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SAIL AMERICA

MEMBER

NEWS

Volume I 2021



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT



Dear Sail America Members,

I am thrilled to be named as Sail America's new president. I am eager to work with the board of directors and the staff of Sail America to promote the health and growth of the Sailing Industry and its stakeholders. We will do so by promoting the enrichment of your businesses, broadening education offerings for the members, and creating new and exciting opportunities for networking. Many thanks to my predecessor, Mark Pillsbury. As past president, Mark will remain a member of Sail America's board and a reliable voice of practicality and advice. I would also like to thank my colleagues on the board—both new and old—for dedicating their time and business experience to help Sail America achieve its full potential.



Industry trends during the pandemic indicate that new boaters are entering the market, existing boaters are upgrading, and sailing and boating are the perfect solution to social distancing. Several of our members report a dramatic increase in orders and high demand for services. Others, such as the charter operators, have been hit hard by the restrictions on travel. These trends create a whole new set of opportunities and challenges for our businesses, which we will be addressing at our annual industry conference. Attendees will hear fresh ideas from leaders in other industries, engage with colleagues who face common challenges, and learn about strategies to help their business prepare for what lies ahead.

This year's Sail America Industry Conference (SAIC) will take place May 19-21, in Annapolis, MD. Registration is open, and we encourage you to sign up. SAIC is our premier networking and education event.

In support of our membership and in recognition of last year's cancellations of The Pacific Sail & Power Boat Show and the SAIC, the board has approved a reduction in membership dues. The new dues structure significantly reduces all the cost of all memberships and combines certain categories. Our continued success is only possible with your membership and support. Together, we can ensure member businesses are supported and sailing has a strong voice in the boating industry. If you have not renewed already, please do!

I would also like to give a shout-out to some incredible sailing from around the globe, from the talented sailors of the Vendee Globe (including six inspiring women!) to our team American Magic, who are currently back on the water in the America's Cup after a near-sinking and tireless efforts to repair Patriot.

Please stay informed about our new virtual event series and exciting content for our Industry Conference on our social media networks.

Twitter @SailAmerica <https://twitter.com/SailAmerica>

Facebook @SailAmericaUSA <https://www.facebook.com/SailAmericaUSA>

LinkedIn @Sail-America <https://www.linkedin.com/company/sail-america/>

Instagram @SailAmerica <https://www.instagram.com/sailamerica/>

Sincerely,

Josie Tucci
Sail America President



NEWS & EVENTS

Sail America Welcomes New Board Members

Sail America, the trade association for the U.S. sailing industry, welcomed four new members to its 2021 board of directors: Todd Hess, SailTime; Cindy Kalow, Superior Charters; Tyler Fields, Ballentine Boatworks and Tyler Fields Photography; and Don Smith, Beneteau America. All directors 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. All board members serve for three years.

The new Sail America directors will join the newly elected president of the board, Josie Tucci, from The Moorings and Sunsail. Also elected to the executive committee were Margriet Mitchell of Jeanneau America, Peter Trogdon of Annapolis Boat Shows, Ted Winston of Spinlock, Kevin Carlan of Mastry Engine Center and Mark Pillsbury as past president from Cruising World. The executive team joins the rest of the board members, which includes Freya Olsen, NMMA; Josh Toso, U.S. Sailing; Chris Doscher, Hudson Yacht Group; Lenny Shabes, American Sailing Association; and Patrick Turner, Catalina Yachts.

The Sail America board says farewell and extends its thanks to Reagan Haynes, Soundings Trade Only; JF Lair, Beneteau America; Lou Sandoval, Brunswick Corporation-Nautic-ON; and Jim Abel, West Marine for their tenure and service to the organization.

New Directors to the Board

Todd Hess, SailTime Group

Growing up on the coast of New Jersey, Todd has been boating since childhood. As a youth, Todd was an avid sport-fisherman, spending many days on extended offshore trips. Later in life, Todd was introduced to sailing and developed a passion for the sport.

