

# SAIL AMERICA NEWS

Monthly News for  
Sail America Members



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## SAIL AMERICA NEWS May 2014

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### **MESSAGE FROM THE ASSOCIATION MANAGER**

A message from Sail America's Association Manager, Peter Durant. [Click for more.](#)

### **WAYPOINTS COVER STORY**

As CEO and captain of *America True* in 2000, Dawn Riley was the first woman to manage an America's Cup sailing team and it was the first campaign with a co-ed crew. Now she is Executive Director for Oakcliff Sailing. [Click for more.](#)

### **MEMBER NEWS**

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News about the movers and shakers in the sailing industry. [Click for more.](#)

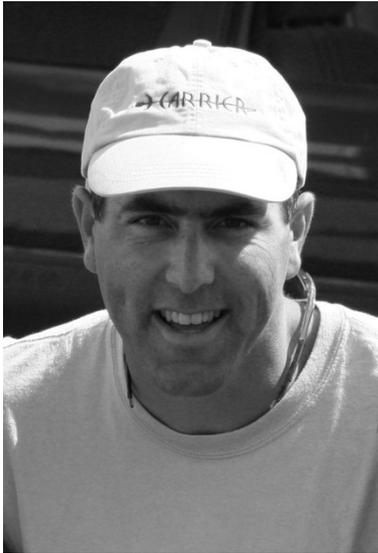
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### **SEND US YOUR COMPANY NEWS!**

*Sail America News* is interested in your firm's news, events, activities and job postings. Send press releases or inquiries for consideration to Katelyn McSherry:  
kmcsherry@sailamerica.com

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## **MESSAGE FROM THE ASSOCIATION MANAGER**



The 2014 Sail America Industry Conference (SAIC) is June 9–11, in Charleston, SC. This is your last opportunity to [register](#) for this important industry event!

Presented by B&G, this year's SAIC is built on the theme of "Exploring the Possibilities." We will engage attendees in a dialogue on the future of sailing and challenge them to be part of the solution to help grow sailing, and their businesses. We know that the business models we have lived with will never be quite the same. We must adjust, adapt, and innovate to engage with new customers successfully and succeed in this new economy.

This year's speakers include some of the industry's greatest thought leaders, including Jack Griffin, Editor of CupExperience.com, David McNair of The McNair Group, Todd Hess of SailTime Group, Margaret Podlich of BoatUS, and Dawn Riley of Oakcliff Sailing and the subject of this month's Waypoints interview. Session topics include marketing to Millennials, the growth potential of ownership models, engaging new sailing audiences, video advertising, and how you can use mobile apps to engage your customer base. [Click here](#) to view detailed seminar descriptions for our 20+ educational sessions.

This is your last chance to [register](#) to learn detailed tools and tactics that will benefit your business, engage in brainstorming sessions on the latest industry trends and best business practices, and network with sailing industry professionals including manufacturers, dealers, retailers, charter companies, sailing schools, publications, and marine services.

Sail America is a volunteer organization dedicated to helping the sailing industry grow and prosper. That volunteer spirit has driven the 2014 Sail America Industry Conference as well. Many dedicated members have given their time, creativity, and energy to make the conference the best it can be. Special thanks go to Tim Claxton, Wayne Burdick, Brittany Weatherby, Randy Draftz, Jahn Tihansky, Kimo Worthington, David Pritchard, and Greg Fischer for their participation.

Finally, the Sail America Industry Conference would not be possible without the generous support of this year's Title Sponsor B&G; Platinum Sponsors Rudi's Mates and Vetus Maxwell; Regatta Sponsor West Marine; Bag Sponsor Gill; Partner Sponsors YBAA, CPYB, *Boating Industry*, *Soundings Trade Only*, and Sailors for the Sea; Diamond Sponsors Offshore

Passage Opportunities, Marlow-Hunter, Offshore Sailing School, and Groupe Beneteau; and General Sponsors Imtra and Novabraid.

