



## **NEWS & EVENTS**

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- What's Happening at the 2018 Pacific Sail & Power Boat Show!
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A Newsletter favorite! This month read a Q & A with Lauren Simpson of Coconut Grove Sailing Club



## **MEMBER NEWS**

- Professional Development: John Spence Webinar recap
- 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.

Product Technical Support:  
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# SAIL AMERICA

# MEMBER

# NEWS

## Volume III 2018



# Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT & ASSOCIATION MANAGER

Dear Sail America Members,

Welcome Spring! For those of us in the Northeast, while the calendar says it is spring, the boat yards are still full of boats under shrink wrap and covers. The weather simply hasn't cooperated in letting us get back out to our boats. Soon enough, soon enough.

Spring is always a busy season for those who love to be around boats. And, it isn't only about the hard work that goes into getting our boats ready to go into the water. It's also the time when we have the chance to come together at the Pacific Sail & Power Boat Show, Sail America's signature event. Held this year from April 19-22 in Richmond, California, we look forward to seeing many of you there. We've included some show highlights in this issue. As we actively promote the show and our exhibitors and partners, we'd love your help. Let us know if you need a refresher on your promo codes or need us to resend the promotional information. We can do that!



We will be hosting the Sail America Member Meeting during the show – on Friday, April 20 at 8 a.m. We hope you'll join us for some networking, industry updates, socializing, and light refreshments.

Sail America will again be at the annual American Boating Congress, held this year from May 9-11 in Washington, D.C. If you are attending, please email Katie to coordinate plans. A full update of the conference will be included in the May issue of SA News.

Lastly, we have put together a Member Satisfaction Survey. As a member organization, we want to hear from you on the topics, ideas, events, etc. that Sail America is already involved in, including your thoughts on how we could do better. We also welcome your ideas on things we aren't doing but that you think we should be doing. Please take this short, five-minute survey so we can have your input: [Sail America Survey](#)

Thank you for your membership and your support. We look forward to seeing you at these upcoming events! And, if our paths don't cross, you can always reach us by phone or email to share your ideas.

Warm regards,

*Jim Abel*

Jim Abel

*KR Kelly*

Katie Kelly



# NEWS & EVENTS



## The 2018 Pacific Sail & Power Boat Show® Cruises into Richmond, CA's Marina Bay Yacht Harbor and Craneway Pavilion A Marine Sports Expo

**The Pacific Sail & Power Boat Show** celebrates sailing, boating, and the marine sport lifestyle over four days in Richmond, CA from Thursday, April 19 through Sunday, April 22. Boats and equipment pack a 45,000 sq. ft. historic building overlooking San Francisco Bay with 21,000 sq. ft. of additional outdoor space and a beautiful walkway down to the Marina Bay Yacht Harbor docks for the in-water exhibits.

The show has expanded its exhibit space in both locations and attracted more exhibitors from around the world. Beautiful new sail and power boats in and out of the water are on display and available for tours, with boats of every size and budget from high-end sail and power yachts to multihulls, daysailers and inflatables. New marine products include hardware, the latest electronics, engines, solar panels, foul weather gear, life jackets, stand up paddle boards, kayaks, technical clothing, and more.

"We are pleased to welcome so many exceptional exhibitors this year," said Katie Kelly, Sail America Association Manager. "They are showcasing the latest marine products, boats, technology and services and the seminar instructors will touch on subjects from self-sufficiency and prep for your cruising adventures to the basics of understanding the impact of tropical cyclones on our oceans."

Free and advance registration paid seminars are presented over the four days of the boat show for those who are new to boating and for seasoned boaters; details are available on [the show website](http://the.show.website). ([PacificBoatShow.com](http://PacificBoatShow.com)). Returning again this year is the popular **Weather Forecasting & Cruise Decision Making Workshop** presented by famed Meteorologist **Lee Chesneau** and **Marine Diesel Engines: Maintenance & Troubleshooting** by **Nigel Calder**, known for his best-selling *Boat-owner's Mechanical and Electrical Manual* and *Marine Diesel Engines*.



