



## NEWS & EVENTS

- Get updates on all the latest happenings, from Pacific Sail & Power Boat Show to fun facts that keep you in the know.
- Keep up to date with all things Sail America via a message from our Sail America President.



## WAYPOINTS

A newsletter favorite!  
Get up close and personal with one of our members through this feature article.



## MEMBER NEWS

- Sail America benefit update
- Spread your news! Send us your press releases and we'll share them with Sail America's membership.
- New Member Profile; We like to welcome new members in style!
- Sailors for the Sea keeps you up to date on environmental news.



## PROGRESSIONS & JOB POSTINGS

A fantastic way to let the industry know about an exciting career move, job posting or addition to your company.



# SAIL AMERICA MEMBER NEWS

Volume II 2017



Promoting the health and growth of sailing.





# MESSAGE FROM THE SAIL AMERICA ASSOCIATION MANAGER

Dear Sail America Members,

One of the best parts about working in the sailing industry is having the opportunity to visit regions of the country where people love to sail. And, while visiting to have the opportunity to talk with sailors and businesses about what is new and exciting in their local area. The Pacific Sail and Power Boat Show held in Richmond, California from April 13-16 was my first opportunity. Despite some challenging weather to kick off the show, the weekend was beautiful! The Craneway Pavilion was bustling with attendees eager to talk with exhibitors about the latest trends in the industry, buy new products, and sit down to listen to an expert in one of over 100 seminars. My Fitbit registered 25,000 steps a day as I made my way around the Craneway and the Marina Bay Yacht Harbor to introduce myself to all of you, AND to talk to our consumers. I learned a lot!



With the 2017 show in the rearview mirror, we're already thinking about 2018. I'd love to hear your ideas and comments about your experience from this year so we can work to make next year better!

Right around the corner now is "Grow Your Business, Grow the Industry", the 2017 Sail America Industry Conference (SAIC). The dates are May 31st – June 2nd in Milwaukee, Wisconsin. Have you registered? If you haven't, here's why you should!

- Sean Cummings, SVP of Global Demand at Harley Davidson Motor Company presenting on their long-term strategy to build the next generation of Harley Davidson riders;
- Thom Dammrich's from NMMA with compelling new statistics on the economic power and clout of targeted multicultural markets as well as updated statistics and trends in the marine industry;
- Marcus Sheridan "The Sales Lion" on Letting Go of the Way It's Always Been Done;
- Networking opportunities with old and new friends within the sailing industry;
- Roundtable discussions to explore industry challenges with a facilitated report out session;
- A conference kick-off regatta where the winner earns bragging rights for the rest of the Conference ☐
- Conference information can be found here: <http://www.sailamerica.com/events/saic/>. I look forward to seeing you there.

One last note! This newsletter is an opportunity for you as members to share your news with others in the industry. Please send us your news, we'd love to help you get the word out.

I hope you are enjoying your spring.

Warm regards,

Katie Kelly  
Association Manager



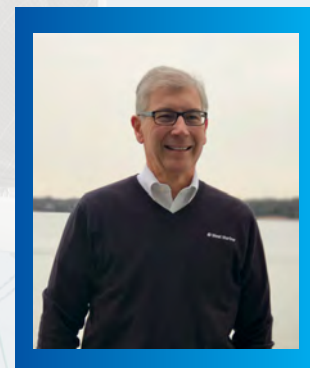




# MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America Members,

Spring has been extremely busy for me in my Sail America and West Marine Regional Vice President role. I have been able to travel from Maryland, New Jersey, New York, North Carolina, Virginia, California, Rhode Island, Florida, Washington and Alaska. I have experience plenty of time in airplane and rental car seats. Business travel is sometime glamorous and many time it is not. Most enjoyable while traveling is the time I spend with Sail America Members, West Marine Associates, and Marine Industry Colleagues. I also attended the US Sailing Safety At Sea Offshore Course April 1 at the United States Naval Academy; I had some spare time. It has been a hectic spring, but what further motivates and excites me is preparing my boat for summer sailing on the Chesapeake Bay with family and friends.



