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## WAYPOINTS

Q & A with Scott MacLeod,  
Commercial Director of *American Magic*



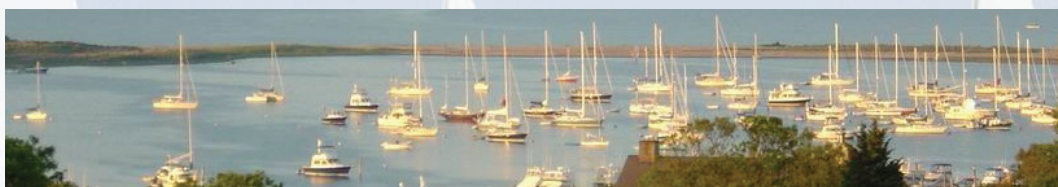
## MEMBER NEWS

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# SAIL AMERICA MEMBER NEWS

Volume VII 2019



Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT



Dear Sail America Members,

Three years ago, at the U.S. Sailboat Show in Annapolis, Maryland, Sail America announced it would collaborate with the Leukemia & Lymphoma Society to encourage more of the sailing industry to participate in the ongoing fight against blood cancers.

Racing sailors have long supported the society's fundraising efforts, primarily through their participation in the Leukemia Cup Regattas, held annually at venues across North America. The first regatta took place in 1988, and to date, teams have raised more than \$70 million to help fund ongoing research. In addition to the races, yacht clubs have over the years added powerboat and paddling events as ways to attract more participants.



In partnering with Sail America, the LLS challenged member companies to think creatively to encourage their vendors and customers to contribute as well. In the search for new treatments to beat these types of cancer, there's no such thing as too much help.

At this year's Sail America Breakfast, held during the U.S. Sailboat Show, three of our member companies were recognized for taking up the challenge. They included The Moorings, which for the past two years has invited customers to support the LLS by making a donation when paying for their charter vacations. The company has also given charters to be auctioned off at several Leukemia Cup Regattas. The company has raised over \$100,000 in the last three years.

West Marine and its employees have collected more than \$225,000 over the past four years with at-the-register sale of paper sailboats that are then displayed on the walls and windows of stores across the country. The annual fundraiser takes place in September, and this year alone brought in some \$40,000.

Offshore Sailing School and owners Doris and Steve Colgate have teamed up with staff and customers to raise more than \$175,000 during a long partnership with LLS, and this year will host the Leukemia Cup Regatta Fantasy Sail for top fundraisers at its facility Fort Myers, Florida.

It was great to be able to applaud these efforts at our Annapolis breakfast this year, and I'd like nothing better than to give a shout out to more companies next year. Sailors like to solve problems, and finding a cure for blood cancers is a big one. Want to pitch in and help? Contact the Leukemia Cup's Marty Siederer ([marty.siederer@LLS.org](mailto:marty.siederer@LLS.org)), and he'll get you started.

Mark Pillsbury  
President, Sail America





# NEWS & EVENTS

## OLAF THEODORE HARKEN

Born May 6, 1939.  
Died October 21, 2019



Olaf Harken and his older brother, Peter, created the hugely successful rope handling business that bears their name, by working hard, delivering excellence, and having fun every day.

Harken, Inc. makes marine hardware, hydraulics and winch systems for racing and cruising sailboats of all types and sizes. Industrial hardware applications include the commercial marine, architectural, and rope access and rescue industries.

The brothers took a lot of chances over the years – and employees are encouraged to do the same.

When Olaf Harken was inducted into the National Sailing Hall of Fame in 2014 along with Peter, he explained the brothers' business philosophy: "When trying new stuff our rule is to ask, 'if it all goes bad, can we survive?' Then we go to the bar and forget what we just said and do it anyway!"



Olaf and Peter quickly learned that the real fuel behind a company's success is its people.

"Peter and I were not very smart," Olaf said in his 2015 memoir *Fun Times in Boats, Blocks & Business*, "but we did know that success is linked directly to trust and treating people with dignity, and maybe a little sprinkling of humor."

The Harken story has been full of twists, turns, successes, and reinventions, but through it all the goal of challenging the status quo and commitment to being at the front remains.



# NEWS & EVENTS CONT.

## OLAF THEODORE HARKEN CONT.

Today at Harken, Peter Harken told an assembly of Harken members:

“My Brother did all the hard work so I could have all the fun.”

