



## NEWS & EVENTS

- Pacific Sail & Power Boat Show
- New Inductees for National Sailing Hall of Fame
- Innovation Key to Marine Industry Growth
- West Marine CEO Makes Sudden Exit



## WAYPOINTS

- A Newsletter favorite! This month read a Q & A with Lyles Forbes & Jeanne Willoz-Egnor of The Mariners' Museum and Park.



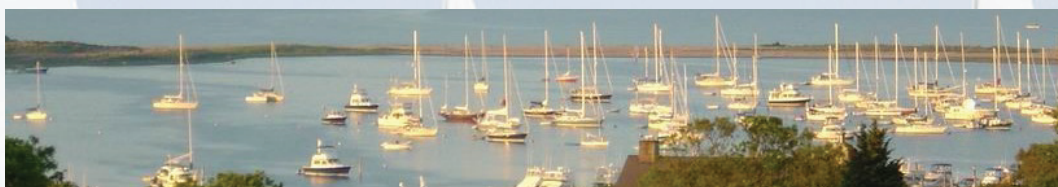
## MEMBER NEWS

- Sailors for the Sea keeps you up to date on environmental news
- Membership Renewal information



## PROGRESSIONS & JOB POSTINGS

- In-House Videographer/Content Producer, Off-shore Sailing School, FL



# SAIL AMERICA MEMBER NEWS

Volume IX 2018



Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT & ASSOCIATION MANAGER

Hello Sail America members,

Wow! Two years has gone fast.

My association with Sail America has given me a wonderful connection to the sailing industry. I am richer for my involvement. While I have worked in the industry for 35 years, the last six years with this organization have expanded my perspective, cemented collaboration with industry colleagues and helped me become a better leader for West Marine. I know we share common goals and challenges as we work to earn a living in different areas of the industry, but working together, we achieve so much more!

Writing this newsletter is my last official responsibility as Sail America president. It has been a privilege to serve the organization's board of directors and members for the past two years. By December, the nomination of new board members will be complete. The nominating committee, lead by Scot West, will ensure the organization's plans will continue to move forward without interruption. I will remain on the Sail America board for the next two years, serving as past president, and I look forward to continuing to contribute to the organization.



Sometimes a good place to end is where one started. During a board of directors meeting in 2017, I was part of the team that updated the Sail America vision and mission statement. We've done that once again, helping set a meaningful course for Sail America to navigate as the next board president, board members and Sail America staff continue to provide the best value to members in the years ahead.

## Sail America Update – Mission Statement



**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.**

## How Are We Going to Do It?



- Create and promote **professional development** and networking opportunities for its members.
- Be a **clear, active voice** within the boating industry, fostering collaboration and communication.
- Create and deliver **prioritized events** for its members to connect with sailors.

I want to personally thank the Sail America executive committee, board of directors and staff for their commitment, time and energy. A special thanks go to Katie Kelly, our association manager, for her dedication to Sail America.

Sincerely,

Jim Abel







# NEWS & EVENTS

## Sail America & the St. Petersburg Power & Sailboat Show Agree to Part Ways



Warren, RI & Ft. Lauderdale, FL – November, 2018 – Sail America, the trade association for the U.S. sailing industry, and Yachting Promotions, Inc. (YPI) producers of the St. Petersburg Power & Sailboat Show today announce they are mutually ending their partnership to jointly produce the Show. This move provides greater control to YPI of the show and allows Sail America to focus on other aspects of its programming. Sailing will remain an important feature of the Show, scheduled for November 29 – December 2, 2018 in St. Petersburg, Florida.

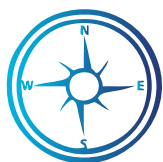
“Sail America has enjoyed a partnership with the producers of the St. Petersburg Power and Sailboat Show for many years and we wish them continued success,” said Jim Abel, President of Sail America. “This move allows us to focus on Sail America’s premier event, the Pacific Sail and Power Boat Show as well as expanding our membership services to other areas.”

“We wish Sail America much continued success with their shows and their mission to provide a more dynamic relationship within their membership community,” said Andrew Doole, VP and General Manager of YPI and U.S. Boat Shows for Informa Exhibitions. “As we continue to invest in our shows to produce a premium experience for our exhibitors and attendees, we anticipate a great success this year for the 41st annual St. Petersburg Power and Sailboat Show.”

Exhibitors, vendors and consumers can continue to find up-to-date information on the Show by visiting [www.stpete-boatshow.com](http://www.stpete-boatshow.com).



*Photo courtesy of Catalina Yachts*



# WAYPOINTS

**LYLES FORBES & JEANNE WILLOZ-EGNOR**  
The Mariners' Museum and Park



If your first thought at hearing the word “museum” is dusty bins of boredom, you are about to get jolted into a new orbit and add a destination to your bucket list. The Mariners’ Museum and Park in Newport News, Virginia has been around for nearly a century, but in the last few years, the very philosophy of the museum, its programs and displays have enjoyed a startling revitalization, with significant boating and sailing treasures to see, learn about and admire.