Todd's business career began in the building materials industry. Starting as a supervisor for a small family-owned construction materials business, Todd quickly advanced into project management, business development, and then general management, overseeing the regional expansion of the largest international building materials company into North America.

In 2005 Todd acquired and operated one of the largest sailing schools and charter companies on the Chesapeake Bay. In the same year, Todd acquired the territory rights for the northern Chesapeake Bay and founded The SailTime Havre de Grace and Baltimore franchises. The business combined composes a fleet of 16 boats and teaches over 300 students annually.

In 2010 Todd became the CEO and President of the SailTime Group, LLC and is one of the primary owners of the organization. For the past 10 years, Todd has been leading the organization expansion into new markets, new products and improved services. SailTime is currently the world's leading boat membership program, acclaimed in INC Magazine's list of 5000 Top Fastest Growing American Companies and in Entrepreneur Magazine's Top 500 Franchises, has enjoyed growth of 161% since 2012, expanding to 38 franchise bases in the United States, Europe and Australia. SailTime currently has a fleet of 100 plus boats worldwide with over 1,500 members. SailTime has the largest network of American Sailing Association sailing schools and certifies thousands of new sailors each year.





NEWS & EVENTS CONT.

Cindy Kalow , Superior Charters and Yacht Sales

Cindy Kalow has been a boater for 30 years and a sailor for over 25 years. In 2004, purchasing Superior Charters, she left her corporate job in Minneapolis, Minnesota to pursue a dream with her husband of raising their family on the shores of Lake Superior. In 2007 they expanded the business, adding brokerage boat sales, and became a Jeanneau dealer in the Midwest. Cindy became the sole manager of the company in 2014 as her husband took over management of a failing company in a different industry. In 2018, Superior Yachts Sales was named the Lagoon catamaran dealer for the western Great Lakes.



In an industry that struggles to maintain market share of recreational spending dollars, Cindy has grown revenues of Superior Charters & Yacht Sales by over 35% in the last three years. Cindy also has a personal passion for introducing sailing to women and has often presented at boat shows and yacht clubs on the topic.

Prior to owning Superior Charters, Cindy spent 20 years in the technology and consulting industry, working with organizations of various sizes and structures including start-ups, Fortune 500 and nonprofit organizations. Her background includes managing organizations through times of change and leadership coaching and development.

Combining a love of boating, the industry and a passion for the Apostle Islands, Cindy continues to operate Superior Charters & Superior Yacht Sales in Bayfield, Wisconsin with her oldest son Alec.

Tyler Fields, Tyler Fields Photography

Tyler grew up in western Oregon and spent time exploring all that the Pacific Northwest offers. As a student at the University of Oregon (UO), Tyler joined the UO club sailing team and sailed in regattas from San Francisco to Seattle. During his junior year, Tyler was able to study abroad with Seamester, a tall ship program based in the British Virgin Islands. Graduating with a BA in History from Oregon State University, Tyler took a position with Ballentine's Boat Shop (BBS) in Massachusetts and has gained skills in marine finishing, rigging, sales, and yacht brokerage. At the time he joined BBS, the company took ownership and building responsibilities of two classic Herreshoff replications, the Stuart Knockabout and the Doughdish. After this transition, Tyler's responsibilities grew into marketing and photo/video content creation for all three companies. While continuing his work at BBS, Tyler has grown a photography career focused on classic yachts. He has built a following for his published images and written articles in *WoodenBoat*, *Classic Boat*, *Soundings*, and other leading marine publications. His commercial clients include Arey's Pond Boatyard, First Light Boatworks, and ZAR New England. Tyler also co-hosts the popular marine podcast *Around the Buoy* with Carter Richardson, owner of East Passage Boatwrights.



Don Smith, Beneteau America

While Donald J. Smith graduated with a degree in Urban Planning some forty years ago, more than 30 years of his professional career since then has been within the marine industry. This includes experience in a wide range of leadership and management roles from sales management to wholesale distribution to brand management and communications, to marina and boatyard management and boat manufacturing.



