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- Sail America Industry Conference



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- NauticEd Reports Sailing Charter Vacation Bookings and Education Enrollments Are Soaring



SAIL AMERICA

MEMBER

NEWS

Volume III 2021



Promoting the health and growth of sailing.



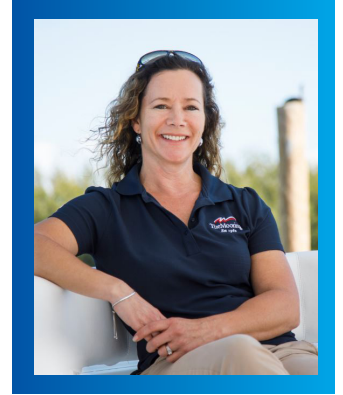
MESSAGE FROM THE SAIL AMERICA PRESIDENT



Dear Sail America Members,

Join us at the Sail America Industry Breakfast during the Annapolis Sailboat Show on Friday, October 15 at the Annapolis Waterfront Hotel. Alongside Sail America updates, we'll be announcing the industry's Distinguished Service Award and the Best in Show Award. Plus, you'll have a chance to win Helly Hansen gear!

The Sailing Industry Economic Outlook Report showed that though particular sectors of the industry struggled through 2020, due to the impact that COVID had on events and boat shows, the overall outlook for 2021 is positive. According to the Commerce Department, spending on all pleasure boats shot up 20% in spring 2020 vs. the prior year and is running nearly 50% higher this year. The report is free to Sail America members and to those who attend a Sail America virtual event this year. Meanwhile, non-members can purchase a copy (\$30) by contacting Stephanie Grove at sgrove@sailamerica.com.



As part of our continuing member education webinar series, in May, Sally Helme of Cruising World/ Sailing World presented The Sailing Market 2020 State of the Industry Report, sponsored by the American Sailing Association.

The first of our 2021 virtual education series kicked off on March 9th with Paul Kanitra, president of Lobbyit, one of Washington DC's top lobbying firms. Kanitra spoke about the state and impacts of the new administration on recreational boating and marine businesses in the U.S.

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 as a 'thank you':

1. Four complimentary tickets to the Pacific Sail & Power Boat Show
2. Recognition on Sail America's website

Hiring? 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.

Sustainability

Due to ongoing COVID restrictions, the Sail America Industry Conference (SAIC) that was planned for May 2021 in Annapolis, MD, is postponed until April 6-8, 2022. Mark your calendar now and stay tuned for more information 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 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!

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

Josie Tucci
Sail America President



NEWS & EVENTS

BoatUS Magazine Names 10 Top Boating Towns

With many freed from the daily commute, boaters have great relocation options to live and work where they play

SPRINGFIELD, Va., August 30, 2021: With many wage earners now freed from the daily commute, which towns might score high in the eyes of recreational boat owners looking to relocate? In the just-released September/October 2021 issue of BoatUS Magazine, Contributing Editors Fiona McGlynn and Tim Murphy offer plenty of answers in “[10 Top Boating Towns](#),” which looks at how the pandemic has led some to seek out more robust boating lifestyles. Included are some of the most compelling locations across the country that check all the right boxes for boat-owning families, young professionals and retirees.

This extensive feature takes into account both qualitative editor preferences – such as a focus on suburban and rural regions – as well quantitative data. This includes AARP, US News and World Reports, Bassmaster, Niche, and Areavibes. Also, BoatUS editors used their extensive experience and knowledge of top boating destinations around the country to find that great combination of boating amenities and services; real-estate prices; proximity to major airports; and cultural, educational, and major medical services.

“When it came to evaluate the caliber of the boating lifestyle in each place for this 2021 edition of our Top Towns presentation,” says BoatUS Editorial Director Bernadette Bernon, “our editors specifically looked at boating access and the availability of launch ramps, marinas, moorings and boat clubs, inlets to bigger water, events such as fishing tournaments, sailboat racing opportunities, and watersports – as well as [TowBoatUS](#) ports and member discounts.”

