



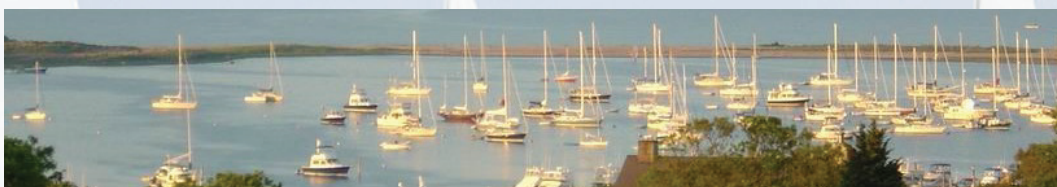
NEWS & EVENTS

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SAIL AMERICA MEMBER NEWS

Volume II 2021



Promoting the health and growth of sailing.



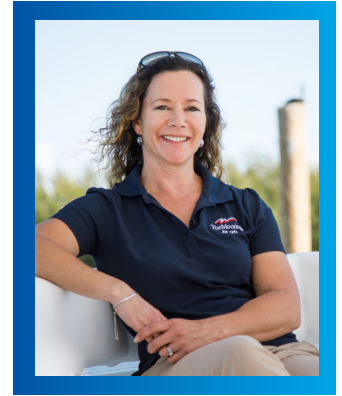
MESSAGE FROM THE SAIL AMERICA PRESIDENT



Dear Sail America Members,

The first of our 2021 virtual education series took place on March 9 with Paul Kani-
tra, president of Lobbyit, one of DC's top lobbying firms, who spoke about the state
and impacts of the new administration on recreational boating and marine business-
es in the U.S.

A round table discussion with Sail America's Executive Committee followed, regard-
ing the next 12-18 months for the sailing and recreational boating industry, including
strategies for growing leads and sales during COVID. On a positive note, across
much of our landscape, order books are full and clients are plentiful. Even the
charter industry turned a corner—with bookings perking up as vaccinations rates
rose and consumer confidence with it. Nonetheless, supply chain challenges are
impacting our industry, from resin to stainless steel, with mounting concerns over delivery delays as we head into
summer and beyond.



Another impact of rising vaccination rates is the outlook for boat shows later this year. One of the significant
changes we've made recently is that Sail America has entered into a licensing agreement for the Pacific Sail &
Power Boat Show with the California Yacht Brokers Association, which has a deep understanding of the boat-
ing market in northern California and a successful record of bringing together the recreational boating industry.
Under this agreement, Sail America members will continue to enjoy a member discount on in-water and upland
exhibitor space.

Due to ongoing COVID restrictions, the Sail America Industry Conference we had planned to take place in May
in Annapolis, MD, is postponed until April 6-8, 2022. Mark your calendar now and stay tuned for more informa-
tion in the coming months. We look forward to finally coming together face to face to share good times and great
commercial advice!

And remember, the new dues structure significantly reduces all the cost of all memberships. 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 so!

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

Sincerely,

Josie Tucci
Sail America President



NEWS & EVENTS

West Marine sold to private equity firm

Published on April 14th, 2021

Boating retailer West Marine, which operates 237 stores across 38 states and Puerto Rico along with online shopping, has entered into a definitive agreement to be acquired by L Catterton, the largest global consumer-focused private equity firm. Terms of the transaction were not disclosed.

“We are thrilled to be partnering with L Catterton in the next phase of growth for West Marine,” said Ken Seipel, CEO of West Marine, which was founded in 1968. “The L Catterton team brings invaluable consumer, brand building and digital expansion expertise to help us accelerate our growth plans.

“In partnership, we look forward to enhancing our digital capabilities and elevating our consumer experience to not only provide the broadest product offering in the industry, but to deliver the most comprehensive and rewarding consumer experience no matter where or how our boaters choose to engage with us. We look forward to our new partnership with L Catterton.”

It was reported in June 2017 that West Marine and Monomoy Capital Partners, a New York-based private equity fund, had executed a definitive merger agreement under which a wholly owned affiliate of Monomoy would acquire all of the outstanding shares of common stock of West Marine at \$12.97 per share in cash, which represents a total equity value of \$338 million. This price represents a premium of 32% over the 30-day average performance of West Marine’s stock price reported on NASDAQ.

