



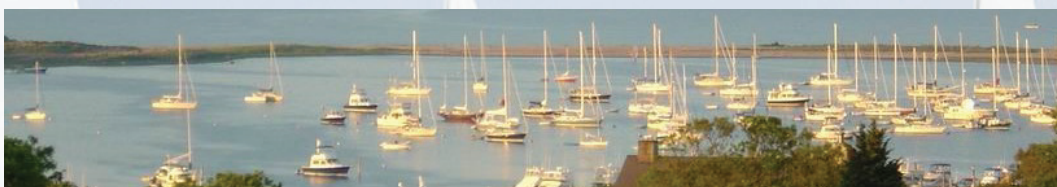
NEWS & EVENTS

- MarineMax Named 2021's Fifth Most Innovative Marine Company
- The Hylas H57 Takes Top Honors in Cruising World's 2022 Boat of the Year Awards



MEMBER NEWS

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SAIL AMERICA MEMBER NEWS

Volume IV 2021



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA TEAM



Happy Holidays! We hope this newsletter finds you happy and healthy. We wanted to take a moment in this holiday edition of the Sail America News to discuss all the exciting things happening at Sail America that advance our mission to promote professional development and networking opportunities between and among members. Here is what we are up to:

1. We continue to offer a member-focused webinar series that includes notable speakers and topics. We kicked off this year's series with Sharmin Attaran, Ph.D., who presented an amazing presentation on retaining new customers. If you missed this, the recording is available to all Sail America members for free. The upcoming tentative topics include Sally Helme's State of the Industry, innovation in the workplace, and how to get your team engaged in new product development & inclusion marketing. Thank you to our event sponsor American Sailing.
2. We published Sail America's first sailing industry outlook report on industry trends in cooperation with Info-Link Technologies, Inc., a market analysis group, to provide high-level sailboat sales and registration data. To receive a copy please email info@sailamerica.com.
3. Sail America continues working on its full suite of networking and learning events, including our annual breakfast at the US Sailboat Show in Annapolis. Our thanks to the show for their support.
4. After a two-year hiatus, we are excited to be hosting the Sail America Industry Conference, which is confirmed for April 6-8, 2022. Don't miss it. We expect this to be our biggest SAIC ever! Register [HERE](#)!

Working together, as an industry, is even more urgent now as new challenges emerge from COVID-19 and we face unprecedented consumer demand. Please let us know how Sail America can help you and your business. Our collective success is possible only with your membership and support. Together, we can ensure member businesses are supported, and sailing has a strong voice in the boating industry. Thank you for your continued support of Sail America.

If you haven't renewed your membership or are interested in learning more, please visit Sail America's website [HERE](#).

Happy and Safe Holidays! Cheers to 2022!
The Sail America Team



NEWS & EVENTS

MarineMax Named 2021's Fifth Most Innovative Marine Company

Trade Only's annual ranking of Most Innovative Marine Companies lists MarineMax (the only dealer on the list) as the 5th most innovative for 2021.

"Our Innovation Awards were founded with the goal of looking beyond a company's products and focusing on the depth and breadth of its business practices," said Soundings Trade Only editor-in-chief Jeff Moser. "Congratulations to MarineMax as they are one of Soundings Trade Only's Most Innovative Marine Companies of 2021!"

The awards program honors forward-thinking companies across various categories that transform the marine industry's future through new initiatives, processes, technologies, directions, and more. Soundings Trade Only recently unveiled the complete list of the 2021 winners in their November print issue.

Abbey Heimensen, MarineMax Vice President of Marketing, comments, "MarineMax was born from innovative thinking and has maintained that culture for more than two decades. Beginning with a group of America's leading boat retailers united to maximize efficiencies, and most recently, our advancements in digital capabilities, every move is made with the customer in mind and exceeding their expectations. To make this list is an honor, especially when you consider innovative strides manufactures and marine products have contributed in the last year."

