

SAIC

April 23-25, 2024

St. Petersburg
Yacht Club
St. Petersburg, FL

Sail America Industry Conference

*Grow
Your Business.
Grow the Industry.*





GROUPE BENETEAU

With roots dating back to **1884**, Groupe Beneteau set a trendsetting path that helped lay the foundation of recreational yachting, Groupe Beneteau is animated today by the will to share the passion of communion with the elements, the joys and thrills of life on the water, and the responsibility of a sustainable future. Through its sailboat division of 4 industry-leading brands, it offers a palette of **hundreds of recreational boat models** that cater to every program, every intention, every dream. The sailing yacht ranges share visions of performance, of innovation, and of safety, combining through an extremely diverse portfolio of evident quality in design.



Sail America Industry Conference

Grow Your Business. Grow the Industry.

Schedule at a Glance



Wednesday, April 23, 2024

1:00 PM-5:00 PM

Regatta - St. Petersburg Yacht Club

5:00 PM-7:00 PM

Opening Reception

Waterfront Room

Thursday, April 24, 2024

7:30 AM-5:00 PM

Conference Registration

7:30 AM-8:30 AM

Breakfast

Ballroom

8:30 AM-8:45 AM

Welcome to 2024 SAIC
Kevin Carlan, President, Sail America

Ballroom

8:45 AM-9:45 AM

KEYNOTE:
Diversity and The Future of Sailing
Marie Rogers, VP US Sailing

Ballroom

9:45 AM-10:45 AM

Sailing by the Numbers
Peter Houseworth, Director of Client Services, InfoLink Technologies, Inc.

Ballroom

10:45 AM-11:00 AM

Refreshment Break

Ballroom

11:00 AM-12:00 PM

Marine Research and Stewardship, Why it's Good for Business
Dr. Bob Weisburg, USF College of Marine Science

Ballroom

12:00 PM-1:00 PM

Lunch
(optional visit USF R/V Western Flyer at SPYC Pier – Dr. Bob Weisberg)

Waterfront Room

1:00 PM-2:00 PM

Building Loyalty with Aftermarket Service
*Ed Massey, Massey Yacht Sales; Darrell Allen, Island Packet Yachts;
Jim Andersen, Harken; Gerry Douglas (Moderator),*

Ballroom

2:00 PM-3:00 PM

Building a Brand with Owner Events
*Patrick Turner, Catalina Yachts; Jeff Johnstone, J Boats;
Cindy Kalow, Superior Charters; Bill Bolin, S&J Yachts (Moderator)*

Ballroom

3:00 PM-3:15 PM

Refreshment Break

Ballroom

3:15 PM-4:15 PM

Finding, Signing, and Keeping Loyal Non-Traditional Boat Owners as Customers
*Corey Hall, St. Petersburg Yacht Club; Todd Hess, The SailTime Group;
Marie Rogers, US Sailing; Beth Oliver, Offshore Sailing School (Moderator)*

Ballroom

4:15 PM-5:15 PM

Setting New Waypoints: Innovations in the Marine Industry
David Broadbent, ABYC

Ballroom

5:30 PM-7:00 PM

Evening Reception and Raffle

Waterfront Room

7:00 PM

Dinner on Your Own

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Sail America

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Friday, April 25, 2024

7:30 AM-12:00 PM	Conference Registration	
7:30 AM-8:30 AM	Breakfast	Ballroom
8:30 AM-8:45 AM	Day 2 Welcome <i>Kevin Carlan, President, Sail America</i>	Ballroom
8:45 AM-9:45 AM	Warrior Sailing: Changing Lives on the Water <i>Cory Kapes, Warrior Sailing Program Manager; Keith Poynor, Lieutenant Colonel, US Army, Retired</i>	Ballroom
9:45 AM-10:45 AM	Living With and Without Amazon: How Amazon Partnerships Work and How Some Companies Go It Alone <i>Ted Winston, Spinlock; Austin McCullough, Marine Supply; Jim Andersen, Harken; Cindy Kalow, Superior Charters (Moderator)</i>	Ballroom
11:00 AM-12:00 PM	Back to the Future: Time to Look Again at Game Changing Technology in Battery and Propulsion <i>Kevin Carlan, Yanmar Marine International</i>	Ballroom
12:00 PM-12:15 PM	SAIC Wrap-up <i>Kevin Carlan, President, Sail America</i>	Ballroom



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Why should you join Sail America?



What is Sail America?

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.

Who are Sail America's members?

Sail America is a trade association for companies that provide sailing-related products and services. Members include Beneteau, Jeanneau, Catalina, JBoats, Moorings, SailTime, Harken, Spinlock and Ronstan. A link to our membership list sailamerica.com/membership/2019-2020-member-directory.