Smith, currently the president of Beneteau America, was previously their sales manager for outboard ranges. This followed from his time at Jupiter Marine International as director of sales and marketing; several years as vice president of sales at Regal Marine Industries, Inc.; a six-year stint at Hatteras CABO Yacht Center as director of sales, vice president of sales, and general manager—all on the heels of years of leadership at MarineMax, Inc., Galati Yachts, Perico Harbor Marina, Chris Craft Boats, and Imperial Yacht Center.



NEWS & EVENTS CONT.

SAIC

May 19-21, 2021

The Westin Annapolis
Annapolis, MD

Sail America is encouraging our members to host 'wrap-around' company events at this year's SAIC. This could include staff retreats, leadership meetings, strategic planning meetings and sales team meetings. Sail America will support wrap-around events by:

- Discounted meeting and lodging space for all companies hosting wrap-around events
- Negotiated room rates available at the SAIC host hotel: The Westin Annapolis
- Direct connection with the hotel 'events team' for coordinating smooth wrap-around events
- Inclusion in SAIC marketing material informing attendees of all wrap-around events and company contact information

**Don't miss this unique opportunity
to connect, collaborate,
and network!**

For info contact: Stephanie Grove
sgrove@sailamerica.com
or 401-289-2540



Sail America Industry Conference

Grow
Your Business.
Grow the Industry.

The two-day Sail America Industry Conference (SAIC) is the place for Sailing Industry professionals to learn about new topics and trends, receive updates, and network with over 150 participants. The conference hosts speakers, workshops and panel discussions with industry leaders and colleagues. Featured events include a group activity, a day-and-a-half of educational seminars, an industry reception and more.

Sail America is encouraging our members to host "wrap-around" company events at this year's SAIC. This could include staff retreats, leadership meetings, strategic planning meetings and sales team meetings.

To register and to learn more about SAIC please visit: <http://www.sailamerica.com/events/saic>.



Pandemic Perseverance

Not to be deterred from getting out on the racecourse, the clubs and regattas adapted to shifting COVID-19 restrictions to get sailors on the water safely.

By Marty Siederer, Sailing World

In June 2020, Michigan sailors were starting to emerge from early COVID-19 pandemic restrictions. With the promise of summer and hopes for some return to normalcy along the waterfronts on the Great Lakes, volunteers of Little Traverse YC, in Harbor Springs, Michigan, were preparing to host their annual July Ugotta Regatta, a local tradition that was set to celebrate its 60th edition. Guidelines for holding on-water events were in place and announced to competitors, but on July 22, two days before the start of race weekend, the club pulled the plug on account of one staff team testing positive with the virus. It was a signal to clubs around the country, that reopening sailing would be a bigger challenge to overcome.

Little Traverse YC Commodore, Tom Trautman, recalled that the staff member was initially exposed to COVID on July 12. The staff member was asymptomatic, but the person they were in contact with tested positive on July 15. The staffer went for testing that day and immediately quarantined. “The one-week wait to get test results was really frustrating,” Trautman says. “In the meantime, we closed the club to do a deep cleaning, started contact tracing and made sure that the staff person had the help they needed to recover. And we also started discussions about whether to hold or cancel the Ugotta Regatta and, if we held it, what it would look like in the COVID world-order.”

The LTYC Board held two emergency meetings and decided, that only if the test results came back negative they would proceed with the Ugotta Regatta. The test result came back positive two days before the regatta was to start, so they pulled the plug.

While the Ugotta Regatta didn't take place, a practice sailing series was held that weekend instead (referred to as the “2020 Un-Ugotta”), adhering to Michigan's outdoor pandemic guidelines. Trautman says he was moved by the support from the sailing community reaction to the Ugotta Regatta postponement. “Most entrants either asked to have their fee rolled over to 2021 or offered the fees as a donation to support the club's sailing programs,” he says. “People were very understanding that sailing was just a game compared to what people with COVID were going through.”

