**Sail America Wraps up Another Successful Industry Conference in Annapolis, MD**

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**FOR IMMEDIATE RELEASE**

**(Warren, RI)** – The annual Sail America Industry Conference (SAIC) was held in Annapolis, MD, in early April, bringing the industry together again—in person—after three years of only virtual gatherings due to the pandemic. It was an engaging two days of camaraderie and learning. “The April SAIC in Annapolis was worth the wait! It was great to reconnect with industry colleagues, meet new sailors and hear from the experts on a wide range of subjects. For those who missed it, as expected, the pre-conference regatta provided spirited and friendly competition. Can’t wait for next year!” said Mark Pillsbury, Sail America board member and Sailing writer. Attendees hailed from around the country—with several attending for their first time.

After a day of nice weather and variable wind conditions on Wednesday afternoon, the highly competitive industry regatta was held at the Annapolis Sailing School, followed by an awards ceremony. Thursday opened with a lively presentation from our keynote speaker Roger Mader, Ampersand discussing inclusion marketing and strategies for fostering a more diverse audience. This was followed by Brenda Reynolds, who spoke on finding clarity and resilience while leading yourself and others through transition fog.  Dr. Tim Herzog’s presentation focused on tolerating and reducing stress and anxiety and the science-based principles for performance and life. Meanwhile, Nick Schacht Senior Vice President, Professional Development and Global Operations, *SHRM* shared how to hire right to power the best customer experience. The afternoon featured a session hosted by SC&H Group on the topic of cybersecurity awareness in addition to other general sessions.

Following an exciting day of content, attendees moved to a reception and raffle with prizes generously donated by Sail America members and conference attendees. The featured raffle item was a six-night, seven-day bareboat yacht charter aboard a sailing monohull up to 45′ in length in the British Virgin Islands—a trip valued at up to $8,000!

The conference continued Friday with a morning of panels and presentations before attendees headed out to explore Annapolis and enjoy some fresh seafood before boarding planes home.

“Ideas and opportunities happen at the Sail America Industry Conference. Bringing sailing businesses together is important for our industry. We are a vibrant group, and the more we can be together, meet one another, and learn from each other, the better for sailing. And, we have a lot of fun together! Join us for the next edition of this important industry gathering,” said Josie Tucci, Sail America president. Dates and the location for the next Sail America Industry conference will be announced early this summer.

The Sail America Industry Conference was presented by Groupe Beneteau Americas (Jeanneau, Beneteau, Lagoon, Excess) with additional sponsor support from Yanmar/Vetus, SailTime, American Sailing, Cruising World/Sailing World, NMMA, Spinlock, Helly Hansen and the Annapolis Sailing School.

About Sail America:

Sail America is the trade association for the U.S. sailing industry and plays a vital role for all companies that are involved in providing sailing-related products and services. Established in 1990 by members of the U.S. sailing industry, Sail America's members represent all segments of the sailing market. With a professional staff, a dedicated board of directors, and a team of volunteers and supporters, Sail America works hard to promote the health and growth of sailing. [www.SailAmerica.com](https://lighthousecg.sharepoint.com/sites/LighthouseConsultingGroup/Shared%20Documents/Clients/Current/Sail%20America/Industry%20Conference/2019/PR%20%26%20Marketing/www.SailAmerica.com)