Here are *BoatUS Magazine’s* 10 Top Boating Towns listed alphabetically:

Anacortes, Washington: Homeport to the San Juan Islands and with a population of just 17,000, Anacortes offers a vibrant marine community with six marinas, maritime heritage center, and even a marine trades school. In the shadow of the Olympic Mountains, it also receives far less rain than Seattle, is a seafood and nature-lovers paradise, and consistently scores high with retirees. Festivals such as Shipwreck Day add to the nautical feel.

Benton County, Arkansas: This Midwest gem is in the heart of Arkansas lake country, with the 28,000-plus acre Beaver Lake being the largest. Great for bass fishing, its 480-miles of shoreline meander through spectacular Ozark Mountain scenery. Also keep in mind the lake is just 12 miles from the county seat, Bentonville, a fast-growing city that retains its small town charm. A low cost of living and plenty of jobs makes it appealing to outdoorsy young professionals and families.

Charleston, South Carolina: An historic port city, Charleston offers protected waterways and shorelines that wind through cobblestoned neighborhoods and waterfront dining districts. Locals congregate on sand bars or at other popular raft-up spots and head further afield to the Lowcountry’s barrier islands and estuaries. A foodie town that also offers a vibrant art and nighttime scene, Charleston scores high with young professionals.

Clear Lake, Texas: Houston’s boating mecca with more than 20 marinas, boatyards and yacht clubs, the 2,000-acre lake offers access to Galveston Bay, which is popular with anglers and watersports enthusiasts. Clear Lake also has a vibrant waterfront dining and entertainment scene. Nearby popular hangouts include Nassau Bay’s Party Cove and the waist-deep sandbar at Offatts Bayou. Affordable home prices and highly ranked schools make it popular with families.



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Dickinson County, Okoboji, Great Lakes Area, Iowa: A boating oasis in the midst of endless rolling cornfields, the region consists of Iowa's largest natural water body, Spirit Lake, along with five smaller interconnected lakes. While the 500-member Okoboji Yacht Club offers an active sailboat racing program, anglers also won't want to leave the rod at home – some consider Spirit Lake the fishing capital of the world. Small communities, where friendly neighbors know your name, dot lakeshores.

East Tawas, Michigan: Super affordable housing – just \$95,500 median home value – and small town life combined with spectacular lakeside scenery appeal to many retirees. Consistent winds make Tawas Bay popular with sailors and kite boarders, and fishing is good year-round. Relive your youthful summers in the quaint downtown – on summer Tuesdays the main drag shuts down to traffic and the half-dozen restaurants and bars spill into the street.

Gloucester, Massachusetts: A stunning harbor with 17 marinas on a rocky and marshy cape, Gloucester is home to a vibrant commercial fishing fleet but makes great strides to appeal to recreational boat owners with several dock-dining options. Whether starting your career or thinking about retirement, you can enjoy a laid-back lifestyle without giving up the benefits of the city life – 37 cafes and restaurants serve up fresh-off-the-boat seafood, not to mention art galleries, museums and hip boutique shops.

Sausalito California: While it may be an outlier in the housing cost category – the median home value is \$1.3 million – Sausalito's picturesque houseboat community enjoys direct access to San Francisco Bay, Napa wine country and a bustling main street with waterfront restaurants, galleries, and boutiques. Backing up to Golden Gate National Recreation Area and with six marinas, a wooden boatbuilding school and a plethora of maritime education, history and nonprofit arts organizations, it's come a long way from its 1960s floating art colony days.

St. Augustine, Florida: Atlantic beaches, protected rivers, saltwater marshes and the Intracoastal Waterway combine with a walkable historic downtown featuring a wealth of museums and galleries, and plenty of dining and entertainment options including professional theater. Anglers will also feel right at home and can choose fresh and salt, inshore and offshore options. A dozen marinas and year-round boating season top off its popularity with boat owners.