What does Sail America do?

- Creates and promotes professional development and networking opportunities between and among members.
- Serves as a clear, active voice within the boating industry, fostering collaboration, engagement, and communication.

Great, but specifically, what can Sail America do to help my business?

Network and learn at Sail America's Industry Conference (SAIC):

One of the most important reasons for being part of a trade group is the opportunity to network and learn with and from peers. Sail America will be the industry leader in creating these opportunities for its members by offering professional development and networking opportunities, and SAIC is one of the most important networking and learning events of the year.

Access Key Data and Industry Trends:

We are the only industry trade group that collects and gives information about the sailing industry's outlook including:

- Economic confidence
- Business confidence
- Changes in revenue from year to year
- Financing
- Industry challenges

Discounts for Pacific Sail and Power Boat Show (PBS) in San Francisco:

This show is destined to become the largest in water sailboat collection on the West coast and Sail America members are eligible for vendor discounts through our partnership with the California Yacht Brokers Association.

Be Part of the Industry's Leadership and Voice:

The Sail America Board represents some of the biggest brands—Beneteau, Yanmar, Catalina, Moorings, Spinlock, SailTime and Bonnier Group to name a few—as well as industry partners including U.S. Sailing, NMMA, YBAA, and ASA. This gives the organization a substantial "voice" in the industry.

This includes:

- Sail America holds a seat on the NMMA board and its boat show committee, giving its members a direct voice into broader industry discussions about key issues such as Discover Boating and the Miami and St. Petersburg Boat shows.
- Deliver leadership events, such as the industry breakfast at the Annapolis "Best in Show" exhibit awards.
- Attend key industry events such as the America Boating Congress to represent the membership.

Join Sail America's Online Conversation:

Can't make a face-to-face event? Join us online for regular forums, webinars and video lunch breaks to network and discuss key industry issues. These facilitated events take on difficult issues that the industry wants to discuss such as insurance, financing, growing participation and everyone's favorite topic, boat shows. We also offer webinars that engage content experts to deliver pertinent and timely information.

Follow us on social media!



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I struggled to fit the SAIC into my schedule but was happy that I did. The combined value of the content and the networking made it worthwhile. There is a certain magic to getting away from the office and thinking about some of the bigger issues that surround our industry, my business and even the way I do my own job. Throughout the conference, I kept coming up with specific people and companies who would have gotten a lot out of the event. Of course, the bigger the event gets, the better the networking and the more resources Sail America has to create a broad and dynamic agenda.

– Scot West,
Managing Director,
Ronstan International



“The class exceeded every expectation we had.”

Karen and Mathew Keller, Chadds Ford, PA
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Premium Raffle Item



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Featured Raffle Item presented by our Premium Raffle Sponsor:



The Moorings is pleased to offer a 6-night, 7-day charter in the British Virgin Islands on a 45' sailing catamaran. The charter must be booked by July 31, 2024 and excludes peak dates.

Certificate applies to boat cost only, and any necessary accommodations, provisioning, water toys, transfers, airfare, insurances, taxes, and other fees are not included. Head charterer is subject to The Moorings sailing resume requirements. Should a skipper be required, the Skipper fees and gratuity will be required at customer's expense. *No cash alternative will be offered, the prize is non-transferable and must be taken by the named winner, only. Not combinable with other Moorings Special Offers.*



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Raffle Items

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HH Swag Bag 1: crew hooded jacket - Blue (L); AM crew cap; back pack



HH Swag Bag 2: dry bag - Red (XL); AM Half Zip Pullover - Cobalt (L); crew cap



HH Swag Bag 3: AM Jacket - Cobalt (XL); Sport Expedition Carry-On; crew cap;



HH Swag Bag 4: AM UPF Tech Jacket - White (L); Scout Duffel - Blue; AM Dry Bag - Blue (3L); crew cap;



Spinlock Deckvest Lite: plus with harness (two)



#200 Weems & Plath Stormglass (Brass)



Two copies of Offshore High, published biography of Steve & Doris Colgate and Offshore Sailing School, signed by Steve & Doris Colgate; and 2 two caps



Yanmar: Inflatable standup paddleboard



Sail America: 2 Free Registrations to SAIC 2025



Superior Charters: GC for a charter (\$750 value)

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Sail America
50 Water St.
Warren, RI 02885

www.sailamerica.com
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Sail America's mission is to support the success and growth of its member businesses, which will contribute to the overall advancement of the sailing industry.

2024 Sail America Board of Directors

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Sail America Staff

Stephanie Grove, *Membership Manager*; sgrove@sailamerica.com
Kayce Florio, *Finance Manager*; kflorio@sailamerica.com
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