



NEWS & EVENTS

- Sail America Welcomes New Board Members
- What's your worst boat winterizing story?
- Trends in New Boat Sales
- Tribute to Everett Pearson



WAYPOINTS

A Newsletter favorite! This month read a Q & A with Federico "Fiddi" Andermeyer and John Baker, Chief Program Officer of WildAid, an organization dedicated to ending illegal wild life trades.



MEMBER NEWS

- Professional Development
- New Member Profile: Helly Hansen
- Sailors for the Sea keeps you up to date on environmental news
- A webinar is coming, find out more inside!



PROGRESSIONS & JOB POSTINGS

A fantastic way to let the industry know about an exciting career move, job posting or addition to your company.
Job title: Email Marketing Specialist, Travelopia, Clearwater, Florida



SAIL AMERICA

MEMBER

NEWS

Volume I 2018



Promoting the health and growth of sailing.

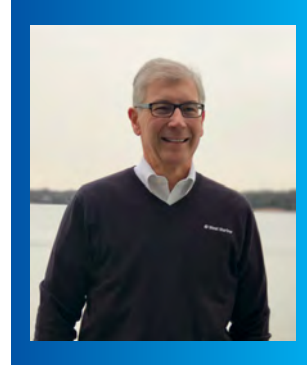


MESSAGE FROM THE SAIL AMERICA PRESIDENT & ASSOCIATION MANAGER

Dear Sail America Members,

While it's already the end of January, we'd like to take a quick moment to wish everyone a Happy New Year! Year-end always proves to be busy – both professionally and personally. We hope you all enjoyed the holiday season. Meanwhile, as soon as the calendar turned to January, the year took off and suddenly there was so much to look forward in the months ahead!

As 2018 kicks off, we'd like to offer some words of welcome and some words of appreciation. Welcome to Sail America's new board members, Lenny Shabes from America Sailing Association and Patrick Turner from Catalina Yachts. We are excited to have them join the team. And thanks as well to everyone who voted in our election process. We also want to recognize Reagan Haynes, who will begin a second three-year term as a board director, and Josh Toso from US Sailing, who is replacing Jack Gierhart as US Sailing's member of the board. You can learn more about our new board members later in this newsletter. We also extend a heartfelt thank you to Jeff Johnstone from J/Boats for his many years of service to Sail America. With all there is to look forward to in 2018, we're excited to be working with this great team.



Here's what's on our calendar for the next few months. Please take a few minutes to mark your calendar as well. We'd love to have you join us:

- [Miami Boat Show](#), Miami, Florida, February 15-19, 2018
- [NMMA Innovation Breakfast](#), Friday, February 16, 2018 @ 8 a.m.
- [Sailing World State of the Industry Breakfast](#), Friday, February 16, 2018 @ The Hard Rock Cafe in Bayside, Miami, Florida
- **NEW!** Sail America Webinar – see page 9. Mark your calendar now. You won't want to miss it!
- [Pacific Sail & Power Boat Show](#), April 19-22, 2018 in Richmond, California
- [American Boating Congress](#), May 9-11, 2018 in Washington, DC

Watch for information and updates on these events on our website, on our social media feeds, and here in the newsletter. In February we'll be sharing important news about the state of the industry. While we hope you can join us for one or more of the February breakfasts and hear firsthand about this news, if you cannot attend, we will keep you in the know. Following the breakfasts, we will send out reports that keep everyone informed.

We look forward to seeing you around the docks and at events these next couple of months.

Warm regards,

Jim Abel

Jim Abel

KR Kelly

Katie Kelly





NEWS & EVENTS

Sail America Welcomes New Board Members

Sail America, the trade association for the U.S. sailing industry, welcomed three new members to its 2018 board of directors: Lenny Shabes, American Sailing Association; Patrick Turner, Catalina Yachts; and Josh Toso, US Sailing. Shabes and Turner were elected through the association's standard election process. A nominating committee submits candidate names to association members who then vote anonymously on the names put forward. Meanwhile, Toso joins the board as a replacement for Jack Gierhart of US Sailing. Also welcomed back was Reagan Haynes, whose expiring term was renewed. All board members serve for three years.

The new Sail America directors join the president of the board, Jim Abel, of West Marine as well as existing board members Mark Pillsbury of Cruising World Magazine (treasurer/secretary); Erin Schanen of SAILING Magazine (vice chair); Bob Ross of Sail Northwest (vice chair); Scot West of Ronstan (past president); Kevin Murphy of the National Marine Manufacturers Association; Kevin Carlan of Mastry Engine Center; Josie Tucci of The Moorings; Peter Trogdon of Weems & Plath; Chris Doscher of Beneteau USA; Reagan Haynes of Soundings Trade Only; Lou Sandoval of Brunswick Corporation-Nautic-ON; and Kimo Worthington of North Sails.

The Sail America Board says farewell and extends its thanks to Jeff Johnstone of J/Boats for his tenure and service to the organization.