I was fortunate to have the opportunity to participate Pacific Sail and Power Boat Show and Sail America Industry Breakfast in Richmond California April 6-9, 2017. The show was well attend and it provided great value to our members and folks interested in the Sailing Lifestyle. Thursday night (boat show day #1) the show experience unprecedented bad weather that briefly impacted the show operations and unfortunately some of our members' boats were damaged, which is terrible our colleagues were impacted. Thankfully, exhibitors and show management worked together to overcome the storm damage and opened the show fully by 11am Friday morning. My thanks to the show team but especially the exhibitors who were impacted for acting so quickly to get the marina open again. Despite the weather, attendance overall was up and Sail America delivered a terrific boat show.

The Sail America Industry Conference is coming together nicely for May 31 to June 2, 2017 at the Marriott Milwaukee Wisconsin. With only a month before the SAIC begins, I encourage members to go to the Sail America Website, for event schedule, sponsorship list, book your travel, registration, and sign up for the Industry Fun Regatta; go register now. Many thanks to the Sail America Industry Conference sponsors; B&G Title Sponsor, LH-finance, Gill, The Moorings Platinum Sponsors, and West Marine Regatta Sponsor. Check out the Sail America website for the full sponsorship list. I want to personally thank Kevin Coughlin New England Rope and Sail America former broad member. Kevin has been instrumental with rallying industry leaders to sponsor and support our membership at SAIC.

Finally, I want to provide members with an invitation. I have been traveling the US with a newly acquired **Instagram** account. I am documenting images and providing comments from the Sailing, Boating and Water lifestyle. So please follow me at **JIMONTHEWATER**.

Jim Abel  
Sail America President







# NEWS & EVENTS

**PACIFIC**



**SAIL & POWER  
BOAT SHOW**

*and Marine Sports Expo*

FORMERLY  
STRICTLY  
SAIL PACIFIC

April 6-9, 2017 • Craneway Pavilion and Marina Bay Yacht Harbor, Richmond, CA

## Pacific Sail & Power Boat Show Update

Thousands of boating enthusiasts visited the 2017 Pacific Sail & Power Boat Show at the Craneway Pavilion and Marina Bay Yacht Harbor on the waterfront in Richmond, CA from Thursday, April 6 through Sunday, April 9. Despite the challenging weather, the show enjoyed a seven percent increase in attendance.

A storm hit the area Thursday evening, causing damage to a portion of the in-water boats and displays. "Thankfully, exhibitors and show management worked together to overcome the storm damage and open the show by 11 a.m. that morning so we were able to continue the show throughout the weekend," said Sail America President Jim Abel. "We are grateful for everyone's efforts."

"We have a huge online presence, so it always amazes how many people find us online then make it their mission to come to the show to meet us in person," noted Capt. Robert McCreary of Advanced Maritime Education. "Every year, the Pacific Boat Show allows us to put a personal 'face' on our branding and gives our customers a chance to feel even more important to us."

The four-day event featured an expanded in-water display with a new Motor Yacht Showcase as well as dozens more exhibitors inside the Craneway Pavilion and in a new Exhibitor Tent at the marina. The 100-plus seminars, both free and paid, were well attended with more than 2,000 attendees participating this year.

"As expected, the Pacific Sail & Power Boat Show delivered an awesome venue and a dedicated crowd," said Mantus Anchors CEO Gregory Kutsen. "We are very glad we came and certainly plan to return to the show in 2018."





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## Sail America Industry Conference Names Keynote Speakers

### **Sean Cummings, Harley-Davidson Motor Co. senior vice president**

Harley-Davidson Motor Co. senior vice president Sean Cummings was named keynote speaker for the Sail America Industry Conference. The May 31-June 2 conference will be held at the Milwaukee Marriott. Cummings will speak on June 1.

Cummings, the company's senior vice president of global demand, will discuss the power of the brand and its long-term strategy to build the next generation of Harley-Davidson riders.

Organizers said the topic should interest members of the sailing industry, who are seeking to engage new consumers while working on brand evolution to reach them.

The three-day event will focus on best business practices and unique strategies for building business. It will feature a pre-conference regatta at the Milwaukee Community Sailing Center, seminars, workshops and networking events. The conference seeks to bring industry leaders together to identify, address and resolve some of the many daily challenges in running businesses.

In his role at Harley-Davidson, Cummings leads U.S. and international region teams, and the company's global demand functions — principally sales, marketing, service, commercial operations and product planning. He is also part of the company's leadership team. Cummings joined Harley-Davidson in 2014 with more than 30 years of international business experience in the power sports and recreational products manufacturing industry.