“The U.S. marine aftermarket industry is a fundamentally attractive category benefiting from favorable consumer tailwinds including long-term growth in boating usage for leisure and time spent with family, higher focus on outdoor lifestyle activities including water sports and fishing, and the rise of boat sharing and clubs bringing more people into the category,” said Matt Lischick, Partner at L Catterton.

“We expect the aftermarket to continue its consistent secular growth based on the growing installed boat base and rising boating participation. West Marine stands out as the front-runner in the category and we look forward to partnering with Ken and his proven leadership team to further build the Company’s authority as the go-to, consumer-centric marine aftermarket player.”

Details: www.westmarine.com/PressRoom/PR20210414

Source: www.sailingscuttlebutt.com/2021/04/14/west-marine-sold-to-private-equity-firm



NEWS & EVENTS CONT.

BoatUS, USPS Resume Safety Checks

By: Joseph Healy, Trade Only Today

Before the pandemic, the Coast Guard Auxiliary and U.S. Power Squadrons performed more than 150,000 vessel-safety inspections each year at launch ramps, boat clubs and marinas. This year, both groups are mobilizing personnel following requests for safety checks, or boaters can do it themselves, BoatUS said in a statement.

Boaters who choose to conduct their own safety checks can use an online guide and a downloadable checklist that's identical to those used by volunteer vessel examiners. However, a vessel safety check decal to display on board can only be earned through an in-person check.

Click here for information about getting a vessel safety check.

Source: www.tradeonlytoday.com/industry-news/boat-usps-resume-safety-checks

2020 State of the Sailing Industry Report

The annual report on the state of the sailing industry, market and sport for the year 2020. Conducted by Sailing World and Cruising World.

Please join us when Sally Helme presents the report on Tuesday, May 25th from 11 AM-1 PM followed by a roundtable Q&A. To register please click **HERE**.



NEWS & EVENTS CONT.

SAIC

April 6-8, 2022

**The Westin Annapolis
Annapolis, MD**

Sail America Industry Conference

*Grow
Your Business.
Grow the Industry.*

Sail America

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.



NEWS & EVENTS CONT.

Freedom Boat Club Buys N.Y. Franchise

By: Jeff Moser, Trade Only Today

Freedom Boat Club acquired the New York franchise operation and territory, parent company Brunswick Corp. said in a statement.

The transaction includes six Long Island locations — Glen Cove, Lindenhurst, Freeport, Northport, Port Jefferson and Port Washington — and corresponding territory rights for all of Long Island, New York City (excluding Staten Island) and areas of Westchester County.

Last month, Freedom bought its fifth corporate-owned territory, in Chicago, as part of a plan to expand that segment of Brunswick's business. Other territories include southwest and southeast Florida, Raleigh, N.C., and Charleston, S.C.

"Growing our footprint in top boating communities such as this one is consistent with our continued growth plans," said Cecil Cohn, Freedom Boat Club Network president.

According to Freedom, memberships at the New York locations have grown nearly 30 percent annually during the past three years.

Source: www.tradeonlytoday.com/industry-news/freedom-boat-club-buys-n-y-franchise





IN THE NEWS

Sail America and the California Yacht Brokers Association Announce New Agreement for Pacific Sail & Power Boat Show

Sail America and the California Yacht Brokers Association (CYBA) announce they have entered into a licensing agreement for the Pacific Sail & Power Boat Show. Under the agreement, CYBA assume management of the show. Ownership of the show will also transfer to CYBA over the period of the agreement. Starting immediately, Sail America will begin the orderly transfer of duties and responsibilities for show management to CYBA.

“Our organizations’ mutual interests are to ensure that the Pacific Sail & Power Boat Show is able to continue with the full support of the boating industry. This agreement transitions the management and delivery of the show to CYBA, which has a deep understanding of the boating market in northern California and a successful record of bringing together the recreational boating industry in the region,” said CYBA Executive Director Don Abbot. “Our management team and board are excited to re-imagine what the Pacific Sail & Power Boat Show can be and how we can deliver a truly memorable event for the industry and the consumer.”