By attending, you will be armed with new ideas and information you can take back to your workplace and implement immediately within your own operation. [Register today](#) to continue your commitment to your company, yourself, and the sailing industry.

Good Sailing,  
Peter

## WAYPOINTS COVER STORY



As CEO and captain of *America True* in 2000, Dawn Riley was the first woman to manage an America's Cup sailing team and it was the first campaign with a co-ed crew. She raced on four America's Cup and two Whitbread (now Volvo Ocean Race) teams. She is the former president of the Woman's Sports Foundation, serves on the board of US Sailing, and is an adviser to several public service organizations. Her newest challenge is creating and running Oakcliff Sailing Center, a completely unique training and coaching center that is building American leaders through sailing. The Acorn and Sapling programs at Oakcliff are intensive on- and off-the-water programs whose graduates receive training in all aspects of running a racing campaign from technical to finance to marketing

and strategy. Riley believes this center will prove to be significant in creating leaders inside and outside of the marine industry.

Sail America talks with Dawn Riley about her time on the water, her thoughts on management training through sailing, and her upcoming keynote address at the Sail America Industry Conference in Charleston, SC, June 9–11, 2014.

**Sail America:** Can you talk about your background in sailing and how you got into competitive sailing?

**Dawn Riley:** Technically, I've been a professional sailor since I was 15, but I was mostly paid in food. I also started cruising with my family. When I was 13, I went sailing for a year with my family. We covered 10,000 miles in a year. Whitbread is 35,000, so that was pretty intense.

There was no recruiting in those days. It was a fight to get into professional sailing. I had to stand up and ask and demand and cajole. I sailed in college at Michigan State University, and I put myself through college working on and around boats.

**SA:** What made you decide to be involved with the *America True* team and how did that come about?

**DR:** *America True* was my third America's Cup. For the first one I was the only woman on the winning *America*<sup>3</sup>. They had open tryouts; I was lucky enough to hear about it and performed well. The all-women's team, also called *America*<sup>3</sup>, was significant not only for me but for all women in sailing and sport. *America True* came about because I felt there were mistakes managing *America*<sup>3</sup> and I thought I would do better. It was arrogance of youth. Definitely not as easy as I thought.

**SA:** *America True* had not only the first female manager, but it was also the first truly co-ed crew. What are some challenges you encountered with that?

**DR:** And the youngest. I was 31. The initial challenges were to convince the sponsors because they are like WHAAT? A girl and a 'kid' wants how much money? But the ones who got it were super supportive.

I was working with a solid group of people, a solid team. The only way to gain gender advancement is to sail side by side.

**SA:** What about the potential challenges of being a woman to managing men in an America's Cup campaign?

**DR:** To be totally realistic, there is one way to deal with discrimination issues, which unfortunately do happen. Whether a person is trying to overcome gender or race or sexual orientation, the first thing to do is behave as if it doesn't exist and power through. Second, make sure you fight for somebody else; don't just let it happen. And, third, address it. But mostly I power through. You will change their minds.

**SA:** During that campaign, America True Youth Program was founded. The program includes one-day events around the nation, bringing young people aboard private boats. Can you talk a little about the program? Were you involved in founding this group and how did it come about? Are you still involved?

**DR:** Our main benefactor Chris Coffin from the Midwest, it's in part due to him—the program is running on an endowment. We give out advice to communities starting programs, and offer advice to established programs. We call ourselves an incubator/hospital.

**SA:** Naturally, this brings us to Oakcliff Sailing Center. Why or how did you create this organization?

**DR:** It's due to the Lawrence family, who had the vision and resources to allow me and a small group to dream up this Utopia. I did a SWOT analysis and looked at everything happening in the industry, the nation, internationally. Then I identified the needs and created something to fit into that.

We were pretty sure there would be very few, if any, Americans in the America's Cup. There hadn't been a true US team and we were worried about the results of the Olympics. I saw an increasing lack of professionalism in sailing and we wanted to clean that up.

