



Sail America Wraps up a Successful Industry Conference in St. Petersburg, FL

FOR IMMEDIATE RELEASE

(Warren, RI) – The annual Sail America Industry Conference (SAIC) landed in St. Petersburg, FL, in mid-April, bringing the industry together for an engaging two days of camaraderie and learning. Attendees hailed from around the country and enjoyed all that St. Petersburg has to offer.

After a day of nice weather and variable wind conditions on Tuesday afternoon, the highly contested industry regatta was held at The St. Petersburg Yacht Club, followed by an awards ceremony and opening reception for all attendees. Wednesday opened with a presentation from our Keynote Speaker Marie Rogers of US Sailing. Roger's keynote, "Diversity and The Future of Sailing", was followed by Peter Houseworth of InfoLink Technologies, Inc., who spoke on "Sailing by the Numbers". The afternoon was filled with lively panels including "Building Loyalty with Aftermarket Service", "Finding, Signing, and Keeping Loyal Non-Traditional Boat Owners as Customers", and concluded with David Broadbent of American Boat and Yacht Council on "Setting New Waypoints: Innovations in the Marine Industry".

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

The conference continued Thursday with a short morning of panels and presentations before attendees went out to explore St. Petersburg or took an optional tour of the R/V The Western Flyer at the St. Petersburg Pier.

The next Sail America Industry Conference, with dates and location, will be announced early this summer.

This year's conference was presented by Groupe Beneteau Americas (Jeanneau, Beneteau, Lagoon, Excess) with additional sponsor support from Yanmar/Vetus, SailTime, National Marine Manufacturers Association, The Moorings, Offshore Sailing School, Spinlock, Helly Hansen, Hilb New England, and Superior Charters.

ABOUT SAIL AMERICA

Sail America is the trade association for the U.S. sailing industry and plays a vital role for all companies 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

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