girls through education and access to the sport of sailing." Tell us a little more about NWSA and how it helps females get into and stay in sailing.

A. One of the obstacles to women taking the helm is someone believing they should. NWSA believes in equity on the boat, as well as off. We also encourage women and girls in lower social economic situations to give sailing a try. We believe the future of sailing is firmly based in accessibility and equity.

Q. You've taught boating and sailing to lots of people over the last 20 plus years. Do you have any insights you'd like to share with the sailing industry about the people trying to enter the sport?



WAYPOINTS CONT.

A. First getting on a boat, without much sail training or experience, is still more difficult for a woman. So we — NWSA — offer low-cost bits of sailing knowledge. I've done seminars about rigging a small boat, for example, or safely lifting a trailered boat using a hoist — skills that a boat skipper may really appreciate help with. We also use our social media network as a knowledge base. Women Who Sail also does this exceptionally well, with 17,000 members they have a huge sailing brain trust.

People want to have a certain level of skill before they run out and buy a boat, even a small one. Hands-on training, subject seminars, workshops, resources for technical problems all help to build confidence so newer sailors feel they can get out there and go sailing. Our community makes buying a boat less daunting too, an achievable goal. Women are buying boats.

Q. We heard that you and some friends restored a Flying Scot at New Orleans Yacht Club and taught a bunch of women to sail. Can you share more of that story?

A. The boat was saved by Ella Stewart McCulloch and a few other sailors with the Lake Pontchartrain Women's Sailing Association. After it had been used hard for several years, it was wrecked on the seawall in a squall; then Katrina came around and the boat sat unattended for several more years. Rescuing it was a very valuable experience — several women became quite familiar with the boat and learned about fiberglass work, centerboard gaskets, rigging and more. Then we used the boat, named "Femme Fatale," to introduce both women and men to sailing. A lot of generous people helped. There is some evidence the exercise of reviving the boat made several new sailors: sailors who learned about the machine, then learned how to use it. It was fun.

Q. You are always trying something new, so what's next?

A. Two things. I'm helping to organize WOWZR — Women on the Water Zonie Regatta — on the weekend of November 1-3, 2019, on Lake Pleasant, Arizona, and a Coastal Safety@Sea [course] for women on October 26, 2019, at the Northwest Maritime Center in Port Townsend, WA. More info: <https://www.womensailing.org/>

Both have the goal to help women extend their skills in sailing. The Coastal Safety@Sea is a two-part course. US Sailing has a great online course which is part one. The October 26 [course] is part two: participants will have hands-on experiences with flares, lifejackets, radios and we hope even a rescue basket without the helo [helicopter]. The instructors are — like the WOWZR and most of our program — highly knowledgeable women.

The Lake Pleasant Zonie Regatta is designed to bring in women from all over the country who want to get more comfortable in keelboats, learn from great women coaches, and take their sailing another step — whether it's to fly a chute for the first time or start a boat in a race. The weekend will culminate in a fun Sunday regatta, and we'll have lots of social time too. This is the perfect event to gain confidence in your own sailing skills, to meet some great new friends, and to see an "exotic" sailing venue. <https://www.womensailing.org/women-on-the-water-zonie-regatta>.

I hope some of Sail America's members will cut and paste and share these opportunities with their customers and friends!

By Margaret Podlich, mbpodlich@gmail.com



'Sailing on Lake Pontchartrain aboard her boat, BLISS, a Santana 23D'

SAIC

May 12-14, 2020

Hotel Annapolis
Annapolis, MD

Sail America Industry Conference

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Your Business.
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Sail America

SAIL AMERICA INDUSTRY MEETING



Friday, October 11, 2019

7:45AM – 9:30AM

ANNAPOLIS WATERFRONT HOTEL • BALLROOM SOUTH/CENTER
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Sailing Industry Annual Distinguished Service Award presentation

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IN THE NEWS

Sailing Industry Events

- United States Sailboat Show – Annapolis, MD/ October 11-14, 2019
- Sail America Industry Breakfast – Annapolis, MD/October 11, 2019
- Progressive Tampa Boat Show – Tampa, FL/October 27-29, 2019
- Progressive Chicago Boat, RV & Sail Show – Chicago, IL/January 8-12, 2020
- Progressive New York Boat Show – New York, NY/January 22-26, 2020
- Seattle Boat Show – Seattle, WA/January 24 – February 1, 2020
- US Sailing Leadership Forum – San Diego, CA /February 6-8, 2020
- Progressive Miami International Boat Show – Miami, FL/February 13-17, 2020
- Pacific Sail & Power Boat Show – Richmond, CA/ April 16-19, 2020
- American Boating Congress – Washington D.C. / May 13 – 15, 2020
- Sail America Industry Conference – Annapolis, MD/ May 27-29, 2020





IN THE NEWS CONT.

Hurricane Preparation for Boaters

Source: *Discover Boating*

Learning how to prepare for a hurricane can be intimidating and a little bit frightening, especially in a midst of a storm approaching. If you own a boat anywhere along the East Coast or the along the shores of the Gulf of Mexico, it's not a matter of if, it's a matter of when, you'll have to deal with some direct or indirect affects associated with a hurricane. Being proactive and getting prepared before the storm hits is extremely important—not only for the safety of you and your loved ones, but also for the safety of your boat. Here are some things to keep in mind that can help you stay safe and protect your property.