If somebody is being inappropriate and thus insulting or alienating a potential sailor, you need to stop it. How should you act when no one is listening? What is ethical and what is not? These are some of the things we're talking about at Oakcliff.

Also, you have your tennis pro, your golf pro...We need to have coaching and pros helping adults. We need to make the transition from junior sailing into adult sailing. When people say "young kids don't want to sail," well, we created this problem. You look at the young competitor and say he's phenomenal when he's 17, but he's never seen a winch. He hasn't been coached. There's too much of a disconnect.

**SA:** Can you talk specifically about the Acorn and Sapling programs available through Oakcliff? How do those programs help shape leadership qualities?

**DR:** We try to operate in ourselves and in our organization at the highest level of professionalism. We act professionally, ethically at all times. You have a goal. We hold ourselves to a high standard, with loyalty and ethics. All while sailing, fixing and managing boats. The programs are residential and full time, as in seven days a week. It is pretty intense.

I'd like to add Oakcliff is a nonprofit. We need boats and sails and...money. [She laughs]

**SA:** What are some of the specific skills that translate from competitive sailing to the business world?

**DR:** Being a professional sailor isn't an easy task. You have to be professional in every aspect, with the possible exception of wet sanding. Everything translates. You learn how to win, how to lose, and how to win again. Sailing adds another element. You can be perfect but the wind gods make sure you don't win. You learn to push every nuance and every opportunity. It's multifaceted: weather, wind, current, sails, boats....

Most boats have 4-16 people on board. You have to be a leader and work as team in extreme conditions, especially if it's blowing 40.

**SA:** You will be the keynote speaker at the Sail America Industry Conference in June. What do you plan to discuss?

**DR:** I'll be talking about how we can no longer sit here and say the sky is falling, that young people are too interested in electronic devices, and talk about the golden days of yachting. If we want to stay in this sport, we need to change the conversation and we need to be vigilant about welcoming new people.

This leads into diversity, women, color, sexual orientation. Advertising needs to look like clients. We need to look at the other markets outside of sailing, not a wealthy retirement [demographic].

**SA:** You also work the speaker circuit, attending conferences as a motivational speaker. What are some of your favorite topics and how do you draw on your background in the sailing industry to get a motivational and positive message to your listeners?

**DR:** It's fun and easy for me to talk war stories as a woman in a man's word. I also like to talk about leadership, risk taking, focus, overcoming diversity.

Remember, running an America's Cup campaign is putting together a multi-million dollar startup business and going to market in a high-pressure, time-sensitive industry. That directly translates to speaking topics.

*Hear Dawn Riley speak at the [Sail America Industry Conference](#), June 9–11, 2014, in Charleston, South Carolina.*

## **MEMBER NEWS**

We want to hear from you! Send us your press releases and we'll share them with Sail America's membership. It's a quick and easy way to reach out to others within the sailing industry. Send press releases and your company news to [kmcsherry@sailamerica.com](mailto:kmcsherry@sailamerica.com).

### **[West Marine Seeks Boston Area Marine-Focused Nonprofits to Become Beneficiaries at Celebration of its New Flagship Store](#)**

Sail America member West Marine is looking for a Boston-area marine-focused nonprofit to become beneficiaries of its charity night "Cruising for a Cause." Proceeds from the event, which is taking place on June 26, 2014, in West Marine's new store in Braintree, MA, will be donated to local nonprofits. West Marine is looking for marine-focused nonprofits that believe in their mission of conserving marine habitats and supporting other local boating nonprofits. Eager to work with Boston-area charities, West Marine hopes to serve the local boating, fishing, paddling, sailing, and marine environmental communities.