During the days when the company was just getting going, Olaf was in charge of the money. He kept us in business. If I had been in charge of that we would have been in big trouble. “

“His legacy is in this culture. So, let’s just keep doing what we do. Just keep getting better. You are a great family. Thanks a lot. He’ll be watching you, so no sloughing off!”

Today at Harken, Bill Goggins, CEO Harken read this passage from Olaf’s autobiography in remembrance:

“Peter and I have long believed there is a word that should apply to almost every action and decision. That word is honesty. I got my first lesson in honesty shortly after we started the business—back when we were building those first six boats for Ohio State University. Like almost every boatbuilder, we were behind by quite a few weeks. When our customers called and wanted to know when we were going to deliver, I lied. I said they would be ready in about a week. Peter overheard me and was furious. He made me call them back and tell them I was wrong, that we were further behind and would not be able to deliver for a few more weeks. This was very embarrassing, but it taught me a good lesson. For one thing, I didn’t have to keep on lying each week. Taking the beating once is a lot easier than building one lie on top of another. It’s not easy to do and the customer is going to be angry or disappointed, but that’s the end of it.”

Goggins also said:

“You couldn’t have scripted a nicer weekend for Olaf than the one just past. Pewaukee Yacht Club honored Olaf on Saturday night with a Lifetime Achievement Award to a full house standing ovation. He rose, walked to the front and accepted the award with his usual grace and dignity. The evening was highlighted by Olaf and Ruth on the dance floor. Sunday was a simple Packer game with his family and then, a remarkable chance 30-minute walk with his brother in the sunshine. He died peacefully in his sleep with his loved ones nearby. The company mourns his loss; however the company celebrates his life by doing what we do...every day...into a brightfuture.”

Olaf Harken was born of Dutch and Swedish parents in Indonesia at the beginning of World War II. In 1941 the Japanese attacked Indonesia. During the fighting and nightly bombings, Peter, Olaf, and their Swedish mother managed to escape to Borneo. Their Dutch father, Joe joined the very small Dutch army and helped fight the Japanese until his capture. Joe was imprisoned for five years and was not liberated until the end of the war. Meanwhile, Peter, Olaf, and mother Ulla lived first in Borneo, were then troop- shipped to New Zealand for a year, to Australia for another year, and finally shipped to San Francisco in 1944. Here they were miraculously reunited with their father in 1946 after the war was over.

After studying at Georgia Tech, Olaf Harken took an engineering job in New York City, but in 1967 he returned to Wisconsin to help Peter build boats for the college market. “Why I made that decision then I’ll never know,” said Olaf.

Inside the office were a couple of doors on saw horses used as desktops, an old typewriter, a telephone, and a file cabinet. A plastic sheet separated the offices from the fiberglass and assembly area. Marketing consisted of all-night drives with Peter at the wheel and Olaf typing brochures in the back seat of an old Chevy wagon. That first year they made \$3,800-together.

The Harkens aren’t sure exactly when the turnabout happened, but Olaf the engineer ended up running the business side of Harken Inc., with Peter the economist handling design and production. “Peter designed the blocks, and knew more about manufacturing than me,” Olaf said. “Olaf was more patient, better at the business than me,” Peter said. “Each of us was better at the other guys’ education. We kept it quiet, figuring people wouldn’t want blocks designed by an economist.”



# NEWS & EVENTS CONT.

## Sail America Industry Breakfast United States Boat Show Annapolis, MD – October 11, 2019



Each year, the industry comes together during the United States Sailboat Show for the annual industry meeting hosted by Sail America. On Friday morning Sail America President, Mark Pillsbury, presented to a standing-room-only audience. Following a presentation on Sail America's mission statement and on how Sail America delivers to its members, attendees also heard from US Senator Van Hollen's office to celebrate the 50th Anniversary of the Annapolis Boat Show and Sally Helme about the annual Leukemia & Lymphoma Society industry fundraising.

An important part of the Sail America Industry Breakfast is the Sailing Industry Distinguished Service Award presented by the Annapolis Boat Show. This year's recipient is Robert Lipkin, aka Bob Bitchin. Bob is an adventurer, author, publisher and television host. He has been a tireless promoter of the sailing lifestyle. He continues to

inspire others by hosting numerous Cruiser parties and seminars across the country.

