**FOR IMMEDIATE RELEASE**

**Sail America Appoints New Association Manager**

**Warren, RI –** **February 15, 2017** – Sail America, the trade association for the U.S. sailing industry, announced Katie Kelly (Warren, R.I.) has joined as the association manager, effective immediately. In addition to being the face and voice for the organization, her responsibilities will include promoting the Pacific Sail & Power Boat Show (April 6-9), organizing the semiannual Sail America Industry Conference (May 31 – June 2, 2017), and boosting the association’s activities and membership.

“Katie brings a background of both boating and business, and we are thrilled to welcome her,” said Jim Abel, president of Sail America and regional vice president of West Marine. “Her program, regatta and event management experience will complement Sail America’s mission to deliver programs and events to consumers and the trades.”

Previously Katie’s work was focused on program management in competitive sailing; serving as the Olympic Director at US SAILING; and working with board members, staff and sailors. As Olympic Director, Katie managed all operations associated with a program of 100 elite sailing athletes, from logistics to event management, social media and program fundraising. Katie was also regatta co-chair to an annual event that drew hundreds of sailors from around the globe.

On her new position, Katie states, “I am excited about joining Sail America and am looking forward to promoting the health and growth of sailing, connecting sailors to member businesses, and representing sailing within the boating industry.”

Katie, a lifelong sailor, her husband Jared, and their three young daughters – all of whom enjoy sailing – live in Barrington, Rhode Island.

For more information on Sail America please visit [www.sailamerica.com](http://www.sailamerica.com). Katie can be reached at [kkelly@sailamerica.com](mailto:kkelly@sailamerica.com) or 401-289-2540.

**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 now has over 200 members representing 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](http://www.sailamerica.com)

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