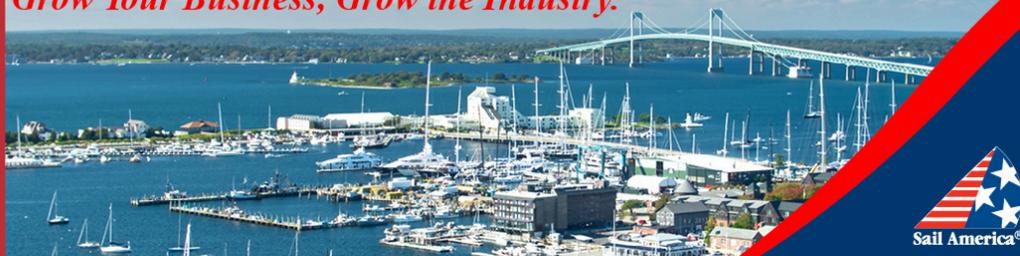


# Sail America Industry Conference

*Grow Your Business, Grow the Industry.*



# SAIC

**March 25-26, 2026**

**The Newport Harbor Hotel  
and Marina, Newport, RI**



## SAIC 2026 Session Descriptions

### Wednesday, March 25, 2026

#### 10:15 – Ronnie Simpson: Gearing Up for a Second Race Round the World

*Opening Keynote – Herb McCormick and Ronnie Simpson*

Herb McCormick sits down with Ronnie Simpson to discuss his return to the Global Solo Challenge, a story of determination, dedication, and fighting for what you believe in.

#### 11:15 – Sailing and Recreation by the Numbers

*Kevin Williams, NMMA*

A data-driven snapshot of today's sailing and marine recreation market, highlighting participation trends, economic impact, and what the numbers mean for the future of the industry.

#### 1:00 – AI at Work in Sailing: The Technical Side

*Raymarine / FLIR – Adam Murphy, V.P. of product management*

An inside look at how artificial intelligence and computer algorithms are being applied on the water, from augmented reality navigation to advanced imaging systems, and what's coming next.

#### 1:45 – Post-Lunch Agita: Finance and Insurance Update

*Curtis McKeon, Hilb Group, and Bob Dunford of Fairwind Financial Corp.*

*Marine Lending Perspectives*

A practical update on the state of marine finance and insurance, covering lending conditions, coverage challenges, and what businesses and buyers should expect this season.

#### 2:15 – Sail Beyond Cancer

*Suzanne Snyder, Executive Director of Sail Beyond Cancer*

How sailing is helping cancer patients and their families find relaxation and joy.

#### 2:45 – Women's Sailing

*Vice Comm. Harrington, Lynn Lynch (NYYC)*

A discussion on the growth, visibility, and leadership of women in sailing, and how clubs, teams, and organizations can continue to expand participation and opportunity.

#### 3:30 – AI at Work

Evolving trends in how companies and consumers are using digital tools to connect.

#### 4:15 – Building a Team, Building S/V Ouzel

*Moderator: Aaron Porter, editor, Professional Boat Builder*

A look at how a partnership of regional and global dimensions came together to build a superyacht in New England. Panelists include Sam Temple, president, Rockport Marine, and Tom Degremont, partner at Langan Design.

#### 5:30 – Evening Activities

Networking, social events, and informal conversations with speakers and attendees.

### Thursday, March 26, 2026

#### 8:30 – Opening Remarks

#### 8:45 – From AEO to ChatGPT: The New Search for Customers

*Josie Tucci, RightBoat*

How AI-powered search and discovery tools are reshaping how customers find boats, services, and information—and what marine businesses must do to stay visible.

#### 10:00 – Coastal Connections: How building Cross-Industry Ties Is Good for Business

*Adam Witham, Salve Regina University*

A practical look at how companies can benefit from casting a wider net for partnerships.

#### 11:00 – US Sailing: State of the State

*Andrew Clouston [COO], Betsy Alison (TBD)*

An update on US Sailing's strategic priorities, initiatives, and how the organization plans to support and collaborate with the sailing industry.

**\*Schedule subject to changes and updates. Please contact [info@sailamerica.com](mailto:info@sailamerica.com) for any questions.**