"For several decades, Bob Bitchin has been a tireless promoter of sailing," said Annapolis Boat Shows President, Paul Jacobs. "Not only has his love for sailing propelled him around the world, but his work within the industry has inspired people from all walks of life to do the same."

The Sailing Industry Distinguished Service Award is an annual honor bestowed on a sailor who has distinguished him or herself through outstanding and unselfish service to the overall advancement of the sailing industry. The awardee receives an inscribed Anniversary 8-Day Ship Bell Clock on a mahogany base that is a limited-edition precision timepiece donated by Weems & Plath. Created by the Annapolis Boat Shows in 2014, the objective is to inspire members of the sailing industry to strive for high standards of excellence, service, and commitment.



The Best in Show awards came next. Voted on annually by a panel of judges chosen from both Sail America and the Annapolis Boat Shows, the judges selected winners in five categories:



- Best booth display 200 square feet and under: Vesper Marine
- Best booth display over 200 square feet: Sailrite Enterprises
- Best booth display fewer than five Boats: Bali Catamarans/Dream Yacht Charter
- Best booth display with five boats or more: Beneteau America
- Best in show: CNB America/Excess Catamarans

Congratulations to all show exhibitors and their booths and to the winners in each category. It was great to see the industry together, networking and connecting with each other at the breakfast.



# NEWS & EVENTS CONT.

## Janel Zarkowsky, Meredith Dart, Chris Childers Named Siebel Coaches for New Opportunity and Diversity Sailing Program



US Sailing has announced the names of three Siebel Coaches who have been hired to lead their respective regions and provide mentorship and instruction to participating sailors of the new Siebel Sailors Program. The goal of this ground-breaking program is to increase diversity and opportunity in the sport of sailing by providing resources and support to youth sailors at public access sailing centers across the country.

The Siebel Coaches will instill a strong affinity for sailing in these young sailors, build advanced skills and mentor them at local, regional and national regattas. These coaches will also be a driving force in advising young sailors on how to take advantage of opportunities for experiences outside of competition, including learning other sailing disciplines, exploring careers in the marine industry, and serving in leadership roles at sailing organizations. As US Sailing staff members, another key goal for these Siebel Coaches will be to assist youth sailing organizations in

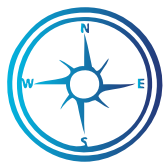
their regions to implement best practices and grow sailing participation, including providing advanced training for instructors, coaches, and sailors throughout the region.

In September, US Sailing announced the first three Primary Siebel Centers – Treasure Island Sailing Center (San Francisco, Calif.), DC Sail (Washington, D.C.), and Columbia Sailing School (Chicago, Ill.), as well as the Supporting Centers in their regions. These designated centers at locations throughout the country will support an important US Sailing objective of providing increased access to sailing for youth, regardless of socioeconomic background, and will receive a fleet of sail boats, other necessary equipment, and expert coaching.

“The Siebel Sailors Program is incredibly lucky to have Chris, Janel and Meredith joining our full-time staff,” said Blair Overman, Siebel Sailors Program Manager. “They each bring over ten years of experience in different segments of the industry, which allows them to think critically about how we need to build out this national program and make it sustainable. They’re actively coaching on the water, recruiting new youth to the sport, immersing themselves in their communities, building out a new culture and curriculum, and inspiring their regions to come together to collectively problem solve retention. They are individually crafting customized solutions to meet sailing centers and students right where they are. They speak up about regional needs and provide US Sailing with new context for how to best support sailing organizations that function uniquely across the country.”

Read more: <https://www.ussailing.org/news/siebelcoaches/>





# WAYPOINTS

## SCOTT MACLEOD

Commercial Director of American Magic

***Scott MacLeod's career with sailing and racing never followed a clearly defined path. Nor was it one he predicted. But the current commercial director of American Magic has woven his love and involvement with sailing into a great career, and along the way he has developed some interesting perspectives. As the summer season wound down in Newport, RI, Sail America was able to sit down with Scott.***

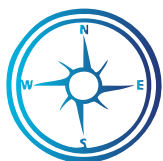
***Q: Tell us a little about your background and how you started sailing.***