He spent 12 years at Brunswick Corp., parent company of Mercury Marine, where he went from managing director of Mercury Canada to vice president of marketing for Mercury outboards, before transitioning to president of Brunswick billiards. He has lived and worked in eight countries. In addition to his significant international experience in Latin America, Europe and the Middle East, Cummings has extensive experience in marketing and distribution management.

### **Marcus Sheridan, "The Sales Lion"**

Marcus Sheridan, "The Sales Lion", will be addressing attendees at its Sail America Industry Conference Presented by B&G, on Thursday, June 1. Mr. Sheridan, an expert in inbound and content marketing, began his sales, marketing, and personal development blog, "The Sales Lion," in 2009, and has since grown his brand to be synonymous with marketing excellence, featured in multiple industry publications, including the New York Times where he was noted as a "web marketing guru." Today, Sheridan has become a highly sought after global speaker and consultant in the digital sales and marketing space, working with hundreds of business and brands alike to become the most trusted voice of their industry while navigating the ultra-fast rate of change occurring within consumers and buyers today. In his presentation at SAIC, Mr. Sheridan will ask the question: What businesses are leading their industry in the new digital world of which we're all a part? He will present the contention that it is not the companies who insist on "doing it the way it has always been done." Instead, in his inspiring talk, Sheridan will show powerful examples of companies that are reinventing their space and breaking all the "traditional" rules of business, and how they are having dramatic results in the process.



# NEWS & EVENTS CONT.


## American Boating Congress in Mid-May, Come to DC!

Several hundred professionals in the boating industry will be attending the NMMA's American Boating Congress. Why not you? This is an opportunity to not only commune with colleagues and meet some great new friends, but to learn about current issues, and hear insights about what's going on in DC. NMMA staff will arrange a visit to talk with your elected officials for you and colleagues from the same state. It's a great opportunity for you to share your needs as part of the US marine economy, which supports nearly 35,000 US businesses.

"I would recommend that all marine industry stakeholders engage and participate in ABC. As a participant in previous years it is important that our legislators put a face to the name of their constituents. You get some valuable one-on-one time that is much needed for small business owners. Remember if you don't have a seat at the table, you are on the menu" Lou Sandoval Sail America Board Member / President Karma Yacht Sales- Chicago.

Sail America staff, including Katie Kelly (new Association Manager) will be attending. Let us know when you register, and we'll make sure to grab some time to catch up in person.

More details: <http://www.nmma.org/government/abc>.



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### We Need Your Voice.

MAY 15–17, 2017  
Renaissance Hotel • Washington, D.C.

[REGISTER >](#)

## ABC 2017 Highlights

**DATE CHANGE:** Join us at a special ABC luncheon with keynote speaker Jake Tapper on Tuesday, May 16! Tapper is the hugely-influential and award-winning journalist and author, and Chief CNN Washington Correspondent and Anchor. Tapper has been recognized for being a fair and balanced commentator and critic whose unbiased reporting makes him an "equal opportunity skeptic—confronting Democratic politicians just as toughly as he would Republican ones." Likeable, consistent, and up-to-the-minute, Tapper's no-spin commentary will make you think while keeping you entertained.

**New "Inside the Beltway—Republican and Democratic Insights,"** May 16 from 8:00-8:30a.m. Hear from Republican and Democratic DC strategists on the inside happenings from both the Hill and Administration to help you better navigate your Capitol Hill meetings and understand the legislative and political outlook for 2017 and beyond.

**Customized Hill visits.** In 2017, Hill visits will be organized by state delegation—enabling our attendees to be more effective advocates on Capitol Hill. By working together with different peers from your state, you will be able to have more meetings with lawmakers and showcase the depth and diversity within our industry.

**Welcome Reception,** May 15 from 6:00–8:00p.m. at the Carnegie Library. A networking opportunity in an historic location for you and your industry peers to kick off the conference.

**Recreational Angling & Boating PAC Reception,** May 16 from 6:00–8:00p.m. Back by popular demand, the Angling and Boating PAC reception will be held on 20F Street NW, an iconic rooftop overlooking the Capitol. For information on how to attend, please contact Erica Crocker at [ecrocker@nmma.org](mailto:ecrocker@nmma.org).

**National Safe Boating Council and National Marine Manufacturers Association Congressional Reception,** May 17 from 5:00–7:00p.m.