New Directors to the Board

Lenny Shabes, American Sailing Association



Lenny started his career in the early 70s as a pioneer in the nascent home theater market. He founded The Video Centers, America's first specialty chain of stores for home videos. He concurrently developed Videovision, the home video industry's first company to license Hollywood movies and distribute videocassettes. He built seven stores and licensed thousands of films before selling the successful business to the Federated Group in 1980. In 1982, his true love took front and center and he founded the American Sailing Association (ASA) and remains its chairman of the board. Today, ASA is an association of 350 sailing schools, 7,000 sailing instructors, and almost a million certified sailors. Lenny is currently responsible for ASA's marketing and long range strategic planning. In the early 1990s, he formed WATV Productions, a specialty television programming, production service and consulting

company. Lenny produced and delivered over 2,000 episodes to multiple cable networks including Discovery, Velocity, Spike, ESPN, TLC, Outdoor Channel, Outdoor Life Network, Speed, National Geographic and Fox Sports. In 2007, Lenny co-founded Torque TV, a startup OTT (over-the-top) digital television network for motorheads. He was a board member and the director of programming through the successful sale of the company to Motor Trend Magazine. Lenny is a serial entrepreneur with a life full of successes of which he believes the ASA is his greatest.

Patrick Turner, Catalina Yachts



Originally from Ohio, Patrick's career in the marine industry began in 1984, in Massachusetts, where he rented sailboats on Cape Cod during summer breaks from attending The Ohio State University. After finishing college, he and his business partner purchased a small sailboat dealership on Cape Cod. That dealership broke multiple sales records throughout the years and in 1987 added the Catalina Yachts dealership. That is when he met Frank Butler (Catalina Yachts owner) and Sharon Day (Catalina Yachts national sales manager). As that professional relationship thrived, so did Patrick's career. After selling his share of the sailboat business, Catalina Yachts asked Patrick to join them in California. There, he was a liaison to the dealers and supervised several boat shows around the world.



NEWS & EVENTS CONT.

In 2002, Patrick returned to New England, joining a sailboat dealership in Rhode Island and serving as their corporate president. In the ensuing years that dealership too broke its sales records time and again. In 2006, Patrick put his strong sales and marketing managerial skills to work outside his own dealership, also advising numerous other sailboat dealerships throughout the country.

In 2013, Patrick rejoined Catalina Yachts as their materials manager. Today, he is a member of Catalina's management team at their Florida operation and is also a liaison to the dealer network.

Josh Toso, Marketing Director – US Sailing



In 1984, when Josh Toso was just 2 years old, his father bought a J/24. Josh has been sailing ever since. He learned to sail in Boothbay Harbor, ME and raced in J/24 Fleet 43 out of the Portland Yacht Club. When his father relocated the J/24 to the Corinthian Yacht Club in Marblehead, Massachusetts, Josh started racing in the junior program at Manchester Sailing Association in Manchester-by-the-Sea, Massachusetts.

When Josh was a fresh graduate (and sailing club member) of the University of Rhode, he was hired by Vanguard/LaserPerformance as their events manager, directing the company's charter boat program. Traveling the world, Josh supported the charter fleets at various US Sailing, Intercollegiate Sailing Association, International Laser Class Association and International Sunfish Class Association regattas. LaserPerformance later promoted Josh to serve as their North American marketing executive, a position he held for two years.

In 2013, US Sailing hired Josh as their marketing manager and recently promoted him to marketing director. It is Josh's passion for sailing, passed down from his father from an early age, that drives him and his work at US Sailing. Josh constantly strives to support already-committed sailors in the United States while, at the same time, introducing new people to its joys.

What's Your Worst Boat Winterizing Story?



Email kkelly@sailamerica.com with your response.

We'll feature the best stories next month! Don't forget to include a photo!



NEWS & EVENTS CONT.

Trends in New Boat Sales

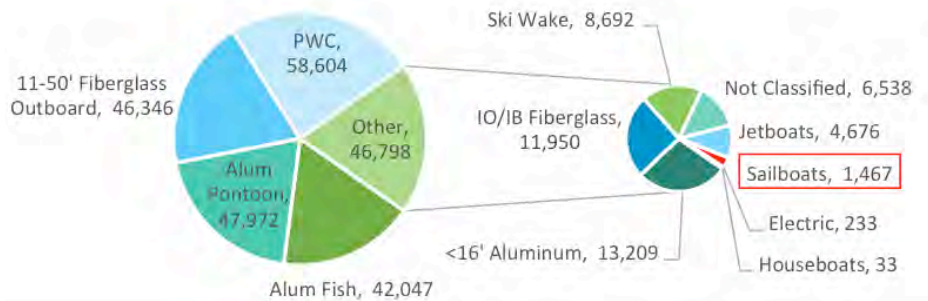
By Margaret Bonds Podlich

The sailing industry might want to note the numbers from the October 2017 new boat sales report. Collected by Statistical Surveys and published as “By the Numbers” in Soundings Trade Only, the numbers reflect all new registered retail units. For sailing, that would not include smaller sailing dinghies and those boats without engines (i.e., Sunfish, Topaz or a Lightning). These numbers also do not reflect pre-owned boat sales, which constitute an estimated 80-85 percent of boats sold.