Little Traverse is not alone in its challenge as sailing events, regattas and so many other activities have been put cancelled, postponed indefinitely, or conducted under extreme cautionary measures.

As the world's population enters the second year of the pandemic, COVID-19 continues to impact all aspects of daily living, from work to family to recreational activities like sailing. While some restrictions have been relaxed enough to conduct racing in different manners, and vaccine distribution increases, sailing and related events like post-race parties and in-person programs at yacht clubs continue to be curtailed or abandoned altogether. The knock-on effect is far reaching: from marine businesses to fundraising organizations that have had to be resilient and creative to survive.

[Read more at Sailing World.](#)



IN THE NEWS

Olympic class circuit launches in USA

Published on January 11th, 2021 by Scuttlebutt SailingNews

US Sailing and host yacht clubs at established sailing venues in Florida and California have launched in the USA a new domestic racing and training series of Olympic-class regattas in 2021.

The West Marine US Open Sailing Series offers an increase in high-quality Olympic-class racing for U.S. athletes with a long-term goal of attracting top-level international competitors to race in these regattas for years to come.

With a strong demand identified for a racing and training platform based in the United States that serves to provide a runway to the Olympic Games for prospective athletes, and with the 2028 LA Olympics on the horizon, US Sailing sought to establish a consistent and predictable cycle for athletes to plan for on an annual basis.

With West Marine as the title sponsor, this series of regattas allows US Sailing to provide more domestic support for sailors at these events through advanced and in-person coaching, training, and data collection.

The series will become an important part of the training plans for young sailors participating as part of the Olympic Development Program (ODP), a US Sailing initiative supported by the AmericaOne Foundation that provides world-class coaching support to promising American youth sailors competing in high-performance classes.

2021 West Marine US Open Sailing Series:

January 15-18: Fort Lauderdale, Florida
Lauderdale Yacht Club

January 21-24: Miami, Florida
Miami Yacht Club Youth Sailing Foundation

February 4-7: Clearwater, Florida
Clearwater Yacht Club, Clearwater Community Sailing Center, Tampa Bay Charities, Sail Life

June 11-13: San Diego, California
San Diego Yacht Club

July 9-11: Long Beach, California
Alamitos Bay Yacht Club, Long Beach Yacht Club, US Sailing Center Long Beach

August 13-15: San Francisco, California
St. Francis Yacht Club, Treasure Island Sailing Center, San Francisco Yacht Club, Richmond Yacht Club

[Read more.](#)



IN THE NEWS CONT.

Catalina Yachts Announces Loss of CEO Frank W. Butler

Sail America would like to recognize the passing of Frank Willis Butler, President and Chief Executive Officer of Catalina Yachts, passed away November 15, 2020 in Westlake Village, CA, due to unexpected complications from a recent illness. We extend our most heartfelt condolences and sympathy to Frank's family. Our thoughts are with them at this most difficult time.

A sailing icon and industry "kingspoke", Frank Butler has introduced hundreds of thousands of people to sailing during his lifetime. Those of us who have been fortunate enough to know and work with Frank have lost a dear friend and an inspiring mentor. Frank leaves behind a company that only he could have built, and his spirit will forever be the foundation of Catalina Yachts.

Born in California in 1928, Frank's line of popular sailboats put more than 85,000 Catalinas on the water throughout the yachting world. His boatbuilding career began in 1962, when he contracted with a Southern California builder for a 21' daysailer. The builder was unable to finish the boat, and gave Butler the tooling. He completed building the boat himself, found he enjoyed the process, and agreed to take over the company.

A few years later he founded Catalina Yachts, which has grown to become the largest builder of fiberglass production sailboats in the United States, a position it holds to this day.