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## A Primer to the 35th America's Cup:

If you're like a lot of other sailors, the America's Cup has gotten so high tech and so "out there" that you may not be quite up to speed (haha!) as you'd like before the competition starts in May. Here are a couple of factoids to ramp you up before the starting gun:

### Six teams:

- Oracle Team USA (skipper: Jimmy Spithill)
- Artemis Racing (Nathan Outteridge)
- Emirates Team New Zealand (Glenn Ashby)
- Groupama Team France (Franck Cammas)
- Land Rover BAR (Ben Ainslie)
- SoftBank Team Japan (Dean Barker)

### The boats:

- In San Francisco – AC72 weighing 13,000# with crew of 11.
- Last year - AC45F – all identical - raced in the Louis Vuitton America's Cup World Series (i.e. Chicago).
- Test boats – the AC45S – have been used to practice and train, but will never race.
- Racing in 2017 will be done in ACC boats, 49' long, weighing 5300#, with 6 crew. These are built to a design rule that allows differences between boats, and these are the boats debuting this spring. Speeds are expected to be 20% more than the AC72!

### Race Course:

- Short 20-25 minute races.
- Starboard reaching start.
- Windward/leeward course with gate marks.

### How to watch (if you aren't lucky enough to be there):

- Social media real time: Facebook/Twitter/Instagram.
- AC app
- Live coverage on NBC Sports.

### Lots of companion events in Bermuda:

- The Red Bull Youth America's Cup: This "farm team" concept was introduced in 2013 and several crew for 2017 AC boats have been plucked from it. In Bermuda, the top 16 national teams of 19-24 years old will sail with a crew of 6 in AC45. Qualifiers are June 12-16, with final June 20/21.
- America's Cup J Class Regatta: These boats sailed for the Cup in the 1930's, and only 10 were built. The original Shamrock V, along with 7 replicas are expected to be in Bermuda with racing June 16/19/20.
- America's Cup Superyacht Regatta: On June 13-15 sailboats with an LOA of 80' or greater will race daily.

- Louis Vuitton America's Cup Qualifiers: 26 May - 3 June
- Louis Vuitton America's Cup Challenger Play-Off Semi-Finals: 4 June - 8 June
- Louis Vuitton America's Cup Challenger Play-Off Finals: 10 June - 12 June
- 35th America's Cup Match, presented by Louis Vuitton: 17, 18, 24, 25, 26\*, 27\* June (\*Match continues until 7 races are won by one team)



# NEWS & EVENTS CONT.

## THE JOURNEY TO THE 35<sup>TH</sup> AMERICA'S CUP

#RacetoBermuda



### LOUIS VUITTON AMERICA'S CUP WORLD SERIES

AC45F

### LOUIS VUITTON AMERICA'S CUP QUALIFIERS

America's Cup Class

### LOUIS VUITTON AMERICA'S CUP CHALLENGER PLAYOFFS

America's Cup Class

### 35<sup>th</sup> AMERICA'S CUP MATCH, PRESENTED BY LOUIS VUITTON

America's Cup Class

RACE DAY ONE	RACE DAY TWO
1st - 10 points	1st - 20 points
2nd - 9 points	2nd - 18 points
3rd - 8 points	3rd - 16 points
4th - 7 points	4th - 14 points
5th - 6 points	5th - 12 points
6th - 5 points	6th - 10 points

The ranking positions from the Louis Vuitton America's Cup World Series events determine the seeding and bonus points for the Louis Vuitton America's Cup Qualifiers.

**1<sup>ST</sup> PLACE** - begins Qualifiers with 2 points  
**2<sup>ND</sup> PLACE** - begins Qualifiers with 1 point

Each competitor races every other competitor twice, scoring one point per win. The top four challengers advance to the Louis Vuitton America's Cup Challenger Playoffs.

The top four challengers from the Louis Vuitton America's Cup Qualifiers are split into two semifinals.

The winners then race in a final to determine the top challenger.

Each Louis Vuitton America's Cup Challenger Playoff round is a first to five series.