The chart to the right shows 241,767 new boats were sold and registered in the U.S. from October 2016 through September 2017. Within the chart, the graphic on the left breaks that number down by type of boat and shows a fairly close percentage breakdown of sales across types:

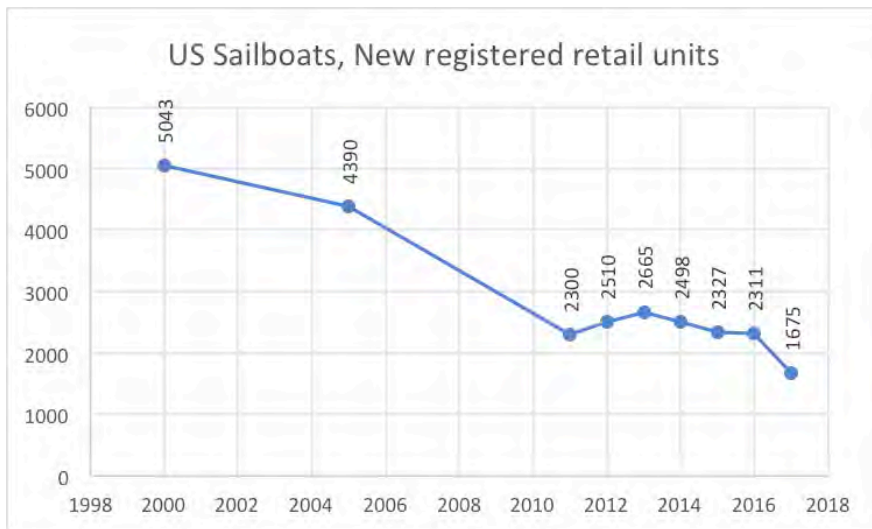
- 1/5 fiberglass outboards (11-50')
- 1/5 PWCs
- 1/5 aluminum pontoon boats
- 1/5 aluminum fishing boats
- 1/5 other types of boats

October 2017, rolling 12 month, New Registered Retail Boats in US



Source: Statistical Surveys, 12 months rolling (Oct 2016-Sept 2017) Registered, new retail units

How is the overall market looking this year versus last and how are sailboats positioned compared to other years past? The overall figure of new, registered boats at 241,767 units sold is an increase of 3.9 percent over a year ago, when there were only 232,692 such units sold.



Source: Statistical Surveys, 12 months rolling (Oct 2016-Sept 2017) Registered, new retail units

With assistance from Ryan Kloppe of Statistical Surveys, however, we obtained more specific numbers for sailboats. Again, these are figures for registered, new sailboats — not those sold out of a driveway, or the many that do not need registration. Overall, the sales trend over the last decade is down. In 2000, there were 5,043 new sailboats sold. Five years later that number had dropped to 4,390. More recently, total such units sold was hovering near 2,300, and in the last 12 months that number declined even further (by nearly 30 percent) to 1,675. While this is not good news, we continue to look for answers that can help your business in the years ahead. And, as insurance checks finally reach the hands of boat owners who suffered from the fall 2017 hurricanes, we expect to soon see some new boat purchases.



April 19-22, 2018

Craneway Pavilion and
Marina Bay Yacht Harbor
Richmond, CA

PACIFIC SAIL & POWER BOAT SHOW

and Marine Sports Expo



*50,000 sq. ft. of Exhibitors on Land • On-Water Activities
In-Water Displays of the Newest Sail and Power Cruising Boats
Special Events • On-Site Parking
Expert Seminars to Expand Your Knowledge*

PacificBoatShow.com

Produced by:



Discover **Sailing**[®]
The Ultimate Adventure



@PacificSailandPowerBoatShow



#PacificBoatShow



@pacificboatshow



IN THE NEWS CONT.

Memories of Sailing Industry Leader Everett Pearson



The sailing world has lost another legend with the recent passing of Everett Pearson. The “Founder of Fiberglass,” with his dry wit, roll up your sleeves, can-do attitude, managed to convince his cronies in the business to join forces and form what we now know as Sail America. We thought it would be nice to speak to some of those individuals lucky enough to call Everett a friend and hear some of their reflections on the man who contributed so much to the world of sailing.

Sally Helme, Sailing World & Cruising World Magazines

Everett was one of the leaders in the 1990s. He touched a lot of people in so many different ways. He was a man with so much energy and passion.

I worked for Cruising World and Sailing World publications at the time when Sail America was being formed. We had a publication called Sailing Business that was all about the trade and we wrote a number of articles about Everett and the founding of Sail America. Everett was one of the co-founders of SA [Sail America], along with Olaf Harken, John Southam and Garry Hoyt. They were the principal movers. At the time, they believed that the sailing industry did not have enough of a voice in the National Marine Manufacturers Association, the NMMA, believing that the sailing industry had different priorities than the power boat side. The feeling was the sailing industry needed to get together and help themselves; business was challenging, and we needed to stick together to survive. In 1990, Everett and the other three men kicked off the campaign initially with a conference at the Miami Boat Show in February 1990. Out of that conference was started the American Sail Advancement Program, ASAP, which later turned into Sail America.

Everett, Olaf and John all chipped in to get the organization started. John, who at the time was the publisher of Cruising World and Sailing World, donated an office in the building and a part time person to help get things up and running. At the time I was working for Lewmar, which makes sailing hardware, I got involved first as a volunteer on a committee, then was elected to the board, and that is when I really got to know Everett.

He was very passionate about the organization, “we will figure out a way to make this work; we need to be our own best advocates; we need to look out for ourselves; no one else in the industry is going to do it for us; we need to come together and be masters of our own destiny.” The concept of SA was that we would create our own boat shows. Initially, it was going to be just one boat show, and we would use the money from the show to turn around and invest in promoting sailing as a lifestyle, to create a PR [public relations] campaign to promote sailing. The theory was we would sell more boats, therefore bigger boat shows, therefore more money to promote sailing—a self-propelling prophecy kind of thing. We decided to create something that was going to be different from all the other boat shows. We called it Sail Expo. The idea was that it would not be just boats and gear for sale but also a coming together of the sailing community. It would be one giant show in Atlantic City. Everyone in the industry would come from across the country and it would be a winter gathering of sailors. We would have parties, social opportunities and also provide education. We had seminars because sailors are crazy about studying the sport and the lifestyle; they read endlessly about the subject, do lots of research. It is as much an intellectual pursuit for them as a sport. This concept was something very different. Up to that point, the boat shows did not really have seminars or social gatherings, and at the same time, it was now an opportunity to showcase their goods without the distraction of power boats.