For more information and to see full article: [westmarine.com](http://westmarine.com)

### **[America's Cup Wins Sports Emmy Award for its Mobile App](#)**

Partnered with Animation Research Limited, America's Cup developed an application for tablets and smart phones for the 34th America's Cup Race. This app was an immediate hit among the sailing industry and America's Cup fans. On May 6, 2014, at the 35<sup>th</sup> Annual Sports Emmy Awards, the app won an award in the "Outstanding New Approaches-Sports Event Coverage" category. The app allowed users to get race results, video, race animation graphics and photos, and wind and tide information, as well as offering the ability to engage in real-time chat. The America's Cup app makes the sport of sailing a new and improved spectator sport.

"With the America's Cup Mobile App, AC LiveLine, and the other broadcast innovations, we have made a sport that in the past could be difficult to follow, into one that is now impossible to ignore." —ORACLE TEAM USA skipper, Jimmy Spithill.

For more information and to see full article: [americascup.com](http://americascup.com)

### **[Boating Deaths Dropped to Record Low in 2013](#)**

According to the US Coast Guard, 2013 saw a 10% decrease in accidents and a 12.7% drop in injuries, making 2013 the year with the fewest boating deaths on record. Alcohol use was still the leading known cause of death, accounting for 17% of the year's total boating fatalities. According to the [2013 Recreational Boating Statistic](#), from 2012 to 2013, deaths in boating-related accidents decreased from 651 to 560 and injuries decreased from 3,000 to 2,620.

For more information and to see full article: [tradeonlytoday.com](http://tradeonlytoday.com)

### **[West Marine Launches 'Deck Out Dad!' Contest](#)**

Sail America Member West Marine has launched its "Deck Out Dad" promotion. By using social media, West Marine is encouraging people to share photos of fathers who are in need of a water life makeover. The winner of this contest, the dad who is most in need of a little outdoor uplifting, will receive a \$500 gift card from West Marine.

For more information and to see contest details: [boatingindustry.com](http://boatingindustry.com)

### **[Beneteau Releases Beneteau Cup & Rendezvous Schedule](#)**

Sail America member Beneteau America released its schedule of owners' events. These events include 16 Owners Rendezvous and 4 Beneteau Cup series, all to be held in North America this coming summer and fall. These events are expected to gather around 1,500 Beneteau owners and friends. Beneteau Rendezvous are held all over the US and Canada, giving owners the opportunity to mingle with other Beneteau enthusiasts. These

Rendezvous often include an educational component with contributors from select vendors and industry partners to discuss and educate owners.

“The growing success of these gatherings over the past 10 years has soared to nearly 600 vessels...,” Maryline O’Shea, Marketing Director for Beneteau America, said. “We are pleased to see more and more of them [Beneteau owners] embrace the opportunity to build a community around the Beneteau brand.” Along with the Rendezvous, Beneteau is hosting four racing series in Chesapeake Bay, Seattle, San Diego, and Chicago throughout the summer and fall of 2014.

For more information and to see full article: [beneteauusa.com](http://beneteauusa.com)

### **[JK3 Opens New Office in Seattle](#)**

Sail America member JK3 is opening a new location in Seattle, WA, in early June. The new office will be located on Lake Union in the hub of the yachting community. The group will be representing Hanse, Dehler, and Moody yachts as the Pacific Northwest dealers, as well as expanding its footprint of quality brokerage listings of other fine sailing and motor yachts. Sailing veteran, Bob Pistay, will head up this new location.

For more information: [jk3yachts.com](http://jk3yachts.com)

### **[Towing vs. Salvage: What Boaters Should Know](#)**

How do you know if you need a tow service or a salvage job? Sail America member BoatUS, reports on the difference of towing and salvage and what boaters should know. The captain of the boat should always know whether a tow service or salvage job is necessary. It is important to know the difference as a boater or sailor because there is a big difference in cost and who actually pays the bill. BoatUS reports a salvage having a successful rescue of a boat and cargo with the existence of “peril” while avoiding damage to a marine environment. Salvage can be any voluntary service to a vessel on hard aground, on rocks, taking on water, completely sunk, vessels that have collided, on fire and any other immediate peril. A salvage job can also take place on a vessel that is still at the dock. A tow service, which is much more common, is when there is very little or no peril or damage to the boat. Running out of gas or a dead battery are the leading causes of tow services. According to BoatUS, 99% of their requests to their 24-hour dispatch are for towing services.