The winner of the Louis Vuitton Challenger Playoffs goes up against the defender, ORACLE TEAM USA in the 35<sup>th</sup> America's Cup Match, presented by Louis Vuitton. If the team that wins the Qualifiers is in the Match, they will start with a one point advantage. **The first team to earn 7 points wins the 35<sup>th</sup> America's Cup Match, presented by Louis Vuitton.**



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# WAYPOINTS

## DAVE AMANN

Sailing Florida Charters and Sailing School

*Let's agree, getting out on the water in a sailboat can be intimidating, step aboard and the boat tips, for the uninitiated, game's over as they quickly step back on the dock. But Dave Amann is alleviating that fear, one sailor at a time, at the Sailing Florida Charters and Sailing School in St Petersburg, Florida. At the St Petersburg Boat Show rather than set up a booth he has a very successful operation offering on the water classes and ASA certification. He's traded his wing tips for boat shoes and loving every moment.*

**Q. Sail America was very impressed with your operation at the St Petersburg boat show, so what is the overview of the program?**

A. We are a little bit unique because we are located at a Renaissance Marriott Resort and we work in conjunction with them. They have an 80,000-square foot convention center and with all the conventions that come into town they give the participants a half day to either do golf, tennis or yachting, so we do a lot of team building events. We are a very active ASA school and we teach all the way to catamaran cruising, we do bare boat charters and captain charters. We also offer, power, sailing and fishing boats.

**Q. What is your background and how did you happen to put together this program?**

A. I lived on Lake Erie as a young lad and grew up water skiing and power boating on the lake. I then went to Penn State where I earned a degree in finance. I worked for Price Waterhouse in public accounting for 8 years and then I was offered an equity position with a home builder and I was a CFO with them for 18 years

**Q. So you did the corporate career?**

A. Oh yes, I had the wingtips and a tie every day and the pin stripe suit.

**Q. Then what happened?**

We ended up selling the company. I found myself in my mid 40's with no one to play with. I ended up buying a boat and put it at the Renaissance Vinoy Resort Marina at the hotel and it sort of took off from there, one boat then two then four and I developed it into a business. We work directly in conjunction with the hotel so on everyone's pillow at night they put the sailing club's daily



# WAYPOINTS

activities. Guests have only to call the concierge and we can put them on a sailboat that very day to do an afternoon sunset cruise. We are on all the TV screens at the hotel. An added benefit, when people charter with us they have full use of all the hotel facilities. They are treated just like a hotel guest, they can use the pool, spa and room service can be delivered right to the boats.

**Q. Very smart to align yourself to the resort, it gives you a built in client base?**

A. Yes, it does, but it was not my intention initially. When everyone is looking out their windows at a beautiful marina, it makes them want to get out on the water.

**Q. But how did this go from a dream to a business? You docked your boats at the hotel marina, but how did you get the attention of the hotel to align themselves with your operation?**

A. They have what they call a Vinoy Club and our kids were very active in it; it was all timing. Then what happened, when we had this huge economic downturn in 2002 so many people had to sell their boats; the boat slip rents had become so expensive, insurance rates were high. But they still wanted to be able to get out on the water, Sailing Florida Charters was a good way to charter and still get out on the water. Just then Obama put through what was called Bonus Depreciation, where you could write off a boat nearly 100%. With my accounting background I saw an opportunity so I pushed that and managed to bring in another 6 to 8 boats from very high income people who were looking for a way to save on taxes...and it snowballed from there. I've been in business since 2002, we were able to get boats at a good price and the owners were able to get the tax benefit. They had no worries, when they wanted to come use their boats, everything was ready, everything was maintained, they used their boats and we chartered it out the rest of the time.

**Q. So from 2002 to your operation today, how many employees do you have and what is your setup?**

A. We have six full time and a pool of about 8 different captains that we use, we are year round business as Florida stays very active in boating. I have employees who have been with me for 11 years. Many are retired, some from the navy and the coast guard and they just want to get out on the water a little bit, do some half days, teach a little bit, this is their second career, they have done the big one and now they just want something for fun. We offer so many different options with our sail, power and fishing boats, people can go out on a boat for a day, a weekend, 3 or 4 days, we are very flexible. We are covered 7 days a week, 24 hours a day.

**Q You address one of the main issues in the world of sailing, let's face it, there is a romance to setting out for a sail on the water, but most don't have a clue where to begin, the how and the where, your sailing school offers this ASA certificate course. How much of this do you see, this idea of being drawn by the romance of it but no idea how to get started?**

A. What happens a lot of time with us, we will do a large team building cruise, maybe 60 people going out for an afternoon, all the photos go on Facebook, 60 people telling all their buddies how much fun it was, it is a great marketing tool to then get people to come back and take classes. They will do a sunset trip and then realize this is something they want to do and then come back and sign up classes.