A: My parents enrolled me in Norwalk Yacht Club's junior program to keep me out of trouble in the summer. We had a really good group of sailors that pushed each other in Lasers. When I applied to colleges, I just looked at the top 15 sailing rankings and was lucky to get into Tulane, which was consistently ranked in the top five, even without a coach. We had very competitive sailors practicing in 420s, and in between we would get half a dozen Lasers out sailing three to four hours per day and traveling to non-collegiate Laser races on the Gulf Coast. I had a pretty good sailing career at Tulane with 3X Collegiate All-America Team, 2X Intercollegiate Singlehanded National Championship and 1X Intercollegiate Team Racing National Championship '86. This led to sailing a Finn for the 1984 Olympic Trials and then a full campaign for the 1988 Olympic trials in Pusan, Korea.

***Q: So that sounds like a path a lot of high schoolers and sailors would aspire to, and might even be on. What happened next?***

A: After the 1988 Olympic Trials I was lucky to meet Jordy Walker in Bermuda. He was chair of the King Edward VII Gold Cup match race event and we started talking about how to make the event more professional with sponsors, TV and prize money. He said, "bring me a business plan and I'll fund it." As a result, we took the event from a \$10k budget to \$500k with \$100k in prize money, ESPN TV coverage and to a top match racing event on the world circuit, which then led to the creation of the Swedish Match Tour in 2000. That had nine events around the world, and I sold it in 2009 as the World Match Racing Tour.

After that I took a break from the sailing event business and worked at the Women's Tennis Association (WTA Tour) and for the Olympic Park Legacy Company (OPLC) in London. The OPLC project was very interesting as we were working on what to do with the Olympic Park after the London Games in 2012. Now I'm back into it with American Magic, working with an incredible group of artists and craftsmen — designers, engineers, builders — as well as sailors, sponsors and organizers. It's an effort that has a great chance to win the Cup.



# WAYPOINTS CONT.

***Q: You've made some fun opportunities to combine your passion for sailing with your professional career. Any advice for young sailors?***

A: When I got out of school, becoming a professional sailor meant becoming a sailmaker and then sailing with an owner on their race boat, trying to sell sails and help their program. I didn't want to go down that (narrow) path. The people that I see now making a successful pro career out of sailing are the ones that work hard, keep their head down and are always learning. You really need to go the extra mile and persevere.

***Q: What lessons has sailing/racing taught you that you've applied professionally?***

A: Trust your teammates and do your job! As in work, sailing is a team sport, and you need to trust your teammates to do their job. As skipper you can't do the bow or the pit, so you need to trust your teammates just like you do in work.

You also need to be patient. In sailing that can be difficult as the playing field is always changing and it's very easy to lose your patience and force a situation. The same can be said in business as you can easily make a rash decision without taking the time to let the situation develop and then making a proper, well-thought-out decision.

***Q: On the weekends, you've been known to do quite well in a variety of racing formats. How much do you get out now? Any thoughts on how we can get more people into sailing?***

A: I'll sail whatever I can from racing a Gunboat 60 to team racing Sonars. I sailed the IC37s out of New York Yacht Club this year, which was fun and very close racing. I'm a strong proponent for making sailing fun again. It seems too regimented now and too geared toward racing. Check out an article I recently wrote about my experience getting into sailing from a non-sailing, no yacht club family – Bring Back Bumper Boats <https://www.windcheckmagazine.com/article/plus-ones-a-win-win/>

***Q: Your work as commercial director at American Magic has brought a lot of sailing industry companies' products quite literally onto the boats. Tell us a little more about that.***

A: The new AC75, Defiant, is a technological marvel and unlike anything I've ever seen in sailing. We were the first team to foil, first to foil tack and gybe, so it's going pretty well. We have over 30 supplier sponsors providing anything from Stratasys 3D printers to Evinrude engines for our Ribcraft support boats. They are great partners, and this helps both in terms of budget and their support of developing technologies on the race boat. In turn, we are able to provide direct experiential feedback.

Our Community Partners (i.e., US Sailing, Sail Newport) are part of our mission to give back to the sport and to develop American sailing in the America's Cup. For instance, nine of our boat builders are graduates of IYRS [International Yacht Restoration School] and several of our sailors are members of the US Sailing Team. While we are focused on winning the America's Cup, we want to excite young people about sailing.