There will be hands-on boating clinics run by Bay Area companies Club Nautique and Passage Nautical. Topics may include An Intro to Sailing a Boat over 40ft., Twin Engine Clinic – Maneuvering & Docking, and a Catamaran Sailing Clinic. A favorite activity for young people is the free radio-controlled model sailboat racing. All boat show guests are invited to come down and talk with the experts

The Pacific Sail & Power Boat Show appeals to all generations of marine sports enthusiasts with new fun events:

- **510 Waterline** offers free mini-intros to Stand Up Paddle Boarding with short rides at the boat launch ramp Friday 9:00 a.m. - 11:00 a.m., 11:30 a.m. - 2:00 p.m. and on Saturday 11:00 a.m. - 2:00 p.m. They also have a Just Paddle ex-



# NEWS & EVENTS CONT.

cursion on Friday 9:00 a.m. – 10:30 a.m., an Earth Day paddle on Saturday 9:00 a.m. – 10:30 a.m. and a SUP yoga class on Sunday from 9:00 a.m. – 10:30 a.m.

- On Saturday **Groundwork Richmond**, an environmental organization restoring the environment with the next generation of environmental stewards, celebrates Earth Day at the Marina Bay Yacht Harbor with their kayak fleet, nature and environment interactive lessons and free on-the-water tours of Richmond’s historic waterfront.
- Also planned is a Coast Guard Helicopter rescue on Saturday and Sunday from 10:00 a.m. to 3:00 p.m. (dependent upon Coast Guard priorities).
- If you are at the show by 5:30 p.m. on Friday April 20, you can attend the free **Latitude 38** and **Twin Rivers Marine Insurance** party at Assemble restaurant.
- On Saturday **Cruising Outpost** hosts their annual free Cruisers Party at 6:00 p.m., with a raffle to benefit the **Educational Tall Ships Foundation Project** in Sausalito.
- Available at the **Visit Richmond CA’s** booth is the **Richmond Trail Guide** with a map of where to EAT, DRINK, STAY & PLAY in Richmond.



The show is in its third year at Craneway Pavilion and Marina Bay Yacht Harbor in Richmond, CA and will be open Thursday, Friday and Saturday 10 a.m. to 6 p.m. and Sunday 10:00 a.m. to 5:00 p.m. Details online at <http://www.PacificBoatShow.com>, on Twitter [@PacificBoatShow](https://twitter.com/PacificBoatShow) and on Facebook [@PacificSailandPowerBoatShow](https://facebook.com/PacificSailandPowerBoatShow).

## What’s Happening at the 2018 Pacific Sail & Power Boat Show!

### Thursday, April 19<sup>th</sup>:

- Show Hours at the Craneway Pavilion & Marina Bay Yacht Harbor: 10:00 AM – 6:00 PM
- Sail America Seminar Series: 11:45 AM – 4:30 PM
- Discover Sailing On The Water Clinics: 10:30 AM – 4:30 PM
  - Radio Controlled Model Sailboat Racing & Display: 11:00 AM and 2:00 PM



### Friday, April 20<sup>th</sup>:

- Show Hours at the Craneway Pavilion & Marina Bay Yacht Harbor: 10:00 AM – 6:00 PM
- Sail America Seminar Series: 10:30 AM – 4:30 PM
- Discover Sailing On The Water Clinics: 10:30 AM – 4:30 PM
- Radio Controlled Model Sailboat Racing & Display: 11:00 AM and 2:00 PM
- Stand Up Paddle Board Demonstrations: 11:00 AM – 2:00 PM
- LET’S PARTY – Exhibitor Hosted Party: 6:00 PM – 8:00 PM



### Saturday, April 21<sup>st</sup>:

- Show Hours at the Craneway Pavilion & Marina Bay Yacht Harbor: 10:00 AM – 6:00 PM
- Sail America Seminar Series: 10:30 AM – 5:30 PM
- Discover Sailing On The Water Clinics: 10:30 AM – 4:30 PM
- Earth Day Paddle: 9:00 AM – 10:30 AM
- Groundwork Richmond’s Earth Day Celebration & Kayak Rides: 10:00 AM – 5:00 PM