**Q. How are the courses structured?**

A. Each class is two days for beginners and then the advance class becomes 3 days. Another thing we try to do is offer accommodations. When someone takes one of our classes we want them to stay on a boat with us as opposed to staying in a hotel. In the beginners class they are on a 30-34ft boat, then the 2nd level is 35-40ft boat and then the third level, the advanced class, is an overnight, they are at anchor on a 41 plus foot boat. We try to give them the experience of different brands of boats so that when they are ready to charter they are confident onboard, they will know where to look for things, regardless of the manufacturer. We really try to make them through our classes, a great charter client.

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





# IN THE NEWS

## Sailing Industry Events

- Sail America Industry Conference – Milwaukee, WI/May 31 – June 2, 2017
- Newport International Boat Show – Newport, RI/September 14-17, 2017
- United States Sailboat Show – Annapolis, MD/October 5-9, 2017
- Sail America Industry Meeting – Annapolis, MD/October 2017
- St. Petersburg Power & Sailboat Show – St. Petersburg, FL/November 30 – December 3, 2017
- Progressive Insurance Chicago Boat, RV & Sail Show – Chicago, IL/January 10-14, 2018
- 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 12-15, 2018



# IN THE NEWS CONT.

## Torqueedo's Cruise FP Wins in Miami

Garnering yet another honor, Torqueedo's Cruise FP (fixed pod) System won an Innovation Award at the 2017 Progressive Insurance Miami International Boat Show. The National Marine Manufacturers Association, in cooperation with Boating Writers International, honored the winners during the annual Innovation Breakfast.

"Beautifully engineered, the Torqueedo Cruise Pod System brings electric propulsion to a wider range of sailboats," said judge Bill Pike. The Innovation Awards are the most prestigious recognition given in the US Marine Industry. The judges' committee is comprised of eight BWI members who perform product testing throughout the year and have specific expertise in marine products and equipment.

The lightweight Cruise FP offers a practical electric alternative to inboard diesels, delivering maximum performance with minimal weight. The proven motor is complemented by Torqueedo's lithium batteries, a new electronic throttle series and modern user interface. Quiet, and vibration- and odor-free, it can be charged via shore power, solar panel, generator or through hydro-generation while underway.

"The Cruise Fixed Pod removes the need for an engine compartment, opening up new design options for sailboats," said Steve Trkla, president of Torqueedo Inc. "Sailors, architects and OEMs are excited about the possibilities, and so are we. This award is a great honor."

The Cruise FP was awarded the Overall Winner at the 2016 DAME Design Awards at METSTRIDE. Integrated into the rudder of Hanse Yachts' 315 e-motion, the device also won a 2017 SAIL Magazine Pittman Innovation Award.

Contact Torqueedo Inc., 171 Erick Street Unit A-1, Crystal Lake, IL 60014. 815-444-8806; Fax: 815-444-8807. [usa@torqueedo.com](mailto:usa@torqueedo.com); [www.torqueedo.com](http://www.torqueedo.com).



## US Sailing Names Campbell Chief Business Officer of U.S. Olympic Sailing

US Sailing today named veteran business consultant and former 470 athlete Jim Campbell (Stoughton, Wisc.) as Chief Business Officer of U.S. Olympic Sailing. Campbell will be the first CBO in the US Sailing Team's history, and will be focused on connecting needed funding to athletes, building a new performance system and helping to transform the Olympic sailing program into a professional sports team. Campbell will join two-time Olympic Champion Malcolm Page (Newport, R.I.), who was named Chief of U.S. Olympic Sailing in late 2016, to form a restructured and focused leadership team.

"Jim brings tremendous experience, passion and organizational acumen to our Olympic program," said Jack Gierhart, US Sailing CEO. "We could not be more excited for Jim to join with Malcolm and our experienced staff and coaches to build a formidable, holistic performance system within which our sailors will flourish."

Campbell's business career has seen him contribute to several Fortune 500 companies including Microsoft, JPMorgan Chase, The Walt Disney Company, Hewlett Packard, AT&T, Delta Airlines and others. As a sailor, Campbell campaigned for the 1976 and 1980 Olympics in the Men's 470 class over seven years. Campbell qualified for the U.S. Sailing Team three times and consistently finished within the top 10 internationally during an era of notable U.S. success in the 470.