The “hands-on” folks responsible for this are Lyles Forbes and Jeanne Willoz-Egnor, both long time museum staff. Recently, these two were the instigators creating a large permanent “*Speed and Innovation in the America’s Cup*” display featuring Oracle, the AC72 that won the suspenseful 2013 America’s Cup in San Francisco. On a summer trip to the Norfolk area, we stopped in at the Mariners’ Museum and learned more about its sailing treasures.

**Q. Tell us some more about *Speed and Innovation*. How did you get Oracle, and what were some of the challenges it presented?**

Jeanne: Getting the AC72 Oracle Team USA 17 was pretty much a fluke. We knew we wanted to do an exhibition that would teach people about the technology of these ultra-modern

*“Just making the AC72 accessible and teaching people about the technology used to sail it in a way they understand that’s also entertaining makes a BIG impact.”*

boats. Lyles began having talks with Oracle about the possibility of receiving one of their smaller boats, but he just couldn’t seem to get anywhere (they were in the middle of development for 2017).

As it turns out, my husband sails on the USCGC [U.S. Coast Guard Cutter] *Eagle* each summer as part of the U.S. Coast Guard Auxiliary, and in 2016 the *Eagle* hosted a cocktail party for the Oracle crew in Bermuda. During the event, my husband met Oracle CEO, Grant Simmer, and just started asking questions,



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Lyles: Following a couple of conversations with Grant, the biggest challenge was where we could display the boat — it's 72 feet long and 46 feet wide. Our galleries were not designed with that size in mind. I'd been wanting to change the exhibit in our Great Hall, which was full of steamship models and figureheads, and when we measured the room, we knew this was the place. The next major hurdle was how to get the boat inside. There were two major routes of ingress available to us, and we ended up needing both. Oracle Team USA was tremendously helpful, helping us sort this out, offering their tech team to 3D model our building and the ingress routes to make certain everything could make it into the building. So when the trucks arrived with all the pieces, we weren't worried "will it fit?"

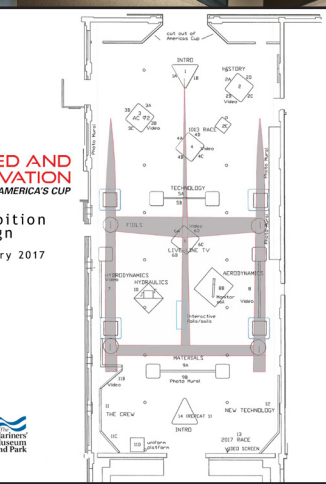
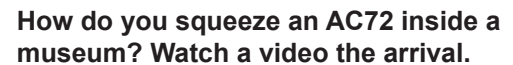
Jeanne: Oracle Racing was extremely generous to us after the 2017 series ended. We'd had meetings in Bermuda with the team, and they were really interested in helping us with the *Speed and Innovation* exhibition. In July we received Oracle's AC45S boat 3, Oracle 17, with its wingsail, six daggerboards, three rudders (two from the AC50 and one from an AC45), and one of the BMW-designed steering wheels. We also received a complete uniform including a WIP [water impact protection] worn by skipper Jimmy Spithill.

**Q. What audiences does that exhibit attract and what are its primary messages? The sailing industry is always trying to recruit “more butts in boats.” Any thoughts for us based on what you’ve learned from your customers?**

We now have something on par with Formula One and MotoGP in terms of racing technology and development. And that has opened us up to a much wider and diverse audience.

I think this is a big signal to the industry. If you make boats accessible to people who wouldn't normally have an opportunity to get into one — not just young kids, but adults as well — you might be able to grow the audience. Maybe ties with cultural institutions like ours could help grow community sailing programs like the Bermuda Endeavour program.

>> CONTINUED ... **Read the rest of the article on [www.sailamerica.com](http://www.sailamerica.com).**





# PACIFIC SAIL & POWER BOAT SHOW

*and Marine Sports Expo*

**April 4-7, 2019**

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



*50,000 sq. ft. of Exhibitors on Land*

*On-Water Activities*

*In-Water Displays of the Newest Sail and Power Cruising Boats*

*Expert Seminars to Expand Your Knowledge*

*Special Events*

*On-Site Parking*

*Ferry service from San Francisco to the Craneway scheduled to begin early 2019*

***PacificBoatShow.com***



@PacificSailandPowerBoatShow



#PacificBoatShow



@pacificboatshow





# JOB POSTINGS

## In-House Videographer/Content Producer, Offshore Sailing School

South Fort Myers, St. Pete, Cape Coral, Captiva Island & Ft. Myers Beach, FL



Do you have a serious passion for creating, crafting, and editing video? Is story-telling your gift to the world? Are you looking for a full-time position that allows you the opportunity to create multiple videos every month while pushing your creative limits? Do you own your own video production equipment and suite of editing software? Are you familiar and experienced with social media creative formats? If so, the Offshore Sailing School might be a great choice for you.

