

Sail America Industry Conference

Grow Your Business. Grow the Industry.

Schedule at a Glance*

Presented by



Tuesday, April 22, 2025

1:00 PM-4:00 PM

Regatta

The Annapolis Sailing School

4:00 PM-6:00 PM

Opening Reception

The Annapolis Sailing School

Wednesday, April 23, 2025

7:30 AM-5:00 PM

Conference Registration

Annapolis Yacht Club Sailing Center
outside SC Classroom (2nd Fl)

7:30 AM-8:30 AM

Breakfast

SC Classroom

8:30 AM-8:45 AM

Welcome to 2025 SAIC
Adam Cove, President, Sail America

SC Classroom

8:45 AM-9:45 AM

**KEYNOTE: Recruit and Retain Your Talent, Team Culture
and Communication in the Workplace**
Michelle Alexandrowicz, Organizational Psychologist, ENGAGE

SC Classroom

9:45 AM-10:45 AM

AI for Maritime: Applications, Ethics, and Guardrails for Use
Chris Watson, KVH

SC Classroom

10:45 AM-11:00 AM

Refreshment Break

11:00 AM-11:45 AM

Today's Business Environment: How Tariffs are Impacting Your Business
Todd Hess, SailTime, Catherine Guider, Jeanneau, Kevin Carlan, Mastry Engine Center, Oakley Jones, Harken

SC Classroom

11:45 AM-12:00 PM

How to Bring Your Best to a Boat Show
Mary Ewenson, Annapolis Boat Shows

SC Classroom

12:00 PM-1:00 PM

Lunch

SC Classroom

1:00 PM-2:00 PM

Finance & Insurance
Randall Carnahan, Hilb Group NE and Thomas Dix, Shore Premier Finance

SC Classroom

2:00 PM-2:45 PM

Brainstorming Session for Sail America Members
Moderated by Adam Cove, Board President

SC Classroom

2:45 PM-3:00 PM

Refreshment Break

3:15 PM-4:15 PM

Creating an Effective, Affordable, Future-proof Connectivity Solution
Chris Watson, KVH

SC Classroom

4:15 PM-5:00 PM

How Discover Boating's Work on Behalf of Our Industry is Designed
Kevin Williams, NMMA VP North American Marketing

SC Classroom

5:30 PM-7:00 PM

Evening Reception and Raffle

SC Classroom

7:00 PM

Dinner on Your Own

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Thursday, April 24, 2025

7:30 AM-12:15 PM	Conference Registration	Annapolis Yacht Club Sailing Center outside SC Classroom (2nd Fl)
7:30 AM-8:30 AM	Breakfast	SC Classroom
8:30 AM-8:45 AM	Day 2 Welcome <i>Adam Cove, President, Sail America</i>	SC Classroom
8:45 AM-9:30 AM	The Role and Impact of Marina Companies Such as Safe Harbor and How That Will Support the Growth of the US Sailing Industry <i>Desiree Bell, Safe Harbor Marinas</i>	SC Classroom
9:30 AM-10:00 AM	YBBA, IYBA, Yachtr, Yachtworld Update <i>Stanton Murray, Murray Yacht Sales</i>	SC Classroom
10:00 AM-10:15 AM	Refreshment Break	
10:15 AM-11:15 AM	Predictive Index Assessment <i>Michelle Alexandrowicz, Organizational Psychologist, ENGAGE</i>	SC Classroom
11:15 AM-12:00 PM	Brainstorming Session: How to Make Buying and Owning a Boat Fun Again <i>Adam Cove, Cove Marine Consulting</i>	SC Classroom
12:00 PM-12:15 PM	SAIC Wrap-Up <i>Adam Cove, President, Sail America</i>	SC Classroom