"I decided to join the US Sailing Team full-time out of a strong personal desire to see the United States get back onto the top of the podium in our sport," said Campbell, who was initially recruited by US Sailing President Bruce Burton (Vero Beach, Fla.) as a volunteer consultant in late 2015. "When I got pulled into the team, and we began focusing on evaluating our trajectory towards Tokyo 2020, the project immediately captured me. US Sailing as a whole is committed to building much more than a better fundraising apparatus for the program. We are going to build a gold medal system from the ground up. It will be





# IN THE NEWS CONT.

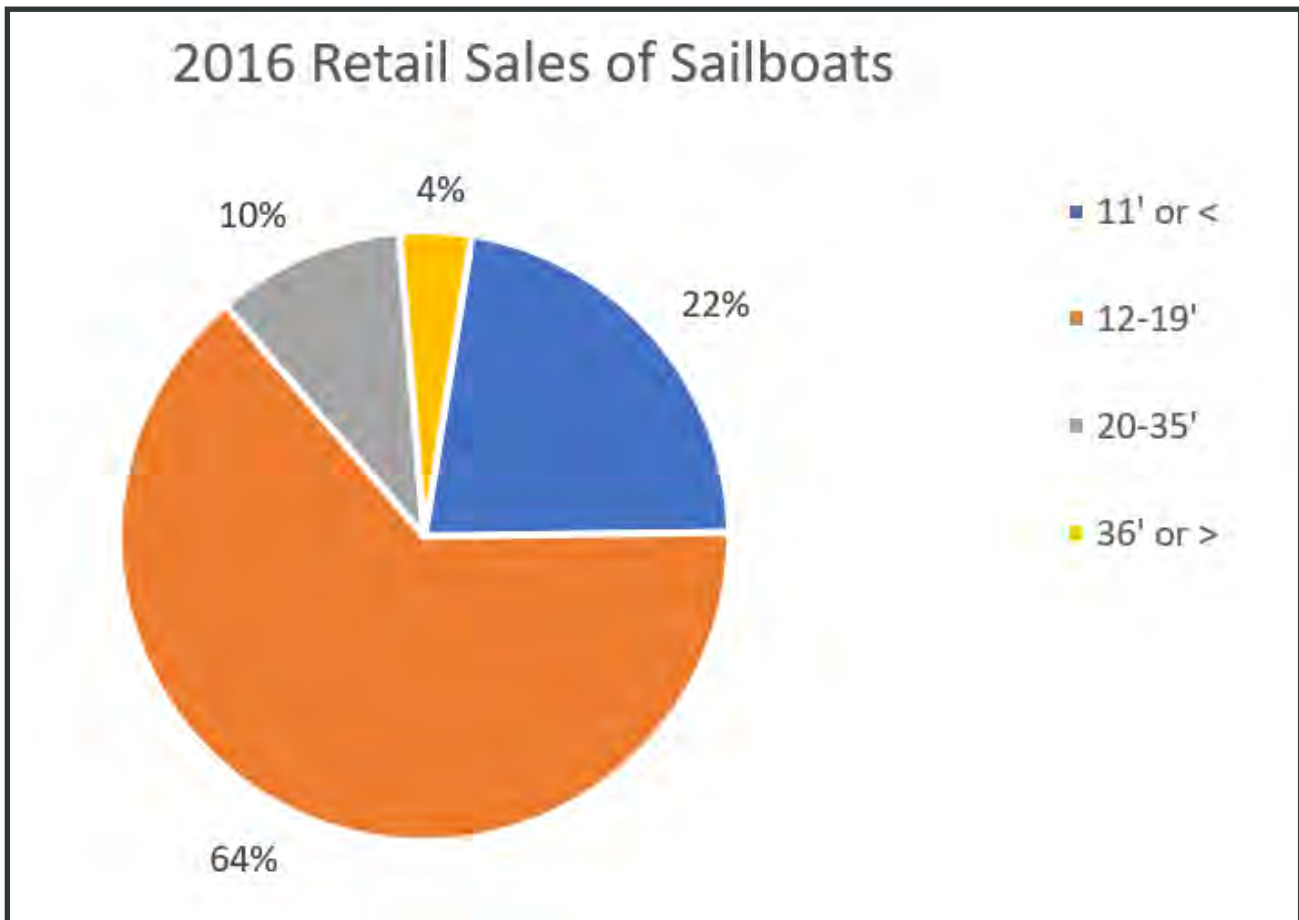
a hybrid system tailored to the unique set of opportunities and challenges we face in the U.S. today. Working with Malcolm Page, one of the most accomplished Olympic Champions of this era, will be key to creating our new winning formula. US Sailing will be leveraging and gaining insight from an impressive group of leaders that are eager to build this new system, and produce great results.”