As the in-house videographer, your job will entail producing video content for America's #1 Sailing School that aligns with the brand, mission, and goals of our company. As the visual storyteller for our company, you'll be responsible for story-boarding, shooting footage and editing, managing creative assets, and maintaining all video equipment. You will accomplish the bulk of the technical tasks related to production and post-production. These duties may include the transport, setup, and operation of equipment; and assisting with staging, set preparation, and dressing. Most all video shoots will take place outdoors with natural light and ambient sound. You will work closely with the Director of Marketing to execute projects from concept through completion. Please read on and if you feel you fit the responsibilities and qualifications, contact Beth Oliver, Director of Marketing – [BOliver@OffshoreSailing.com](mailto:BOliver@OffshoreSailing.com), 239-985-7516.

### Specific responsibilities include:

- Supporting the marketing, sales and operations teams throughout the production process, which may include identifying interview subjects and locations, creating graphics, and presenting concepts and rough and final-cuts to management
- Helping to sustain and guide video creative process
- Assisting in maintaining the video hosting platform and understanding best practices
- Developing short scripts, interview questions and storyboards
- Staying up-to-date with all-new technological advances
- Determining what camera equipment is necessary and obtain additional equipment with approval
- Transporting, setting up, and operating various production equipment including cameras, audio and video recorders, lighting equipment, props, and microphones for location and office production
- Operating and maintaining proper levels and calibration of cameras, audio and video recorders, and other production equipment
- Collecting b-roll footage, as well as interviewing appropriate staff, clients, and resort partners
- Uploading videos to website and assisting in the social-sharing of the video content (edit, upload, monitor and address any issues that arise, with management), as well as employee email video signatures
- Most frequently, you will be responsible for single-camera shoots

### Technical qualifications:

- Proficient with Video Editing Software (Adobe Premiere or Final Cut Pro)
- Experience with Adobe After Effects or Motion are preferred
- Experience with Adobe Photoshop and Adobe Illustrator are a plus
- Proficient at story-boarding, scripting, and conception
- Understand basic and advanced composition techniques
- Understand the fundamentals of branding
- Very detail-oriented and able to identify and correct quality issues in audio and video

Find out more: [www.offshoresailing.com/about-us/employment-opportunities](http://www.offshoresailing.com/about-us/employment-opportunities)





# IN THE NEWS

## Sailing Industry Events

- St. Petersburg Power & Sailboat Show – St. Petersburg, FL/November 29 – December 2, 2018
- Progressive Chicago Boat, RV & Sail Show – Chicago, IL/January 9 – 13, 2019
- Progressive New York Boat Show – New York, NY/January 23-27, 2019
- Seattle Boat Show – Seattle, WA/January 25 – February 2, 2019
- Progressive New England Boat Show – Boston, MA/February 9-17, 2019
- Progressive Miami International Boat Show – Miami, FL/February 15-19, 2019
- Sail America Industry Conference (SAIC) – Panama City Beach, FL/March 6-8, 2019
- Pacific Sail & Power Boat Show – Richmond, CA/April 4-7, 2019

**If you could sail for a day  
with any famous person  
(living or dead), who  
would it be?**

**Email [kkelly@sailamerica.com](mailto:kkelly@sailamerica.com) with your  
response.**







# IN THE NEWS CONT.

## New Inductees for National Sailing Hall of Fame

The National Sailing Hall of Fame (NSHOF) celebrated its eighth class of Inductees today at Lauderdale Yacht Club (LYC), concluding three days of activities that included a symposium for junior sailors with Inductees, a boat tour of LYC's hidden neighborhood off the Intracoastal Waterway and social events at both LYC and the city's iconic Top of the Pier at Pier 66.

The Induction Weekend has evolved into an annual reunion of the sailing fraternity and the LYC clubhouse was overflowing with former crews of the maxi yachts Boomerang and Matador, each owned by an Inductee, along with Olympic medalists Kevin Burnham, Morgan Reeser and Anna Tunnicliffe, Paralympian Paul Callahan, and Olympians Peter Commette, Paris Henken and Cory Sertl.

Also on-hand to welcome the Class of 2018 into their ranks were prior Inductees Ed Baird, Peter Harken, Gary Jobson, Bob Johnstone, and Tom Whidden.



The six Inductees, including three posthumous honorees, were celebrated for their impact on sailing, and bring to 71 the number of enshrined heroes of the sport. The National Sailing Hall of Fame continues to fulfill its mission by drawing attention and recognition to Americans who have made outstanding contributions to the sport of sailing.

