



*Join the conversation!*



## See What You Missed at the 2023 Sail America Industry Conference!



### The Networking



#### 2023 SAIC Regatta

We had a beautiful day for the 2023 SAIC Regatta to kick off the conference at Sail Newport in Newport, RI

Congratulations to the first place winners! Kylie Castellano, New England Ropes, John Pearce, U.S. Sailing, Justin Sterk, U.S. Sailing and Catherine Shanahan, U.S. Sailing



#### Opening Reception

We wrapped up the regatta with an opening reception at Sail Newport!

Special thanks to Spinlock and Ragged Island Brewing Company for sponsoring the open bar!



#### Reception and Raffle

Thursday night was an attendee favorite! We raffled off exciting raffle items including Helly Hansen Ocean Race gear, two Weems & Plath stormglasses, a Yanmar inflatable standup paddle board, and much more! Take a sneak peak of all of the other raffle items **HERE!**

Congratulations to Lisa Knowles from the Newport International Boat Show for winning premium raffle prize- a Moorings 6-night, 7-day bareboat yacht charter aboard a sailing monohull up to 45' in length in the British Virgin Islands, valued up to \$8,000.



## Newport Sailing Museum

Attendees were given the opportunity to visit the Newport Sailing Museum for an interactive experience- compliments of Sail America.

## The Content



### Keynote: Ken Read, *North Sails*

Ken Read, president of North Sails talked about building and leading great teams through his combined experience creating and leading teams for business and grand prix racing, utilizing his experience at North Sails, North Technology Group and the dozens of Grand Prix racing programs he has put together.



### Neal Harrell, *Brooks Marine Group*

Neal Harrell, founder of Brooks Marine Group showed us how to hire the best employees! Brooks Marine Group partners with some of the best companies in the marketplace and has been instrumental in helping clients towards their goal of continuous improvement.



### Don Smith, *Beneteau America*

What does the future hold for boatbuilders? Beneteau America's president and Sail America board member Don Smith says the world's largest sailboat company is shooting for sustainable components and boats that can be recycled when it's time for decommissioning.



### Gail Lowney Alofsin, *Leadership at ALL Levels*

Gail Lowney Alofsin, President of Leadership at ALL Levels discussed how to build a culture of success in her high- energy and incredibly engaging session.





## Professional Certifications and Training

Tim Murphy, ABYC, Stanton Murray, Murray Yacht Sales, and Holly Ashton, Safe Harbor Marinas, discussed how keeping your employees up to speed with professional and technical training is good for your business, but managing the process and navigating HR issues takes a bit of work. Luckily, the pros suggested some useful tools that attendees could take home with them.



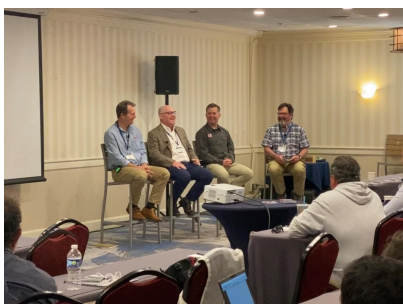
## Marine Business Forecast for Insurance and Financing

Longtime boat dealer/broker and market observer Stanton Murray asked a panel of experts what lies ahead for companies and customers. Panelists included Randall Carnahan, Hilb Group NE and Mary Reynolds, Chief Operating Officer of LaVictoire Finance.



## Keynote: Dawn Riley, *Oakcliff*

Renowned racer and Oakcliff Sailing founder Dawn Riley shared her ideas of how to keep young sailors engaged in the sport so one day they will become the next generation of sailing industry customers—a desire of every business along the waterfront.



## Leading Through Transitions

Sailing industry leaders Bill Goggins, Eric Braitmayer and Scot West had their hands on the helms as Harken, Imtra and Ronstan—all founded by passionate sailors—made ownership transitions. Talk about food for thought for the many small business leaders.



## Todd McGuire, *11th Hour Racing*

Todd McGuire of 11th Hour Racing wrapped up the conference with The Ocean Race and How to Build a Competitive Team With an Environmental Focus.

***Thank you to all who participated and attended! We hope to see you in 2024!***

**Thank you to our sponsors!**

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## About SA

*Sail America exists to promote the health and growth of the Sailing Industry and its stakeholders. We will do so by promoting the enrichment of their businesses, broadening the education of their members, and creating opportunities for networking.*

**Become a Member**