MarineMax cracks the top five for their innovations with the MarineMax App, the Immersive Experience, and the Cruisers Yachts acquisition and product portfolio expansion. Each, on its own, has accelerated the industry forward and enhanced the ownership experience. From the dealer perspective, their innovative focus is on the ownership experience rather than the technology you'd find within a boat.

Beginning with the boat exploration process, the MarineMax App and the Immersive Experience provide leading-edge tools to help customers shop for the right boat to suit their needs while providing an exceptional experience. App users have an easier time with boat ownership so they can spend more time on the water. They can also find educational classes, group trips (Getaways!®), charter experiences, super-yacht management resources, and so much more, all through the mobile app. The Cruisers Yachts acquisition aligns with MarineMax's long-term strategy for geographic and product diversification to enhance options for potential customers. These innovative approaches help MarineMax customers get the most out of their investment in boating. Since receiving the award MarineMax has acquired two more entities to further diversification, Intrepid Yachts and Texas MasterCraft.

The MarineMax philosophy goes way beyond selling someone a boat. They are a resource for anyone interested in the boating lifestyle. MarineMax customers get access to a wealth of experience that can match them with the perfect boat from an unparalleled diversity of brands and models. They provide world-class service, financing and insurance, in-person and virtual educational programs, access to Getaways!® trips and other boaters, a mobile app, and a new way to shop for boats via immersive tours. Learn more about the company by visiting www.marinemax.com.



NEWS & EVENTS CONT.

The Hylas H57 Takes Top Honors in *Cruising World's* 2022 Boat of the Year Awards

Cruising World magazine today announced the winners of its 2022 Boat of the Year competition. The top prize was awarded to the Hylas H57, an uncompromising blue-water cruising boat designed by prolific British naval architect Bill Dixon, which was named the Overall Boat of the Year for 2022.

“The Dixon-designed Hylas H57 is somewhat of a departure for the Hylas team,” said Herb McCormick, *Cruising World* Boat of the Year director, who noted that the judges were thoroughly impressed by its handling, with twin rudders, and the innovative cockpit layout. “Everyone felt it not only lived up to its design brief as a go-anywhere world cruiser, but it is also an aspirational boat, something our readers could imagine delivering them to the far horizons of their sailing dreams.”

“The H57 has a hard dodger built in, a very successful one, which I think is quite useful when you’re in the cockpit,” added longtime BOTY judge Tim Murphy. “By and large, this is just a very nice, functional cruising boat. The berths are big and luxurious, but they’re also set up for lee cloths. This is a boat meant to go places. And it’s lovely to be aboard. It’s just a very, very strong boat in many ways.”

In addition, *Cruising World* presented awards to winning boats in eight categories. After last year’s cancellation of the U.S. Sailboat Show in Annapolis, Maryland, due to the COVID-19 pandemic, this year the BOTY team once again staged the entire contest in brilliant fall weather on Chesapeake Bay. The 2022 edition of the annual competition drew 27 nominees from the U.S., France, Germany, Holland, Italy, Slovenia, South Africa, Sweden and Taiwan.

The other winners were the Beneteau First 27 (Best Pocket Cruiser/Daysailer); the Hallberg-Rassy 340 (Best Midsize Cruiser Under 40’); the Grand Soleil 44 (Best Performance Cruiser); the Hylas H57 (Best Full-Size Cruiser); the CNB 66 (Best Luxury Cruiser); the Leopard 42 (Best Cruising Catamaran Under 50’); the Balance 482 (Best Performance Catamaran); and the Xquisite X5 Plus (Best Cruising Catamaran Over 50’). In addition, the judging panel gave Special Awards to the Kinetic KC54 performance catamaran (Judges’ Special Recognition) and the Voyage 590 catamaran (Best Charter Boat).

The 2022 Boat of the Year contest will be featured in full in a 24-page special report in the January 2022 issue of *Cruising World*. For further information, visit www.cruisingworld.com or contact Herb McCormick (herb.mccormick@bonniercorp.com).



NEWS & EVENTS CONT.