A key to Butler's success in the sailboat industry was his attention to Catalina customers. Handling warranty issues himself, owners were nearly always surprised and reassured to get a personal call from Frank to discuss their concerns.

Butler was inducted into the National Sailing Hall of Fame in 2013. In recognition of his support of the Congressional Cup, a world match racing event, Long Beach Yacht Club awarded him the *Crimson Blazer*. He was also a founder and lifelong member of the Westlake Yacht Club in Westlake, CA.

Following his graduation from Glendale High School, he served in the US Navy. He met his wife, Jean, at a school dance; they recently celebrated their 71st anniversary.

Frank is survived by Jean, their four daughters, Deborah Reese, Mary Linn, Nancy Bear, and Karen Butler; three sons, David, Robert and Steve; 20 grandchildren, 28 great-grandchildren, and four great-great-grandchildren.

Awakening the joy of sailing for so many people in past generations, Frank Butler's sailing legacy will certainly continue well into in future generations.





IN THE NEWS CONT.

The Excess 11 Takes Top Honors in *Cruising World's* 2021 Boat of the Year Awards

Cruising World magazine today announced the winners of its 2021 Boat of the Year competition. The top prize was awarded to the Excess 11, a compact yet fully found cruising catamaran, which was named the Overall Boat of the Year for 2021. The innovative Excess brand, launched last year by Groupe Beneteau, has quickly become renowned for its outstanding sailing performance and unique, eye-catching style.

“The 37-foot 2-inch Excess 11 addresses what is really an underserved portion of the growing cruising catamaran market,” said Herb McCormick, *Cruising World* Boat of the Year director. “It’s obviously not a big cat, but it has all the features you’d expect in one: a comfortable saloon, a good galley and navigation station, excellent accommodations and solid systems. But what really separates the Excess 11 from the pack is its stellar sailing performance. The idea behind the brand is to rediscover the pure enjoyment of sailing, which it delivers big time.”

In addition, *Cruising World* presented awards to several other winners in five categories. Due to the COVID-19 pandemic, which forced the cancellation of last fall’s U.S. Sailboat Show in Annapolis, Maryland—where the contest usually takes place—the judging panel travelled over 1,500-miles and conducted sea trials in New England, Long Island Sound, Chesapeake Bay, and both coasts of Florida. Ultimately, the 2021 Boat of the Year competition drew a dozen nominees from China, Denmark, England, France, Sweden, the United States and Vietnam.

The other winners were the Island Packet 439 (Best Full-Size Cruiser); the X-Yachts X4⁰ (Best Performance Cruiser); the Hylas 60 (Best Luxury Cruiser); and the HH 50 catamaran (Best Luxury Cruiser). For the first time, two superb Luxury Cruisers took top honors. The Corsair 880 folding trimaran (Best Sportboat) and the Beneteau Oceanis Yacht 54 (Best Redesign) received Honorable Mention awards.

The 2021 Boat of the Year contest will be featured in full in a 16-page special report in the January 2021 issue of *Cruising World*. For further information, visit www.cruisingworld.com or contact Herb McCormick (herb.mccormick@bonniercorp.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 2021.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2021.
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.

MEMBERSHIP RENEWAL

"Your membership is critically important, as our strength is in our numbers and our successes are achieved as a team. Working together, we contribute to the overall advancement of the sailing industry."



Have you renewed?
The Sail America team is standing by to help you renew your membership!

Please call Stephanie Grove at 401-289-2540 or email Stephanie at info@sailamerica.com.

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.



SAIC

May 19-21, 2021

The Westin Annapolis
Annapolis, MD

Sail America Industry Conference

*Grow
Your Business.
Grow the Industry.*



MEMBER NEWS



VOLUME I 2021

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.

17.6 billion pounds of plastic pollution enters our oceans every year, polluting our beaches, killing marine life and even entering our food chain. Tell Congress to support the Break Free From Plastic Pollution Act today.



Join us in protecting the ocean! Learn more at sailorsforthesea.org.