Everett was the cheerleader. He said, “we don’t have any money, any anything, but we can make this happen.” Even though many of the other people at the table were his competition, because they were building other boats, Everett felt, “we all need to take off our own company hats and we need to put on the hat of the sailing industry,” asking everyone to set aside their own business interests and work together for the greater good.



IN THE NEWS CONT.

We did the first Expo in Atlantic City in 1992 or 93 and it was a giant success. It was awesome.

Everett had a great sense of humor, always had a smile on his face, a very positive guy. He was a force of nature, and the people who worked for him were very loyal.

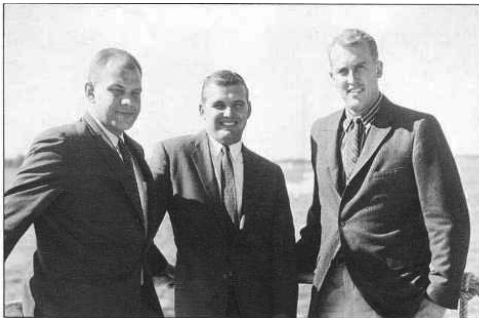
Garry Hoyt, Boat Designer

Back in the early 1990s, there was concern in the sailboat industry that needed growth was being fractionalized and diluted by too many small, local boat shows rather than a major show capable of generating national interest. To counter this, a nascent group, labelled ASAP (as soon as possible) became the American Sail Advancement Program, which eventually became Sail America. It was formed while the sailing industry was having a conference in Miami in February 1990. A small group of industry leaders determined that Everett Pearson would become the president of the organization — his credentials being co-founder of Pearson Yachts and then later president of Tillotson-Pearson. He had so much knowledge and experience in boat building and was considered a pioneer in fiberglass boat building. He was a loyal and trusted businessman. This made him the unanimous choice.



The ASAP group, led by Everett, organized the very successful and well attended Atlantic City Boat Show. It was held in late January-early February at the Convention Center on the boardwalk, and later relocated to the new Convention Center, where it went on for many years.

Everett was a natural athlete, a star football player for Brown University and a sailor all his life. I met Everett back in the mid-1970s and he was a close friend for over 40 years. I had formed my company, Freedom Yachts, and he was the logical choice to build them. We entered into a business relationship with a handshake. We built on our friendship as we built other boats called the Alerion. It was never a big business, but we worked very nicely together. Everett was always very active physically and a great sailor, and we sailed together a number of times, particularly in the Caribbean, to our mutual enjoyment. He was a charming guy. We had a common interest in sports. He was a trusted friend and one of those good guys that you like to have around. He was, I guess you would call it, 'a man's man.' Everett was a serious guy, but he also had a sense of humor. He was a business man and became a sportsman, in the true sense of the word.



Everett continued with his own company (TPI) building J-boats, Alerions, True North (powerboats) and a variety of other fiberglass products — the other products being windmill blades, bus bodies, Disney's Tree of Life, and flag poles. He retired about 15 years ago, and once he sold the company, TPI, to the Walton family, he maintained a spectator interest in the boat business only. His son Mark is in the fiberglass piling business, Pearson Pilings, and has carried on the tradition in that sense. In October I saw Everett for lunch. We would see each other at least once a month, have lunch, chat over things. He was interested in

politics and everything in general, and we had mutual interests. He was a trusted friend and a good friend, and those are hard to come by, and I miss him.

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

PROFESSIONAL DEVELOPMENT

SAVE THE DATE!

A Sail America Webinar with John Spence,
March 13, 2018!



John Spence is an author, business management consultant, executive trainer and speaker with a client list from the Fortune 100 to small businesses and other organizations around the globe. John has made a career of “Making the Very Complex...Awesomely Simple”.

January 2018 Survey

Question: What is your New Year's Resolution?

Asked of: Sail America BOD

“For 2018, I plan to walk my dog around the lake at least five nights a week, no matter how cold/hot it is. I plan NOT to eat my weight in chocolate (or cheese, or anything else) after our walk.”

--Reagan Haynes, Senior reporter and social media manager, Soundings Trade Only

“I hope and pray I can visit at least two Caribbean islands I haven't seen before. Hopefully they will have fantastic local chicken roti and rum.”

--Mark Pillsbury, Editor, Cruising World

“I hope to get more time on the water. I plan to get more time on the water. I want to get more time on the water.”

--Bob Ross

“Sail a new cruising ground (just booked flights to Thailand!) Complete a motivational podcast series.”

--Josie Tucci

“Provide a amazing customer experience for our North sails customer and to able to kite board in the surf!!

And try this! <https://www.youtube.com/watch?v=fLuOrM7pOg>”

--Kimo Worthington, Vice President, North America Sales & Service, North Sails

“Apply the concept of “SLOW DOWN” to my life on a daily basis. Beat my FitBit goal on a daily basis.

Read more than 8 books in 2018 (I read 8 in 2017, which I was super proud of considering I have 3 children under the age of 9 and work!)”