Stevensville, Maryland: While its cousin just across the Chesapeake Bay Bridge, Annapolis, often gets the limelight, it's Stevensville's more laid-back Eastern Shore environs, more affordable home values and proximity to Washington, D.C., that appeal to young professionals as well as retirees. Access to the entire Chesapeake Bay is at your doorstep with countless opportunities for gunkholing, picnics, watersports and fishing. A cluster of marinas, yacht clubs and waterfront dining options in Kent Narrows is the center of boating activity.



SAIL AMERICA INDUSTRY MEETING

Friday, October 15, 2021

7:45AM – 9:30AM

ANNAPOLIS WATERFRONT HOTEL • BALLROOM SOUTH/CENTER
80 COMPROMISE ST. ANNAPOLIS, MD

- Sailing Industry Annual Distinguished Service Award presentation
- Best In Show Awards presentation
- Sail America Updates and upcoming initiatives
- Open to all industry professionals
- Bring your business card to enter the Raffle!

ANNAPOLIS BOAT SHOWS
 Raffle generously supported by 



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.

We expect this year’s conference to be the largest event we have hosted. We are looking for sponsors! As a sponsor, you receive visibility within the industry and among your peers and gain access to industry leadership. If you are interested in learning about our sponsor menu please email sgrove@sailamerica.com.



IN THE NEWS

Sea Tow Foundation Issues Official Call for Entry for 2021 “National Boating Industry Safety Awards”

Newly Renamed “Sea Tow Foundation Boating Safety Advisory Council” Launches 2021 Awards with Returning Title Sponsor KICKER® Marine Audio

The Sea Tow Foundation in cooperation with its newly rebranded **Boating Safety Advisory Council** (formerly North American Sober Skipper Advisory Council) has issued the official call for entry for its 2021 “National Boating Industry Safety Awards.”



Sea Tow Foundation

for Boating Safety and Education

Now in its third year, the contest features 10 categories of entry, all of which recognize top boating safety programs and campaigns within the for-profit segment of the recreational marine industry. Winners will be announced live during the MRAA’s Dealer Week December 6 – 9, 2021 in Austin, TX.

“We are pleased to announce our 2021 contest and encourage all for-profit companies and organizations within the recreational boating industry who are involved in promoting boating safety to enter,” said Sea Tow Foundation’s Executive Director Gail R. Kulp. “In addition, we very much appreciate the return and generous support of KICKER Marine Audio as our title sponsor for this year’s competition.

“KICKER Marine Audio is very pleased to continue our support for this outstanding initiative that promotes boating safety,” said KICKER Marine Audio’s National Brand Manager Jeremy Bale. “Our team at KICKER was very impressed by the great work produced and showcased in 2020. We’re proud to be back and lend support in recognizing the best efforts among for-profit organizations which invest in educating and advancing boating safety.”

The 2021 National Boating Industry Safety Awards include the following categories for submission: Powerboat Manufacturer; Sailboat Manufacturer; Engine Manufacturer; Gear/Equipment Manufacturer; Human Powered (Canoe, Kayak, SUP) Manufacturer; Marine Retailer with up to 3 Locations; Marine Retailer with more than 3 Locations; Marine Media Outlets; Marine Marketing and Outreach; and Marine Distributors.

Entries may be submitted between August 24 through midnight, October 8, 2021 for boating safety campaigns conducted within the United States from August 1, 2020 through August 1, 2021. Initiatives covering a longer time span may still enter and should include the data for the time period specified.

Contest information and applications are available for download at www.boatingsafety.com/awards along with a list of 2020 winners, including samples of their winning entries.



IN THE NEWS CONT.

NauticEd Reports Sailing Charter Vacation Bookings and Education Enrollments Are Soaring

Global sailing educator sees 38% increase in yacht charter bookings over pre-COVID years and 30% increase in sailing course enrollment over 2020.

