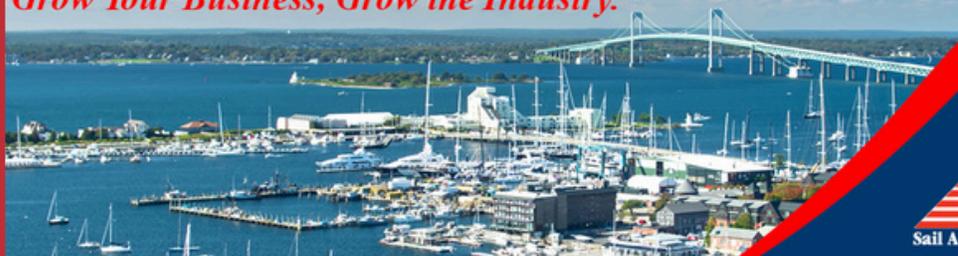


Sail America Industry Conference

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 Presentation – 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 – Nikola Mrvaljevic

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.

2:30 – Break

2:45 – Women's Sailing

Vice Comm. Harrington, Lynn Lynch (NYC)

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

Berkeley Almand-Hunter, Northeastern University

A practical look at the technology driving many business conversations today: how LLMs work, what really happens when we prompt generative AI tools, and what AI use cases drive the most impact for business.

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

Keynote Presentation – 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 – Breaking Barriers on the Water: How Influencer Marketing Drives Awareness and Education in Niche Markets

Kristen Standish and Chris Hill, VizSense

How harnessing the power of influencers and storytelling can help bolster your marketing.

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

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 for any questions.**