--Katie Kelly, Association Manager, Sail America





WAYPOINTS

FEDERICO “FIDDI” ANGERMEYER
WILDAID VOLUNTEER & GALAPAGOS RESIDENT

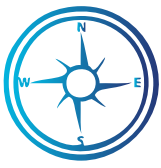
Ahhhh Galapagos, one of the few remaining virgin regions in our world, thanks to their strict guidelines and conservation efforts. Surprising fact, only 3.5% of our oceans are officially protected. Sail America sat down with Federico, “Fiddi” Angermeyer, who, when not traveling around the world, is lucky enough to call this unique spot, home, and he’s doing his part to ensure it remains unspoiled for future generations. Fiddi recently teamed up with the organization, WildAid to raise awareness of the challenges facing the regions from shark finning, invasive species and overfishing and we get to talk to the organization and get their perspective on the fate of our marine life, their tag line, “When the Buying Stops the Killing Can Too.”

Q. I think it is safe to say that most of us have not had the opportunity to visit Galapagos, I am sure it is on quite a few readers’ “Bucket Lists”, it seems like the magical animal kingdom, with the focus on conservation, so what’s it like to live on this island as a native?

A. Galapagos has about 25,000 inhabitants, and you have to really like wildlife and tranquility because the island is kind of remote. You get very accustomed to having all the animal life around you, blue footed booby, little lava lizards are everywhere, if you go to the fishermen dock, sea lions will be begging for food like dogs for leftovers. We have a beach which is about a 45 minute walk from town where the big, black marine iguanas can be found sitting on the white sandy beach, it is very dramatic.



You are not allowed to touch the animals. If you are out of the town, on the islands visiting the national park you must stay on the path system with your guide who explains the wildlife, you are not allowed to go off the path. There is a big campaign right now regarding introduced species, as you can imagine any introduced specie can alter the habitat, and sabotage our effort to keep it clean and unspoiled. Already there are lots of plants and animals that have come in, and they are trying to eradicate them and prevent new ones from coming on to the island. For example, we have goats on the island, and a gecko that has taken over and a wasp that came in; these animals and insects displace the natural ones.



WAYPOINTS CONT.

Q. What about you on a personal level, what is your business?

A. I grew up on Galapagos and did not leave the island for the first time until I was 15, then when I was in my early 20's I returned to start my own business in the charter industry. I have had many different boats, at this point I have the 217ft tall ship, Mary Anne, and the 159ft motor yacht, Passion, which now has been rebranded WildAid Passion. Marianne takes 16 passengers, sleep aboard, en suite cabins while Passion can accommodate 12, en suite.



Q. What is involved in the tours?

A. We run two, one week itineraries, one we called the East and the other the West itinerary, you chose which appeals to you, some guests opt to take both weeks, living aboard, taking nature walks and snorkeling. The day consists of breakfast on board in the morning, then a shore visit to hike or take a walk to see the blue footed booby, or the mass booby or the albatrosses, sea lions, iguanas, then back to the boat for a short break. Or the tender can take you out to go snorkeling, and then back to the boat to have lunch and a short break. We usually go for an afternoon snorkel or sometimes the boat moves during lunchtime to another visitor's site, another snorkel and shore visit, then back on board by 6, for cocktails and dinner.

Q. How large is the marine reserve?

A. It is all the islands and extends 40 miles out, 51,000 square miles, and they won't let anyone come in and fish except for the locals. There is such a variety of marine life, the marine iguanas are probably the most unique, they actually swim and dive and eat sea weed. We have many, many different types of fish, penguins, you will see whales, especially on the western itinerary and of course lots of sharks.

Q. How did you become involved with WildAid?

A. They came to Galapagos and did a trip with us and we started talking about all the possibilities in trying to support them. I donate one trip charter for them to auction off at their gala and whatever funds it raises are all collected for WildAid Galapagos. At the last auction, the bidder paid \$200,000 for one week onboard. Also on Passion, we donate \$100 for each onboard passenger, the idea is it should be a win-win situation. I've always said it is time that we all give back to this planet that we have taken so much from, so I try to do my part in giving back. The other thing is hopefully it will work for me in a beneficial way in that people will say, this boat is doing something for the island, so better to go on this boat that is trying to preserve the island.

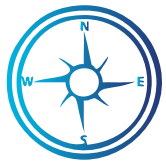
Q. What is the charter rate?

A. About \$98,000 for the week, inclusive of fuel and all of the operating expenses.

Q. Does WildAid have a program in Galapagos?

A. Yes, they do several things, one is fighting against introduced species. They support the marine preserve as far as shark fin poaching, that is WildAid's strongest point, to fight poaching world-wide, working with the campaign slogan, "When the Buying Stops the Killing Can Too." There was a big demand for shark fins in China for shark fin soup, fishermen would cut off the fin and toss the shark, still alive into the sea. But in Galapagos, it seems like it is basically ending. There could still be poaching going on that we don't know about, recently a ship came through the island as though it was his own and he got caught. He received a 6 million dollar fine and a 3 year jail sentence. On board were 6,600 dead sharks in the hold, and 300 tons of frozen shark and fish, they obviously were picking up loads from other boats. However I do feel sharks have made a little bit of a comeback, out snorkeling we see more of them in the water these days. In Galapagos, we now have improved patrolling, they put into effect an AIS system so boats can be tracked, there are repeater stations all over the island, you can see what boats are anywhere inside that reserve, those who are legally or illegally there, especially on the outskirts of the island where the illegal boats tend to coast, hugging the edge of the marine reserve. Recently there was a second arrest resulting in a prison sentence and fine. What I am against is that we have continued to export fish but that is a pretty hard battle to fight. I got a figure recently and I was told we exported 25 tons of lobster. Of course, there is a season when you can catch lobster, but what is the biggest challenge, in many cases is trying to change people's views. Whatever it is, we need to save this planet, and if we don't start doing something about it we won't have a planet left.