# NEWS & EVENTS CONT.

- Coast Guard Helicopter Demonstration: 10:00 AM – 3:00 PM
- Radio Controlled Model Sailboat Racing & Display: 11:00 AM and 2:00 PM
- Stand Up Paddle Board Demonstrations: 11:00 AM – 2:00 PM
- Cruiser’s Party Hosted by Cruising Outpost: 6:00 PM

## Sunday, April 22<sup>nd</sup>:

- Show Hours at the Craneway Pavilion & Marina Bay Yacht Harbor: 10:00 AM – 5:00 PM
- Sail America Seminar Series: 10:30 AM – 4:30 PM
- Discover Sailing On The Water Clinics: 10:30 AM – 4:30 PM
- Stand Up Paddle Yoga Class: 9:00 AM – 10:30 AM
- Coast Guard Helicopter Demonstration: 10:00 AM – 3:00 PM
- Radio Controlled Model Sailboat Racing & Display: 11:00 AM and 2:00 PM



## Thank you to our Sponsors



**SVENDSEN'S  
MARINE**



## And our Partners





# IN THE NEWS CONT.

What sailing event are you most looking forward to this season?



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

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



THE AMERICAN  
BOATING  
CONGRESS

MAY 9-11, 2018

Renaissance Hotel · Washington, D.C.

REGISTER >

## Are you attending the 2018 American Boating Congress?

Sail America will be there! If you plan to attend, **email Katie Kelly** to let her know. Look for a summary of the Conference in the May issue of SA News.

# PROFESSIONAL DEVELOPMENT

**Sail America Presents:**

## **John Spence - Formula for Business Excellence** *webinar*

**March 13, 2018  
1:00-1:45PM**

John Spence will share his **Formula for Business Excellence**, based on more than 23 years of experience. His extensive work positively affected small startups to Fortune 10 companies, including numerous in the marine industry. This webinar is a fast-paced informational session. Participants will gain numerous ideas and action steps to help their company become more successful.

**FREE webinar for Sail America members ONLY!**  
**Registration required, limited space available.**  
**Q&A session with John Spence included.**



John Spence  
making the very complex... awesomely simple

## **John Spence Webinar Recap**

On a snowy, stormy day in mid-March, Sail America staff facilitated a webinar with John Spence, business guru and one of the top 100 business thought leaders in the US. John's tagline "making the very complex, awesomely simple" is echoed in his business advice. Hopefully you were able to make this seminar! But in case you missed out, here are some pieces of wisdom John shared:

- To be successful in the future, the rate of internal innovation must exceed the rate of external innovation (both for your company and for yourself). And for those of us in the sailing industry, it's not a similar boat part or boat builder that you are competing with, but all those other sources of recreation and uses of household income.
- Keys for your company to attract and keep your great talent?
  1. Fair pay (+/- 10 percent of the industry norm)
  2. Meaningful and impactful work
  3. Cool colleagues – "A" players
  4. A winning culture
  5. The opportunity for growth – personal growth and a career path within the company
  6. Working for a leader you admire (this one is the most important on this list)
- The customer's experience will never exceed the employee's experience. (Are your employees smiling as much when they arrive in the morning as when they leave at night?)

If you are a Sail America member and would like to see Spence's entire seminar via webinar, please email [Katie Kelly](mailto:Katie.Kelly@sailamerica.com) directly. John's books are also available at: <https://www.amazon.com/John-Spence/e/B001K8UI0S>.



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](http://PacificBoatShow.com)

Produced by:



Discover **Sailing**<sup>®</sup>  
*The Ultimate Adventure*



@PacificSailandPowerBoatShow

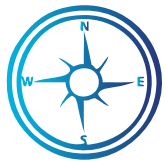


#PacificBoatShow



@pacificboatshow





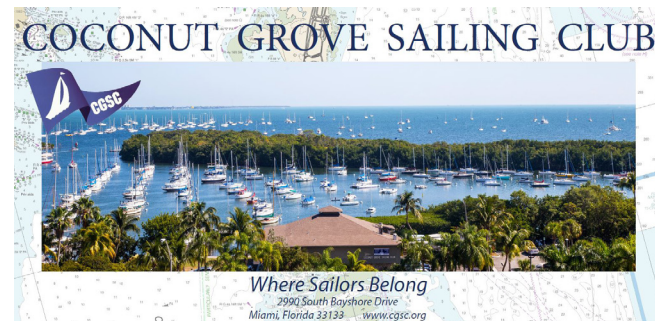
# WAYPOINTS

**LAUREN SIMPSON**  
Coconut Grove Sailing Club

*Tucked away in a corner in Coconut Grove, a community outside of Miami, the Coconut Grove Sailing Club (CGSC) is doing just fine. In operation since 1946, the original CGSC had no club house, merely a storage shack. There were no moorings; sailors simply anchored in the basin. Today the place is bustling with activity — young kids pulling their Optis into the water and old timers giving the kids tips or hanging out on the deck, beer in hand and watching the activity. It's the simple sailing life we all remember. General Manager, Lauren Simpson, keeps them all in line. They love her and her bubbly personality. It is a pleasure to see the joy they all take in sailing.*

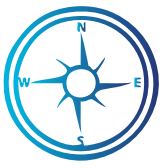
**Q. By way of introduction, tell us a bit about yourself, how your life path led you to the Coconut Grove Sailing Club?**

A. I moved from Virginia to Miami to take care of my mother and I had no intentions of working. I was in the jewelry business and my background has always been in management. A cousin working here at the club advised me that the general manager needed some help with accounting for just a few months, so I thought, why not do it for a few months. Here I am, in my 10th year at the club, and now I am the general manager. I consider myself very lucky, I am 35 years old and this is only my second job. Obviously I stay with my jobs and I am a creature of habit, but I really like the people here. Florida was a change from the DC metropolitan area. I have learned a lot here. I don't sail, I run the club. But this is good because you won't catch me out on the water playing hooky. I'm working! But I do find the time to get out on the water, see first-hand what's going on and spend time with the members and the kids.



**Q. What is the membership breakdown and the number of boats here at the Coconut Grove Sailing Club?**

A. Right now, we have 973 dues paying members and 1,050 total members. We have lifetime members, 25 consecutive years. I even have members who have been here 40 odd years. In fact, the man running the regatta being held this coming weekend, the international Don Q Snipe Regatta, told me he has been sailing here at the club for about 60 years. It's insane. The club is really part of the community.



# WAYPOINTS CONT.

We keep seven CGSC owned sailboats on our moorings for adult instructional purposes. Five Ensigns and two Beneteaus, six Flying Scots and 12 Sunfish are kept on land for our beginner and intermediate adult sailors. Our Flying Scots are also used in monthly One Design races. As for youth boats, we have 28 Optimists, 14 Lasers, and four RS Qbas. We have an additional 13 powerboats that are used as safety and/or support boats for our instructional programs and regattas. All of the other sailboats on our moorings or property are privately owned.

Our space here at the park in Coconut Grove is rented from the city. The lower level of our clubhouse is open to the public and only the upper level with bar, restaurant and banquet venue is private to members. The upper deck is a popular spot throughout the day to just relax and enjoy the view and boating activity. But we encourage the public to take advantage of the club; we want to get you out on the water, by whatever means it takes.



**Q. I've read that 10,000 children in the community have learned to sail through this program.**

A. It's probably true. Our fall program runs from September through December and then our spring season is from January through April. Each season we have an average of 75 children in the programs — about 75 percent are return sailors and the other 25 percent are children new to the sport. From June to August, we hold summer camps in two-week increments, Monday through Friday. If there are any upcoming regattas, our racers at the club use this period to practice. This year we have some of our Laser racers competing in the Laser Worlds in Poland.

To start off, in summer camp we want to make sure they feel confident in the water and won't freak out when they flip over in the boat and also know how to get back up. We teach them the basics — sailing terminology, basic knots. The age range is from 6 to 18 years old in our youth program. I say 18, but these are kids that have been sailing for years. Even though they are youth at 18, I would not start someone who is 18 with no sailing experience in our youth program. We would start them in

an adult program at a beginning level.