SAIC

April 6-8, 2022

The Westin Annapolis
Annapolis, MD

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.

[Learn more & register.](#)

SAIC

April 6-8, 2022

The Westin Annapolis
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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 WestinAnnapolis
- 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.*



IN THE NEWS

Start Date Set for The Ocean Race

The start date for leg one of The Ocean Race 2022-23 has been confirmed with both IMOCA and VO65 fleets will be January 15, 2023 from Alicante on Spain's Mediterranean coast.

Originally planned for October 2022, the start date was revised when the race course for the 14th edition was updated due to continuing complications involving the pandemic which removed legs stopping in China and New Zealand.

There will still be race activity throughout 2022, with teams building their campaigns towards prologue racing as well as with The Ocean Race Legends, sustainability, and youth programme ahead of the assembly period in Alicante late in Q4 of the year.

Then, in January, the start of leg one will see the fleets racing away on one of the greatest challenges in sailing and the toughest test of a team in sport – over 31,000 nautical miles around the planet.

“This marks a change for The Ocean Race, as we adjust to the challenges of this new world with a more compact and exciting race route than ever before,” said Johan Salén, Managing Director of The Ocean Race.

“We are pleased to have been able to work with our partners in Alicante, which has been the home of the Race since 2009, to agree on a start date for leg one that takes advantage of the Christmas and New Year holiday season and allows for maximum stakeholder opportunities in the week leading up to the start as well.”

The opening leg of the Race will see both fleets racing for nearly one week to a finish in Cabo Verde. It will be the very first time The Ocean Race has stopped in the African island chain.

From there the race proceeds to Cape Town, South Africa before starting the longest and most challenging leg in the history of the Race – nearly 13,000 nautical miles direct through the southern oceans and past the three great southern Capes (Cape of Good Hope, Cape Leeuwin, and Cape Horn) before a finish in Itajaí, Brazil.

The Race then goes to Newport, Rhode Island in the USA; Aarhus, Denmark; The Hague in The Netherlands; and on to a Grand Finale finish in the Mediterranean in Genova, Italy in the summer of 2023.

Stopover dates for the above stages of the Race will be confirmed before the end of the year.

[Race details](#) – [Route](#) – [Teams](#) – [Facebook](#)

The Ocean Race (formerly Volvo Ocean Race) will be raced in two classes of boats: the high-performance, foiling, IMOCA 60 class and the one-design VO65 class which has been used for the last two editions of the race. Entries in the IMOCA 60 class will compete for The Ocean Race trophy, while those racing the VO65s will chase the Ocean Challenge Trophy. The 14th edition was originally planned for 2021-22 but was postponed one year due to the pandemic.

Source: The Ocean Race [sailingscuttlebutt.com](https://www.sailingscuttlebutt.com).



IN THE NEWS CONT.

Helly Hansen National Offshore One Design Regatta Series

Each year Sailing World magazine presents North America's largest sailing regatta series, the National Offshore One Design Regattas. Known as the NOOD Regattas, the series was founded in Newport, Rhode Island, by the editors of Sailing World in 1988 to help foster the growing interest in racing one design keelboats. Celebrating their 30th anniversary in 2018, the NOODs have a proven track record of success with 5 national events each year and 1 international championship. No other regatta series gains as much media coverage or engages the sport's elite and corinthian participants like the NOODs.

In 2022, the tradition continues with a renewed excitement on and off the water. Cruiser, Rally and One-Design Racers, Juniors, RC Boaters, family and friends, join us in 2022 to grow the sport of sailing.

2022 Event Information



St. Petersburg
February 18 –
20, 2022



San Diego
March 25 – 27,
2022



Annapolis
May 13 – 15,
2022



Chicago
June 10 – 12,
2022



Marblehead
July 28 – 31,
2022



Caribbean
October 22 – 29,
2022
(Dates subject
to change)



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



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 oceans every minute.

Read more: [Stopping Single-Use Plastics.](#)



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