How to Prepare for a Hurricane: You & Your Boat

- Stay informed and up-to-date on weather reports.
- Trailer your boat, and head inland to a safer region that is out of reach from the storm.
- If you can't transport your boat out of the area, then prepare to batten down the hatches.
- Remove anything that's not permanently part of the boat.
- Apply extra fenders and double up on your normal dock line usage.
- Check that all hatches and portholes are secure.
- Drop an anchor fore and aft.
- Evacuate to a safe location.

Stay Informed

One of the reasons folks get into boating in the first place is to get away from the constant sensory input of today's overly connected world. But if you live an area that's exposed to hurricanes (or other extreme weather for that matter), you need to find a reliable and fast way to get the latest forecasts. Of all the things you can do to keep safe when you're in the path of a hurricane, advance warning is, by far, the most effective.

Get Out Of The Way

For most recreational powerboats, many times the best solution is to pull the vessel and head inland. This reduces the impact of the initial storm surge and the accompanying rain and wind. The sooner the better on this because there will be lots of folks who either don't or can't move their boats in advance. Those folks will be the ones jammed onto the back roads and highways when mandatory evacuation orders are issued.

Batten Down The Hatches

For those boats that can't be moved, it's time to go old-school mariner and batten down those hatches. That phrase has survived modern times because it precisely describes what you need to do in a crisis situation.

- First, remove anything that's not permanently part of the boat. That means cushions, toasters, life jackets, curtain rods and anything else that would fall off if the boat gets sideways. Leave them aboard and you not only risk losing them for good, but you could create dangerous projectiles for anyone or anything still hanging around during the worst parts of the storm.



IN THE NEWS CONT.

- Use plenty of extra fenders, used tires or anything else that will absorb impact and lash them to the boat.
- Quadruple your normal line usage, springing to any and all potential contact points.
- Check that all hatches and portholes are secure and detach or cover windscreens.
- Drop an anchor fore and aft and make sure they're well set.

Don't Try To "Ride" It Out

There seems to be some absolutely crazy theory floating around out there that you and your boat might be better off away from your marina, riding out the storm in open water. That is a misguided and misinformed idea. Yes, you are technically out of the way of more flying debris and your boat won't be lashed to a "fixed" object like a dock when the indescribable physics of a hurricane are set in motion. Here's the rub: YOU will be unnecessarily in harm's way. There is NOTHING tough about riding out a furious storm on the water. Boats become a part of our lifestyles and identities, but they can ALWAYS be replaced.





IN THE NEWS CONT.

RBLC task force to re-engage on diversity initiatives

Source: Boating Industry

As part of its continued efforts to grow boating, the Recreational Boating Leadership Council's New Markets Task Force is reorganizing to address its next phase of work within the recreational boating industry.

According to chairperson Wanda Kenton Smith, the original 35-person task force collaborated a few years ago to research and share latest diversity findings and trends, plus developed and produced a series of custom videos as part of a professional educational module which was presented throughout the industry.

The series, *"Proven Strategies to Engage New Markets,"* provided a detailed demographic overview of emerging ethnicities, coupled with in-depth interviews featuring five organizations in the marine industry who were successfully engaging diverse audiences. The video series won the national Neptune Award for diversity presented by Marine Marketers of America. "Our task force did a great job in identifying the growth of specific ethnic markets and communicating their growing economic clout and buying power," said Kenton Smith. "Our goal was to educate the industry, share best practices and encourage manufacturers and retailers to be more inclusive and welcoming to a broader audience of prospective buyers."

In addition to the live presentations conducted around the country, online webinars and tip sheets, plus access to archived videos available on demand, the task force also produced a series of full-and half-page advertisements which were published in key industry B2B trade media.

"We believe the New Markets campaign achieved its initial goals of educating the industry about the explosive growth of key demographic segments and their respective buying power," said Kenton Smith. "Now, we are ready to re-engage with our task force to discuss and develop the second phase of ongoing education and potential outreach."

The New Markets Task Force is comprised of individuals working within the North American marine industry who either represent specific ethnicities, or who have interest in becoming involved in efforts to attract diverse audiences to boating. In addition, the task force is interested in hearing from organizations within the recreational boating segment who may have best practices to share regarding sales and marketing initiatives to diverse audiences.

"Our initial task force did an awesome job and their enthusiasm and collective contributions made a positive impact on our industry," said Kenton Smith. "We are excited to move forward in 2020 to continue this important effort and dialog. We welcome any and all to become actively engaged in our forthcoming plans and development."

To request membership on the task force or to share best practices, email contact information to Wanda Kenton Smith – wanda@kentonsmithmarketing.com.



IN THE NEWS CONT.