As consumer travel surges ahead on a tide of pent-up demand, NauticEd -- the leader in global sailing education and a global yacht charter agency -- has reported an increase in vacation yacht bookings almost 10 times greater than 2020 and 38% greater than pre-COVID years. It is also seeing a 30% increase in online course enrollments over 2020 figures.

"During the pandemic, most travelers cautiously sheltered in place to avoid COVID-19," said Grant Headifen, NauticEd founder and global director of education. "As travelers re-emerge, many new customers are telling us that being stuck at home inspired them to try something they've fantasized for years: escaping on a luxury sailboat with their family and learning how to sail. In fact, 43% of our new students surveyed said their desire was to skipper a yacht on a sailing vacation or adventure."

NauticEd's dramatic 38% increase in its vacation yacht bookings over pre-COVID years mirrors the overall increase in U.S. travel bookings of the past two months. Consumers, emboldened by recent CDC data that shows nearly 50% of the U.S. population has received one vaccination shot or more, are primed for adventure.

According to a survey conducted by Destination Analysts, as of Memorial Day the number of Americans concerned about contracting the coronavirus, the pandemic's impact on personal finances, as well as the national economy hit historic lows. The percentage of those sharing the perception of travel and leisure activities as unsafe was cut in half compared to the beginning of the year. It prompted U.S. consumers to dream about travel again, and, based on NauticEd's spike in inquiries and resulting business, it appears many dreamed about sailing.

"As a travel and outdoor recreational activity, sailing is on fire right now and the demand is the strongest we've seen in a decade," said Headifen. "We are thrilled to report a fresh surge of novice sailors and newcomers are embracing the lifestyle, while the sailing faithful are enthusiastically returning to inquire about yacht charters again."

An international leader in sailing education, NauticEd has provided over 250,000 courses, including a mix of both virtual and live instruction, since its founding in 2008. Besides the uptick in vacation yacht bookings, NauticEd's 30% increase in online educational course enrollments not only demonstrates a growing demand for boating and sailing education, but a new trend in how people choose to learn.

"Our strategic mix of comprehensive e-learning platforms with on-the-water instruction help students take their sailing to the next level in the most efficient and effective manner possible," said Headifen. "We have beginners wanting to become a competent crew member, intermediate sailors looking to sharpen their skills and advanced sailors wanting to circumnavigate the globe. Our online curriculum allows them to get underway immediately in their own personalized learning process before syncing with a NauticEd accredited sailing school."



IN THE NEWS CONT.

NauticEd is the first sailing educator to receive official American National Standards recognition. Its e-learning approach allows students to gain knowledge and learn sailing theory online via multimedia instructional modules that are totally customized to meet their needs, all within the comfort of their home and from their preferred device. When NauticEd students show up at an accredited school for their on-the-water training, they already have learned the language and theory of sailing. It enables them to maximize one-on-one time with a qualified instructor while exclusively focusing on practical skills. The result for students is greater sailing competency.

A key benefit of NauticEd's business model is its two-prong approach to the sailing experience, allowing its customers to learn, travel, charter and take vacations. Not only does it offer global yacht charter services and more than 24 comprehensive online courses, but its integrated course documentation and sailing resume provides charter companies with exactly what they need to validate a student's actual skill level and experience.

"In my experience, boat charter companies want to see more than just a sailing school certificate," said Headifen. "They want to rent to sailors who have demonstrable experience with similar size boats, who know how to navigate, operate and safely return their vessels back to the harbor."

Inspired by this knowledge and insight, Headifen founded NauticEd 13 years ago with the mission to create safer, more competent sailors. He collaborated with scores of leading sailing educators, e-learning technologists, forward-thinking sailing schools and a select group of top international instructors to build NauticEd's comprehensive curriculum.

As part of its global outreach program, NauticEd offers two free online instructional courses. For information, visit www.nauticed.org/two-free-sailing-courses or www.nauticed.org.





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 III 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.

Did you know that despite having only explored less than 5% of the ocean, as much as 40% of the world's oceans are heavily affected by human activity including pollution, overfishing and the loss of coastal



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