***Q: What's different on the marketing front?***

A: Fewer participating countries attracts less media, which means it's harder to get sponsors. The 2007 America's Cup in Valencia, Spain, was a very successful event. It boasted 12 teams from 11 countries, a profit of 60 million euros, which was distributed to the teams, and sponsors very invested in the AC [America's Cup]. The quest to attract a new audience ("the Facebook generation") brought us to high-speed technical boats, which led to fewer countries. Unfortunately, the ROI [return on investment] analysis for sponsors looking at the AC has gone down significantly since 2007, which makes my job and the sales process even more difficult.

***Q: So last question, if you could go back and redo one particular event or sailing opportunity, what would you do and why?***

A: Looking back, I would have gotten a personal coach to help me during my Finn campaign for the 1988 Olympics. We only had coaches (supplied by US Sailing) at big events like a world or the pre-Olympic regatta. Looking back at my campaign, I didn't have the technical capabilities to develop the boat to its potential, and a coach could have helped me be more focused on that aspect of my campaign. However, that experience has helped me now – at work and on the water – to make sure that every area of the technical aspect is covered.

# SAIC

May 12-14, 2020

**Hotel Annapolis**  
**Annapolis, MD**

## Sail America Industry Conference

*Grow  
Your Business.  
Grow the Industry.*



Registration is open for the 8th edition of the Sail America Industry Conference (SAIC). Held annually, SAIC will host speakers, workshops, and industry leaders and colleagues for the three-day conference, May 12-14, 2020, in Annapolis, MD.

Attention CPYB Brokers: Ten (10) Recertification credits can be earned at SAIC.



# *Save The Date*

## **APRIL 16-19, 2020**

# **PACIFIC** **SAIL & POWER BOAT SHOW**

*and Marine Sports Expo*

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

Pacific Sail & Power Boat Show is one of the West Coast's premier shows, featuring new sail and cruising power boats, gear, hardware, seminars, and interactive workshops.

**FIND OUT MORE!**





# IN THE NEWS

## Sailing Industry Events

- 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 14-19, 2020
- American Boating Congress – Washington D.C. / May 13 – 15, 2020
- Sail America Industry Conference – Annapolis, MD/ May 12-14, 2020





# IN THE NEWS CONT.

## US Sailboat Show marks success in 50th year

*Source: Boating Industry*

The United States Sailboat Show closed the gates on a successful 50th edition in historic downtown Annapolis on Monday, Oct. 14.

The gates flooded – in more ways than one – over the holiday weekend as the show hit record numbers. Educational programs and workshops sold out in advance of the show, proving the sailing lifestyle is not beginning to diminish. Rented exhibitor space eclipsed the previous record set in 2017 by over 8% and overall attendance resulted in a 14.7% increase over the previous best year attendance record set in 2015.

“We could not be more thrilled with the support we received from the industry, our exhibitors, and the massive number of consumers who visited from around the world,” said Paul Jacobs, President of Annapolis Boat Shows. “Not only did they come out in large numbers, but they were excited to see this impressive display and went on spending sprees to support all who displayed.”



Saturday brought in its own record numbers, one of which was not predicted as a nor'easter churned in the north Atlantic. The aging city infrastructure was put to the test as a historic tidal flood took over City Dock. Levels of 4.15 feet above normal record came ashore and remained for over 24 hours. Gates were closed and booths were flooded out. Contractors, crews, and show management pressed on as they built walkways, created a makeshift gate, and assisted exhibitors as needed. Devoted attendees hiked up their pants, took off their shoes, and waded through the water as they joked about the unexpected turn of events. Even with the additional water volume, Saturday's attendance was just 200 people shy of the all-time record set in 2010.

Event organizers said exhibitors were thrilled to welcome an “extraordinary number of qualified buyers to their space” as the days continued to bring in the “busiest crowds they have ever seen.”

Big manufacturers such as Jeanneau and Kintetic even took new approaches to increase visibility. Jeanneau partnered with other exhibitors on site, such as Harken and Raymarine, to “bring real experiences” to the docks. Kinetic partnered with Annapolis Green to house a refillable water station and “handed out over 400 water bottles” over the course of the weekend.