US Sailing Team's Summer in Japan Comes to a Close

The 2020 Hempel World Cup Series Enoshima came to a quiet close on Sunday, September 1. Thanks to light winds, only two of the five Medal Races scheduled for the last day of sailing were completed. The Men's and Women's 470 classes enjoyed Medal Races while the Finn, Laser, and Laser Radial podiums were decided based on the cumulative standings of the first ten races.

US Sailing Team athlete Luke Muller (Fort Pierce, Fla.) was set to compete in the Finn Medal Race. Thanks to light winds at speeds too low for racing, the Finn, Laser, and Laser Radial Medal Races were canceled. In those three classes, the standings from the Qualifying Series dictated the final results. Muller finished the regatta in 10th place overall.

U.S. sailors Atlantic and Nora Brugman (Winthrop, Mass.) were able to compete in one of the two Medal Races that took place today. The pair finished fifth in the Women's 470 Medal Race to land in 10th overall.

They are pleased to wrap the event on a high note. "We are pretty happy to finish fifth. It was exciting to get some practice doing some Medal Racing and it's nice to end our time in Japan on a good note," said Atlantic, "The excitement of the Medal Race is always super motivating. Our next major regatta will be [2020 Hempel World Cup Series] Miami, so we're already excited to go work really hard these next couple months to keep improving as much as possible."

The Brugmans are among several US Sailing Team athletes that have been in Japan since the Laser, Laser Radial, and 470 World Championships that took place in mid-July and early August. The conclusion of this event will mark the end of the long training and competition block in Japan. Many of the sailors will be moving on to prepare for the upcoming World Championships and Oakcliff Triple Crown Series.

The next class World Championship will begin in late November for 49er, 49erFX, and Nacra 17 sailors. Racing at the Oakcliff Triple Crown Series will begin promptly on September 14th.





JOB POSTINGS

Membership Manager | U.S. Sailing



At US Sailing, our mission is to increase sailing participation and excellence through education, competition and equal opportunity, while upholding the principles of fair play, sportsmanship and safety.

Sailing has become a rapidly growing sport in the US, driven by innovations in access and education, and inspired by American success in international competition. The diverse sailing community is aligned around common goals for the sport. Sailing has been embraced by the public as being inspiring, inclusive and accessible.

The Membership Manager has a leadership role that oversees all Individual and Organizational membership activities including acquisition, retention, service, and communication. US Sailing has strived to build new and lasting relationships through providing members value and cultivating strong relationships with yacht clubs, sailing clubs, community sailing centers, and other local sailing organizations.

The position requires a commitment to build a model that fulfills the need to build new relationships and provide a first-class member experience, the ability to promote US Sailing's programs and services, and keep multiple projects and stakeholders on track for the duration of each project.

Position Description and Responsibilities:

Membership Acquisition:

- Continuously prospect, qualify and grow membership
- Create new membership growth strategies and leverage existing initiatives
- Identify outside organizations and stakeholders to partner with for membership growth
- Leverage communication channels and collateral to communicate with members via phone, email, in person and other forms of communication
- Collaborate effectively across departments and the organization to promote and communicate about US Sailing's broad array of services, programs and products

Member Experience & Retention:

- Test ways to grow market share and target new members
- Identify strategies to enhance the member/ customer experience and increase retention rates
- Track campaign results and member platforms to drive business results and member engagement
- Develop and optimize the member lifecycle communications
- Optimize the membership sign-up process and increase completion rates
- Incentivize behavior and communicate opportunities to customers to increase the long-term membership value

Building Relationships:

- Establish regular communications and conduct outreach trips to regions across the country to address regional needs and promote networking.
- Oversee and managing regional programs that encourage cross club collaboration.
- Work with Marketing Department to identify and determine content for regular communications to leadership of member organizations
- Facilitate communication between organizations seeking resources from each other
- Represent US Sailing and speak on behalf of US Sailing at events when needed

Administrative:

- Develop membership goals and success metrics along with tracking system for membership projects and activities
- Create and manage a budget/P&L for acquiring and retaining members
- Work on member data analysis and reporting
- Prepare monthly membership summary
- Work on membership process improvement projects

For additional information & to apply, please visit
<https://www.ussailing.org/about/our-people/careers>



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.

“Around the world, nearly 1 million plastic bottles are sold EVERY MINUTE. Follow us for stories on people working hard to protect marine environments and how you can help!”



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MEMBER NEWS

Benefit Update

MEMBER REFERRAL BONUS

As a valued member of Sail America, you can play an active role in helping your industry trade association grow its membership by referring other companies in your network who would benefit from Sail America membership. By referring new member companies, marine reps, sailing schools, riggers, and manufacturers, you're contributing to the vitality of the industry, and the continued success of Sail America. With every new member we become a stronger representation of the industry and our collective voices get louder.

If a new member joins Sail America because of your referral, we would like to offer you the following benefits to say thank you:

1. Acknowledgment at the Industry Meeting at Pacific Sail & Power Boat Show in Richmond, CA, April 2020.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2020.
3. Recognition on Sail America's website.

Please contact Stephanie Grove, Sail America's Membership Coordinator, for more details. She can be reached directly at 401-289-2540 or sgrove@sailamerica.com.

Thank you for your continued support!

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.

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.



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.