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



MORE WAYPOINTS

JOHN BAKER
CHIEF PROGRAM OFFICER, WILDAID

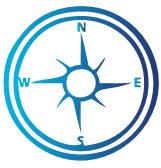
John Baker, Chief Program Officer of WildAid provides some insight in the fight against illegal fishing in the marine world, particularly in China, and the world of poaching as they campaign worldwide to save our species, notably sharks, from extinction. Readers may be familiar with their billboards and now here is the story behind the organization with the tag line, When the Buying Stops the Killing Can Too.

Q. When and how was WildAid formed?

A. WildAid was founded by four individuals, including Peter Knight who is our current CEO. Prior to the formation of our organization, he had already been working in investigation of the illegal wildlife trade in Asia, through prior organizations and affiliations. It was around 2000 that the four of them formed WildAid as an extension of these other affiliations, but it has always had a focus on reducing the demand for illegal wildlife in the places where the demand is at the highest, which has been China and Southeast Asia, Taiwan, Hong Kong, Thailand and Vietnam.

Q. What was the basic premise?

A. There are already many people working in the field to protect these endangered wildlife species; tigers, sharks, elephants, rhinos, for example. Similar to the situation with drug lords, if there is a profit motive, it is difficult for government forces to completely eradicate poaching. Our solution is more of a long term, durable solution which is to convince the people who are buying these products that there is a problem, as many are unaware of the impact. For example, in China when we were campaigning against shark fin soup, very few people knew that shark fin was actually shark fin because the word in China they were using in Mandarin was actually “fish wing”, fish wing soup, and a lot of people thought that the fins of the fish grew back; purely a case of lacking awareness. A lot of consumption of these products is fully without an awareness of the impact or provenience of where these products are coming from, our job is to increase the awareness. We hit all kinds of angles; we talk about the cruelty, such as cutting off the fin while the shark is still alive then tossing it into the sea for a slow death, how it is depleting the fisheries, we explain how taking sharks out of the food chain is creating an imbalance, and regarding our health, how shark can



WAYPOINTS CONT.

have considerable heavy metals and toxins and are not healthy to eat in large amounts. Many times people are paying up to \$100 for shark fin soup, how do you know it is even real shark fin? We aim to make people more aware and persuade them to stop consuming these products, once they do, the demand will go down, the price will go down and therefore the profit motive for traders, smugglers and poachers will go down and that will make the poaching problem more manageable or better yet, eradicate it.

We also use a business approach; we do a lot of advertising campaigns but we also back it up with solid policy work, often that involves even making government officials aware of these issues. In China we can't publicize that this type of behind the scene work is going on in an effort to change policy in China, it would be the first step in getting ourselves kicked out of the country. The focus is to make the government aware; we take them on trips to see the work in the field and we go to them with policy recommendations. We are not just about David Beckham billboards, that is part of what we do, but it is not all! In the case of Yao Ming, the former basketball player and the spokesperson in our ivory campaign, once we get a spokesperson from the local country who is a passionate supporter of the cause, he then submitted a policy proposal to the People's National Congress in China. In 2008, during the Peking Olympics, we ran a huge campaign in China focusing on shark fins and we enlisted about 20 Olympics athletes to help with the campaign. We rolled out a comprehensive set of communications materials including billboards and videos on sharks, tigers, rhinos; just a handful of the many hundreds of species at risk. We try to chip away using visuals that people can relate to where the demand in these countries is a big part of the threat that they face. Reducing the demand will make a big impact on the survival of the specie in the wild.

Q. WildAid has some very slick campaigns, which surely are expensive to produce, I am assuming most are pro bono, but the campaigns are excellent, how did you accomplish this?

A. Our job is to preach to the not yet converted, those who are not yet paying attention to wildlife issues. This is where having a very popular local celebrity helps, people like martial artist, Jackie Chen and Yao Ming who are also very sincerely dedicated to the cause. We ask them to help the wildlife not to help WildAid, to help these species, they are often very willing to spend some of their time, this is all volunteer, we do not pay them to appear in these campaigns. Over the years we have practiced our craft to the point to get support from leading advertising agencies all around the world, London, New York, Peking, Shanghai, helping us to develop the creative concepts. We do our best to recruit the most popular celebrities that we can and the best production teams, many are happy to work for free, at cost or highly discounted rates. The main goal is to get the message out, it is all fine and good to have a cool message and high production value and a very popular celebrity but if you can't get the message out...what good does it do?

In China we work very hard but we are fortunate we have had good co-operation with government media. In China in particular, a typical campaign we would run there with TV ads would run on more than 25 networks, for free, during prime time. We have a very positive tone to our messages and we use a very small amount of graphic material. Our goal is to encourage people to be part of the solution, not blaming, it is more about joining the cause, basically informing people, "this is what you can do to help". We have been able to get our billboards out in subways and airports in China and it is not just in China by the way. We have our billboards here in the US in several major international airports, including LA, O'Hare, Miami, targeting international travelers, reminding them, don't buy these things overseas, items like ivory, sea turtle shells. In China last year we were able to get 293 million dollars' worth of media placement and airtime, all donated. Our programs run at about 10 million dollars a year for all our expenses around the world and we leverage that in places like China to almost 300 million in airtime and billboard display. We are trying to do the same thing in other places, we are in Taiwan, Hong Kong, we are in Vietnam which is a very important place to be right now, and Thailand.