This year several important awards were presented to sailing industry professionals and exhibitors. Robert Lipkin was presented with the Sailing Industry Distinguished Service award by Gary Jobson, last year's recipient. Excess Catamarans received Best in Show, Beneteau America received Best Display (five or more boats), Bali Catamarans/Dream Yacht Charter received Best Display (under five boats), Sailrite received Best Booth (over 200 sq. ft.), and Vesper Marine won Best Booth (under 200 sq. ft.).

A record boat show exhibitor space, record attendance, and near record high tides combined to make this one of the most memorable boat shows in history.



# JOB POSTINGS



## Youth Racing Event Manager | U.S. Sailing

US Sailing was originally organized as the North American Yacht Racing Union (NAYRU) on October 30, 1897. As the national governing body for the sport of sailing, US Sailing's mission is to provide leadership for the sport of sailing in the United States. The organization works to achieve this mission through a wide range of programs and events, geared towards providing an equal level playing field for all sailors. US Sailing sets the course enabling sailors to enjoy the sport for a lifetime.

### Position Summary

The Youth Racing Event Manager is responsible for the planning, preparation, and execution of US Sailing's youth racing events, including regattas, clinics, and training camps. This includes the management of the Youth and Junior National Championships and USA Junior Olympic Sailing Festivals, as well as the administrative management of the Olympic Development Program (ODP). The manager will work jointly within the Olympic and Youth Departments, under the leadership of the Olympic Development Director and the Youth Director.

### Essential Duties & Responsibilities

- **Event Management:** Coordinate the planning and execution of events such as regattas, training camps, clinics, and other youth racing events.
- **Communication:** Clear, timely, and comprehensive communication with participants and supporters.
- **Teamwork:** Work closely with staff and volunteer leadership to ensure the success of each program and event, including Championship Committees' members and Chairs, Event Chairs, host clubs, and US Sailing staff.
- **Customer Service:** Provide a positive, constructive US Sailing experience to all athletes, parents, volunteers, professionals, organizations, and other sailing community members.
- **Organization:** Maintain detailed records and establish efficient workflows.
- **Race Management:** Familiarity with sailing race management, including the support of host venues, Regatta Chairs, Race Officers, Judges and other regatta personnel.

### Youth Department Responsibilities:

- **Manage, in partnership with the relevant Championship Committees, the following regattas:** US Youth Championship, US Junior Championship, US Junior Women's Singlehanded Championship, US Junior Women's Doublehanded Championship, US Youth Match Racing Championship. This includes the production of race documents, planning event schedules and logistics, the sourcing of qualified Race Officers and Judges, planning and tracking event budgets, providing on-site support, and long-term planning for future editions.
- **Manage the USA Junior Olympic Sailing Festival circuit, including communication with host clubs and event chairs, marketing and promotions, sponsor fulfillment, and other event support.**
- **Assist with the planning and management of other US Sailing youth competitive development programs and events.** This includes clinics at US Sailing and non-US Sailing events, instructor and coach development programs, and any other program or event involving the competitive development of youth sailors.

### Olympic Department Responsibilities:

- **Manage logistics of ODP Camps including details with host clubs, sailor attendance, equipment, coach coordination, and parent communication.**
- **Coordinate completion of camp reports from both athletes and coaches.**
- **Serve as ODP contact to answer questions about camps, schedule, etc. Provide program communications to sailors, coaches, parents, class leaders, and other stakeholders. Share the ODP message and widely distribute important information about ODP and its events.**
- **Assist with the coordination of travel team trips with travel plans, schedule, equipment, etc.**
- **Coordinate information regarding camps and travel team info to Marketing and Communications staff, for communication outlets such as newsletters and social media.**
- **Manage equipment logistics of ODP fleet, including the maintenance and transport of sailboats, coach boats, and trailer rigs.**

**Learn more and apply:** Please submit a resume, cover letter, and supporting information via the link at [www.ussailing.org/about/our-people/careers](http://www.ussailing.org/about/our-people/careers)



# MEMBER NEWS



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

***“A garbage truck of garbage ends up in the ocean every minute. Our Clean Regattas program contains everything you need to know to run a water-based event in the most sustainable way possible. Some of the best practices include reducing plastic water bottles, eliminating single use bags, and utilizing responsible dinnerware to reduce your environmental footprint.”***



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 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](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.