Source: <http://www.ussailing.org>

## Great News on 2016 Sailboat Sales!

In late March, sailboat statistics were released from the National Marine Manufacturers Association (NMMA), with data compiled from Bonnier. New sailboat sales were up 16% from 2015 to 6500 units. This is the highest number of sailboats produced since 2008. Of particular note, 12-19' boats were up 23% and these size boats were 64% of all new sailboats sold in 2016.

Domestic sailboat production was down 4% from 2015 to 2016, but imports increased by 35%.



# Sail America Industry Conference



Grow Your Business    Grow the Industry

Wednesday, May 31<sup>st</sup>  
through Friday, June 2<sup>nd</sup>

Marriott Milwaukee Downtown  
323 East Wisconsin Avenue  
Milwaukee, WI

Title Sponsor

**B&G**



# MEMBER NEWS



VOLUME II 2017

## 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).

## MEMBER HIGHLIGHT

### Discover Sailing

Discover Sailing is a consumer facing program that uses members products to educate and engage consumers. This is a great opportunity for Sail America members to highlight their equipment, a new boat, or new gear and electronic devices.

For more information [click here](#).



“ The ocean is our greatest treasure, but receives only 2% of fundraising dollars to help protect it. ”



Learn more at [sailorsforthesea.org](http://sailorsforthesea.org).



# NEW MEMBER SPOTLIGHT

## VENTURA SPORT BOATS |

4469 Admiralty Way  
Marina Del Rey CA 90292  
646-533-7166  
[www.venturasportboats.com](http://www.venturasportboats.com)

## GOCYCLE US YACHTS |

Jeffrey Canepa  
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[www.usyachts.com](http://www.usyachts.com)

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# JOB POSTINGS

## North America Marketing Role

Gill North America

### Atlanta, GA

Gill North America is a leading marine technical apparel distributor located near Atlanta, GA. We are seeking to add to our marketing team a highly motivated and outgoing person who has what it takes to lead our marketing team. We are seeking an individual with excellent communication skills, good brand sense and the ability to collaborate with our marketing team and sales managers to accelerate the business in the marine and fishing segments in North America and the Caribbean.

#### Scope of primary responsibilities include:

- Introduction of new products through PR to the marine media budgeting
- Negotiating and implementing our print and web ad plan
- Managing on line and social media marketing
- New product set up and email communication management
- Manage event and sponsorship negotiation and activation
- Oversee dealer web and store branding dealer buyer guide and purchase program production for our marine and fishing segments.
- Trade and retail show booth design planning and support
- Coordinate lifestyle photo shots
- Responsible for keeping marketing planning calendar

This is an exciting new position for the person with the right qualifications. Competitive wages, health insurance, vacation and simple IRA are all part of the compensation packet. This is a salaried position that reports to the Managing Director. This position is an Atlanta with some travel.

- Graphic design experiences a plus
- Software skills including: Adobe InDesign, ASP.Net CMS and What Counts email platform a plus
- Passion for Sailing , Fishing and Marine Market a plus
- Strong strategic planning and execution abilities required
- 3 years work experience and degree in marketing required
- Relocation expensed considered for qualified candidates.

Please send resume to David Pritchard at [david.pritchard@gillna.com](mailto:david.pritchard@gillna.com).



Promoting the health and growth of sailing.

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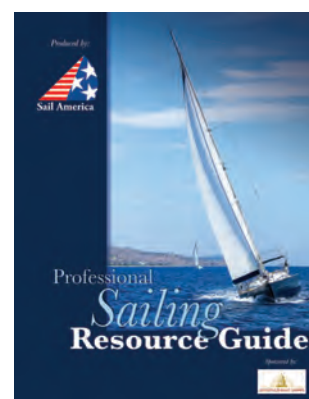


# MEMBER NEWS

## Benefit Update

Sail America has added a new benefit available to our members! As one of many Sail America membership benefits, Sail America recently published and distributed electronically our annual Professional Sailing Resource Guide, which serves as an invaluable resource to those who desire access to professionals and companies that provide products or services to the sailing industry.

The guide was emailed to tens of thousands of consumers in the United States and posted on Sail America's homepage and is free to all! It will be updated annually to include new products and services available to the industry and consumers.



**The updated version is now available here!**

## 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](mailto: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](mailto:sgrove@sailamerica.com).