**Q. What boats do you use in the youth sailing programs?**

A. We use Optimist, 8.5, Laser Pico, Laser and FJs.

We start them off in Optis and for us the next level of racing is the youth Laser. We have an in-between area where we teach on a Laser Pico, a two-person boat that we use to teach intermediate beginners, say 13 to 15 years old. Again, you can't put a 13-year-old with young children, so we put them in a Pico to see how they do as opposed to starting in an Opti. Though we start teaching at 6 years old, we do have racers that may have progressed from beginner to racing program by 7 years old. It also becomes obvious, even at this young age, that there are two different types of sailors, competitive and leisure. In the youth program you see that some children just are not competitive. They just want to go out and cruise and enjoy the water. You know your cruisers! We do offer private lessons to bring some students up to the level of their peers. We also have FJs. However, we don't compete in FJs. We use them for training in summer camp just because we have a lot of kids in summer camps. So, we use a lot of different boats. FJs are common in high school and college sailing, but we don't race in them. We put the students in these boats to learn how to sail. They determine if they want to learn how to race.

**Q. What about the adult programs?**

A. We have the Sunfish program, the basic keelboat program, then basic cruising program, followed by bareboat cruising, and we offer a Flying Scot family course.

Of the adults who come to learn to sail, I will say it is split 50-50 split between those who go straight to keel boats or straight to Sunfish, depending on their interest. Keep in mind, Sunfish are lower in the water and more cramped, not always favored by adults. So we have the keelboat, a 23-foot Ensign, and we have four students on board.

The Flying Scot is a One Design racing boat, and we have tailored a course around a day or two of training for family sailing. People call in. They are on vacation and they just want to learn how to sail on a boat quickly. We are very flexible with our schedule. If they only have a few hours, we put in a call to our instructor and try to make it happen. The Flying Scot is a one-day introduction to sailing for adults, while the keelboat remains the boat for teaching beginners. We also offer a spinnaker course on a Flying Scot. Only when the instructor figures out the interest does he determine if we will offer the course.

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



## Sailing Industry Events

- Pacific Sail & Power Boat Show – Richmond, CA/April 19-22, 2018
- Annapolis Spring Sailboat Show – Annapolis, MD/April 20-22, 2018
- Progressive Tampa Boat Show – Tampa, FL/September 7-9, 2018
- Newport International Boat Show – Newport, RI/September 13-16, 2018
- United States Sailboat Show – Annapolis, MD/October 4-8, 2018



# MEMBER NEWS



VOLUME III 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).

“ Global Ocean Surface temperatures have



warmed 1.5 degrees Fahrenheit since 1880.”



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



# JOB POSTINGS



## Product Technical Support

Imtra Corporation  
New Bedford, MA

Imtra Corporation is a leading importer and manufacturer of high quality equipment for the Recreational and Commercial Marine, Energy and Transportation markets. We are actively looking to expand our support team that caters to our growing business in these sectors.

We have an immediate opening for a product technical support specialist located in our New Bedford office. This position entails:

- Working in conjunction with our technical support manager and product managers to ensure follow-through of customer service and technical support projects
- Communicating closely with trade accounts, boat manufacturer's engineers, end users and the IMTRA sales team
- Dedication to excellent customer service
- Developing lasting and effective relationships with key decision makers
- Being organized and the ability to manage multiple projects from start to finish
- Delivering a high level of product support to all constituents
- Exhibiting the ability to work with all departments in the company as well as key customers and our international suppliers.

For More: <http://www.imtra.com/job-opportunities.htm>

## Mechanical Design Engineer

Harken Industrial  
Pewaukee, WI



Harken Industrial has been in the business of designing, manufacturing, and marketing top-of-the-line load-handling and rope access products for over 50 years. We provide a world-renowned service, two state-of-the-art manufacturing facilities in the US and Italy, and professionals with decades of experience designing industrial products and material-handling apparatus that stand up to the harshest conditions. Harken has 11 offices worldwide and our distributor network spans 48 countries.

Key Responsibilities:

- Develop or improve products or designs, which may include detailed drawings, strength calculations and analysis
- Create new products or modify existing products, including product line extension
- Select and test materials or components that will be suitable for production
- Verify actual part dimensions
- Respond to customer requests for a particular product or design
- Conceptualize, develop prototypes, test and perfect, some final assembly work may be needed
- Coordination with manufacturing and project management

For more information: <http://www.harken.com/JobPosting.aspx?id=48006>



# 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](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).

**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.**