Q. To date, what have been some of WildAid's successes in the field?

A. I'd say there are three major ones. The first is the shark fin campaign in China. Since 2011 the import and consumption of shark fin has gone down by 80%. And a lot has to do with increased awareness. We are pretty much the only organization that has been driving this campaign, Yao Ming played a major part in this success. In our surveys around China, people respond, "Yao Ming told me not to eat this soup". Our slogan for the campaign, in English is, "when the buying stops the killing can too." In Mandarin it translates more simply into "no buying, no killing." If you walk around in China and ask people what does Yao Ming say about shark fin, they will tell you no buying, no killing. That shows you the power of a celebrity campaign. The government helped as part of their corruption campaign by issuing a regulation saying no shark fin soup or any other wildlife products were permitted to be served at government banquets. It was a way for the government to signal their support for ending the consumption of shark fin, because being such a premium product it was being used as part of corruption, serving delicacies as a means of currying favor. We started the campaign in 2008 and these statistics came out after 2011, in a country of 4.3 billion people, getting 80% reduction was a major accomplishment, the campaign included of course the health risks but the government and celebrity support certainly played a major part in the campaign's success.

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

STATE OF THE INDUSTRY BREAKFAST 2018



CRUISING WORLD SAILING WORLD

Cruising World and *Sailing World* are pleased to invite you to their 23rd Annual State of the Sailing Industry Breakfast on Friday, February 16, 2018. We will present the findings of the 2017 North American Sailing Industry Study, which tabulates sailboat production, imports and bareboat charter activity for 2017. We will also share some interesting new research on consumer trends that are relevant to your market.

We're serving a full breakfast, and all attendees will be sent a copy of our exclusive report after the show.

Space is limited, so reserve your place now!

Buy your discounted tickets now

Hard Rock Cafe - Miami
Bayside Marketplace
401 Biscayne Blvd.
Miami, Florida 33132

FRIDAY
FEBRUARY 16TH, 2018
7:30 - 9:30 AM

Cost:

\$25.00 Per Person Early Bird Discount:

Register by noon on February 12th for discount.

(Pre-registration will allow you to skip the registration line that morning and proceed directly to the breakfast. Just print your ticket out and bring it to the event in the 16th!)

\$35.00 per person after noon on February 12th, or at the door.

***Online Registration Deadline: Closes at noon on Thursday, February 15th.**

BONNIER
Corporation

460 N Orlando Ave.
Winter Park, FL 32789
(407) 628-4802



Sailing Industry Events

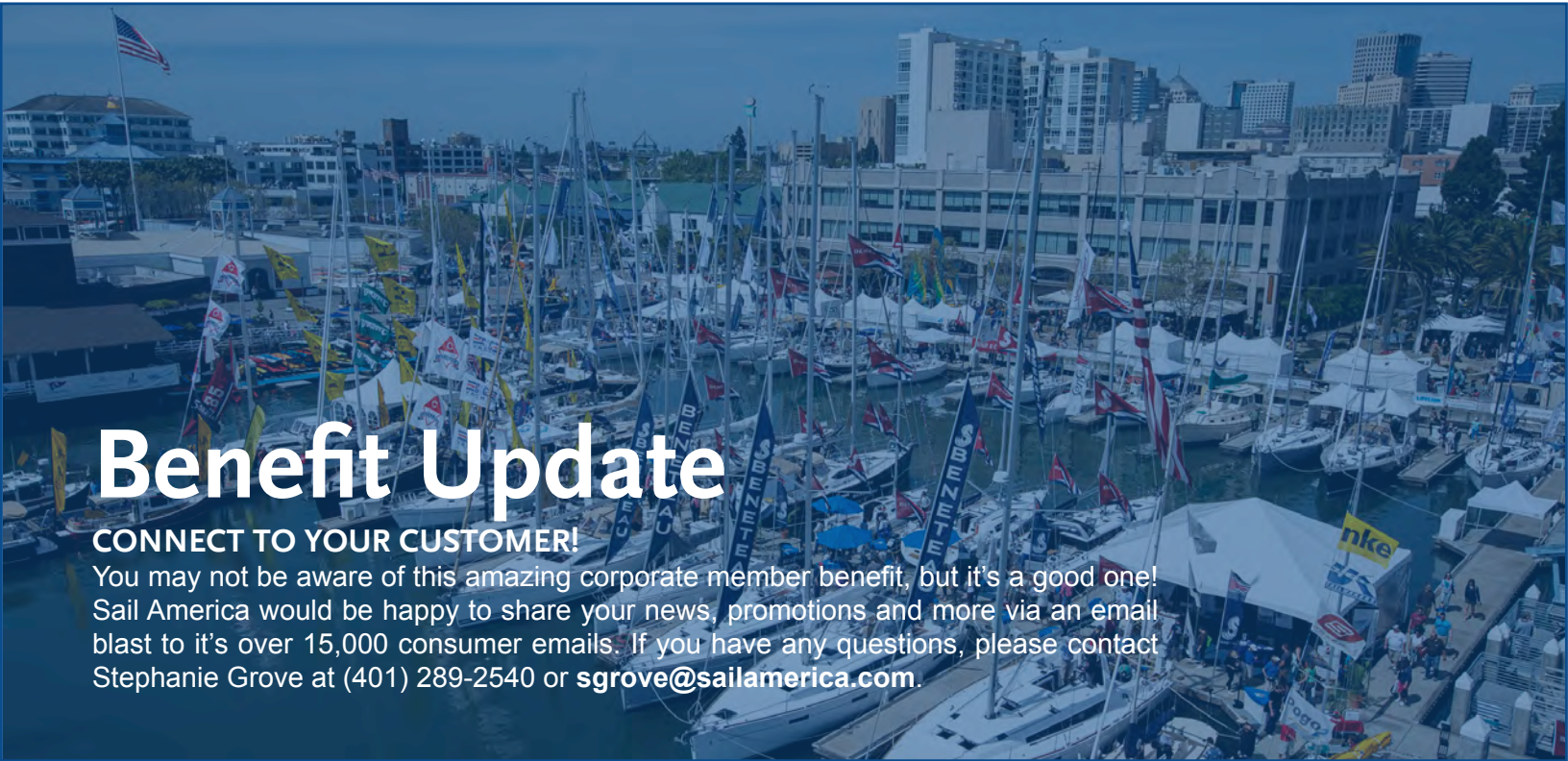
- Seattle Boat Show – Seattle, WA/January 26 – February 3, 2018
- US Sailing Leadership Forum – St. Pete Beach, FL/February 1-3, 2018
- Progressive Insurance Miami International Boat Show – Miami, FL/February 15-19, 2018
- Pacific Sail & Power Boat Show – Richmond, CA/April 19-22, 2018
- Annapolis Spring Sailboat Show – Annapolis, MD/April 20-22, 2018