Under this agreement, Sail America members will continue to enjoy a member discount on in-water and upland exhibitor space and Sail America will be named as a sponsor. “Sail America is delighted to be working with the team at CYBA. It ensures that the show will continue, that the sailing industry in that region is supported, and provides opportunity for Sail America to focus on other programs that best serve its members,” said Josie Tucci, Sail America’s newly named president. “Our goal has always been to deliver a successful, sail-focused show that attracts regional and national attention in northern California. We believe our new relationship with CYBA will help us to achieve that goal.”

Given the ongoing COVID restrictions in California, CYBA is not planning an April show this year. Shortly, CYBA will announce additional details on dates and location of the next show. Meanwhile, questions about the show can be directed to CYBA.



IN THE NEWS CONT.

MarineMax Posts Record Q2

Coming off its most profitable fourth quarter, first quarter and fiscal year, the company continued to roll with a 70 percent increase in revenue.

By Jeff Moser, Trade Only Today

MarineMax posted a record second quarter, reporting an increase in revenue of more than \$214 million — 70 percent — to \$523.1 million, compared with the same quarter a year prior.

The company had a 45 percent increase in same-store sales for the quarter, driven by an increase in comparable new units sold, MarineMax said.

In addition, net income and earnings per diluted share were up more than sevenfold, to \$38.9 million and \$1.69, respectively.

2 MarineMax_Miami Beach Marina

For the six-month period ending March 31, revenue is up 52 percent, to \$935 million, with a 33 percent increase in same-stores sales.

“We continue to gain market share as we capitalize on the foundational shift of new customers embracing the boating lifestyle and many of our existing customers upgrading to larger and newer boats,” MarineMax president and CEO Brett McGill **said in a statement**. “We extended our long track record of producing meaningful same-store sales growth while also executing on our balanced growth strategy.”

McGill added: “As we enter our most active season, our large on-order backlog provides us with additional confidence for the balance of fiscal 2021, into fiscal 2022 and beyond.”

Source: www.tradeonlytoday.com/industry-news/marinemax-posts-record-q2





IN THE NEWS CONT.

Paris 2024: What's it all mean?

World Sailing had the daunting task to create a sailing program for Paris 2024 Olympics that met new criteria from the International Olympic Committee (IOC), and the volunteer committees had to make changes to the current events. There was no choice, and it was going to hurt.

When a Mixed One Person Dinghy event was advanced as one of the ten events, this was conceived as a means to keep the Finn in the Olympics. However, it was that perfect solution nobody could describe.

Yes, it fulfilled gender balance, but that was about it. Two people, one boat? With this issue percolating, an alternative was confirmed... the Mixed Two Person Keelboat Offshore event.

While this idea had holes to fill, people could see it, but with loads of logistics to sort out, there was a lot of work to do. And then the COVID-19 pandemic hit, eliminating opportunity to test and showcase the concept of an overnight distance race in the Olympics.

With the IOC having approved nine of the ten events, but now teetering on the offshore idea, World Sailing has navigated their book of rules to propose three alternatives to preserve the tenth medal at the 2024 Olympics. They are:

- **Individual Men's and Women's Kiteboard Events**

Currently approved is a Mixed Kiteboard event, a new idea which had a team format with one man and one women. The concept has been proven, but this new proposal will remove the mixed event and in its place will be a separate men's and women's competition. Details.

- **Individual Men's and Women's Two Person Dinghy Events**

Currently approved is a Mixed Two Person Dinghy event which would have a man and woman sailing together in the 470 class boat. In previous Olympics there was a separate men's and women's competition in the 470, and this proposal would nix the mixed event in favor of the two separate events. Details.

- **Mixed Team Racing Event**

Team racing is well established in many forms, and this proposal has a 2-person nation team of one man and one women competing in a 2 on 2 team racing event using Laser Radials (aka ILCA 6). Details.

World Sailing will review these three options at their 2021 Mid-Year Meeting in May and select their two favorites, rank them in order, and have them ready if the IOC nukes the offshore event for the Paris 2024 Olympic Sailing Program.

Source: www.sailingscuttlebutt.com/2021/05/02/paris-2024-whats-it-all-mean



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. Four complimentary tickets to Pacific Sail & Power Boat Show.
2. 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!

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.



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.



MEMBER NEWS



VOLUME II 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.

Roughly a garbage truck's worth of plastic waste gets dumped into our ocean's every minute.



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