**"The common thread this year is the blending of art and science in sailing; putting the two together to achieve excellence on the racecourse," said Gary Jobson, President of the NSHOF in his preface to introducing the Inductees.**

Inducted to the National Sailing Hall of Fame as members of the Class of 2018: famed yachting cinematographer John Bidle (Philadelphia, Penn./Jamestown, R.I.); three-time Soling World Champion, Brazilian-American Olympian Vince Brun (San Diego, Calif.); and shipbuilder and naval architect William Webb (New York, N.Y.).

Additionally, three Inductees who were recognized with the NSHOF Lifetime Achievement Award: the late Greek-American shipping magnate and veteran offshore sailor, George Coumantaros (New York, N.Y.); businessman, noted maritime memorabilia collector and 1992 America's Cup winner, Bill Koch (Palm Beach, Fla./Osterville, Mass.); and 1975 Star World Champion Ding Schoonmaker (Naples, Fla./Watch Hill, R.I.), who was not only instrumental in the founding of the US Sailing Center in Miami but also was a tireless advocate for the sport through his involvement with the national governing body, as well as the International Sailing Federation, now known as World Sailing, of which he served two terms as Vice President.



# IN THE NEWS CONT.

## Innovation Key to Marine Industry Growth

**METSTRADE 2018** opened with an inspiring keynote presentation from Hervé Gastinel, Group CEO of the €1.28bn turnover international boat builder, Groupe Beneteau. He took the opportunity to emphasize the critical importance of innovation in product development, customer service and manufacturing transformation.

Gastinel explained how he had introduced a 'Transform to Perform' programme focusing the 10 boat builders in Groupe Beneteau's portfolio on innovation across these key areas. The group has spent € 60 m - € 80 m annually on new product development in the past decade and 88 models out of a total fleet of 200 have been launched in the past three years.



Regeneration is important due to rapidly shifting expectations. Group Beneteau's production of ten thousand boats annually is just 0.1% of the units produced by the automotive industry. A challenge when boat buyers expect the same comfort and clean propulsion technologies experienced in modern cars.

***"We are delighted to share our innovations and grow our businesses together."***

Groupe Beneteau's innovation road map includes improved connectivity, with all systems accessible through a common user interface and easier boating using autonomous technologies like collision avoidance, self-docking and predicted maintenance. The company's approach to the environment will include parallel-hybrid solutions with a longer-term focus on fuel cells.

Far from fearing digital transformation, Gastinel says the whole marine industry should embrace it as a way of reaching young and newer boat buyers and users. Groupe Beneteau is also working on a range of solutions to improve customer experience and make boating accessible, from leasing, club and fractional ownership models, to its new Band of Boats full service portal.

In response to the damage inflicted by the current round of trade wars, Groupe Beneteau is looking to organize its brands globally but to produce a greater number of boats closer to their markets. It anticipates around 50 per cent of production will be based in Europe, with 30 per cent in North America and 20 per cent in the Asia Pacific region. Gastinel confirms he is also impressed by the automotive industry's ability to leverage many models from a small number of common platforms, a technique he says boat builders must adopt.

Concluding his address, Gastinel addressed the marine equipment businesses at the Breakfast Briefing and invited them to participate in the Groupe Beneteau's Technical Days where they can pitch their innovations. "We are delighted to share our innovations and grow our businesses together."







# IN THE NEWS CONT.

## West Marine CEO Makes Sudden Exit

After less than a year as CEO, Doug Robinson has left West Marine. The company issued a brief statement saying that Robinson had exited the company. A West Marine spokesperson said the company had no details to add to the statement.

“An executive search is underway for a new CEO,” said today’s statement. “We anticipate significant interest from seasoned executives with extensive retail and e-commerce operational experience. The senior leadership team at West Marine remains in place and focused on returning the company to its core business and serving local boating communities.”

Robinson joined West Marine on Jan. 29, 2018. He had previously worked for Lowe’s for 13 years in several executive roles, including international operations and development, chief merchandising officer and head of e-commerce.



West Marine is owned by Monomoy Capital Partners, a private equity group.

Source: [Trady Only Today](#)



Photo courtesy of Jeanneau/Gilles Martin

# MEMBER NEWS



VOLUME IX 2018

## 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).

## Hauling Out for the Season?



Is it that time of year again? Properly winterizing and storing your boat will help prevent damage and make sure you are ready for on-the-water fun in spring. Check out **Green Boating Guide** for eco-smart winterizing tips!





# 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](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 Katie Kelly or Stephanie Grove at 401-289-2540 or email Stephanie at [sgrove@sailamerica.com](mailto: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](mailto:sgrove@sailamerica.com).

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