MEMBER NEWS



VOLUME I 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.

“ Seagrass helps mitigate climate change by removing carbon dioxide from ecosystems at a rate ten times faster than tropical rainforests. ”



© Phillip Colla / Oceanlight.com

Learn more at sailorsforthesea.org.



NEW MEMBER SPOTLIGHT

HELLY HANSEN AS |

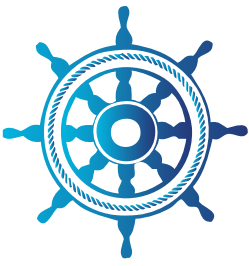
Munkedamsvelen 35, 6fl, N-0250 Oslo
pb 1653 Vika, 0120 Oslo NORWAY
+47 69 24 90 00
E-com Sales and Order Inquiries: +47 8001

www.hellyhansen.com



From our home in Norway, Helly Hansen has been making professional grade gear to help people stay and feel alive for almost 140 years. It all started in 1877 when sea captain Helly Juell Hansen found a better way to stay protected from the harsh Norwegian elements. Soon thereafter, Captain Hansen and his wife Margrethe launched a business producing waterproof oilskin jackets, trousers, sou'westers and tarpaulins made from coarse linen soaked in linseed oil – and the legend was born! Our sailing gear is worn by world-class sailors across all five oceans, and we're proud to partner with and participate in some of the sport's most iconic regattas and sailing associations.





JOB POSTINGS

Travelopia

Email Marketing Specialist Travelopia, Clearwater, Florida

As our Global Inventory Manager you are responsible for ensuring that our finished goods inventory (hereafter: inventory) levels. The Email Specialist's primary responsibility is to conceptualize and develop marketing Emails and assist with maintaining websites for promotion of Travelopia Marine yacht charter brands – The Moorings, Sunsail & Footloose. This position coordinates, designs and produces high-quality promotional emails in accordance with branding guidelines, with a focus on Email/landing page production, Email automation, and website content creation/updates. Key to this position will be solid experience and understanding of Email automation/nurturing concepts, and ability to work closely with brand Marketing Managers and CRM to drive strategy.

This role works closely and collaboratively with Marketing/CRM and Global office teams to market our brands through digital channels, and will report to the Creative Services Manager.

What You'll Be Doing:

- Email campaign production from start to finish including designing and populating existing email HTML templates with CSS, creating landing pages, updating content/images, uploading lists, sending, testing, tracking and reporting.
- Assist with web site content updates and maintenance for all global sites
- Work closely with CRM team on marketing automation strategy, workflows and setup.
- Ensure consistency, accuracy and brand standards of all Emails and landing pages.
- Assist with new web site launches, where applicable.
- Help bring new ideas for design and content creation to the team using your expertise.
- Assist with cataloguing and maintenance of digital assets.

Desired Skills & Experience

- 3-years' experience in developing marketing Email campaigns and landing pages, along with maintaining large company website(s)
- Associates Degree in Web Design, Digital Arts, Multimedia, Graphics or related field.
- Experience with Hubspot (or similar platform) and Email/Marketing automation.
- Basic photo editing skills.
- Understanding of Internet-related technologies and best practices, including analytics.
- Good sense of design and layout principles and aesthetics.
- Must be competent with HTML, Photoshop, Dreamweaver and have the ability to create new HTML and Hubspot Email templates.
- Ability to effectively multi-task, prioritize tasks efficiently and consistently in fast-paced environment.
- Knowledge of sailing or travel related marketing desirable.

You must have an online portfolio that demonstrates your technical and design skills, and describes your role in featured projects. This work should show aesthetic aptitude and proficiency with color, typography and layout.

For more information, visit: <https://www.linkedin.com/jobs/view/532609278/>



Promoting the health and growth of sailing.

50 Water Street • Warren, RI • 02885 • 401.289.2540
WWW.SAILAMERICA.COM



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 2018.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2018.
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.

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.