For more information and to see full article: [boatus.com](http://boatus.com)

## **National Safe Boating Week**

*May 17–23, 2014*

The Safe Boating Campaign kicks off Memorial Day Weekend every year with National Safe Boating Week. This year, National Safe Boating Week was May 17–23, however, the Safe Boating Campaign focuses year-round on safe boating. The Campaign spreads the message of safe boating and encourages boater education to help save lives. The main goal of National Safe Boating Week is for boaters to wear life jackets.

During this year's National Safe Boating Week, the U.S. Army Corps of Engineers (USACE) helped spread the word about safe boating. The USACE lake and river projects conducted educational activities, vessel safety checks, and recreational area programs across the nation that helped visitors learn how to play it safe while playing in or around water.

For More Information: [safeboatingcouncil.org](http://safeboatingcouncil.org)

## **Industry Is Gearing up for Summer Sailstice**

*John Arndt reports in Great Lakes Scuttlebutt magazine*

Now in its 14th year, the worldwide Summer Sailstice celebration of sailing is becoming a tradition for sailors annually, across the globe. This year, the event will be celebrated on the Summer Solstice (northern hemisphere) itself, June 21, giving all sailors out on the water the absolute maximum time to sail in daylight.



## **Sail America Member Referral Plan**

As a valued member of Sail America, you can play an active role in helping your industry trade association grow its membership by referring other companies in your network who would benefit from Sail America membership. By referring new member companies, marine reps, sailing schools, riggers, and manufacturers, you're contributing to the vitality of the industry, and the continued success of Sail America. With every new member we become a stronger representation of the industry and our collective voices get louder. Please contact Stephanie Grove, Sail America's Membership Coordinator, for more details. She can be reached directly at 401-289-2540 or [sgrove@sailamerica.com](mailto:sgrove@sailamerica.com).

## **BOAT SHOW UPDATE**

### **IBEX Adds Dock Space for Exhibitors**

*September 30–October 1, 2014, in Tampa, Florida*

The International Boatbuilders Exhibition & Conference (IBEX), scheduled for September 30–October 1, 2014 in Tampa, Florida, is adding dock space for on-the-water exhibits and demonstrations. Representing the sailing industry, Sail America attends IBEX as the voice in promoting the health and growth of sailing. This year, Sail America member Torqeedo Inc. is one of several companies that have already booked dock space and will showcase their products and technology directly from the water.

For more information and to see full article: [tradeonlytoday.com](http://tradeonlytoday.com)

### **Onsite Registration Available for Industry Conference**

*June 9–11, 2014 in Charleston, South Carolina*

If you have not yet registered for the Sail America Industry Conference (SAIC), you may do so onsite at the Charleston Harbor Resort & Marina beginning Monday, June 10, 2014, at 8:00 am. Conference registration will be located in the hotel's lobby.

Registration Hours:

Tuesday, June 10	8:00 am–5:00 pm
Wednesday, June 11	8:00 am–11:00 am

Registration Rates:

Sail America, YBAA, or CPYB Member: \$395  
Non-Member: \$495

A discount is available for those registering two or more and four or more from one company.

Sail America Industry Conference is *the* place for sailing industry professionals to learn about new topics and trends, receive updates, and network with other sailing industry

professionals. Don't miss your chance to attend. To learn more about the conference, visit [SailAmerica.com/events/saic](http://SailAmerica.com/events/saic).



### **Sail America Offers Industry Conference Registration Discounts to YBAA and CPYB Members**

Sail America has partnered with the Yacht Brokers Association of America (YBAA) and the Certified Professional Yacht Brokers (CPYB) to offer discount pricing for YBAA and CPYB members at the Sail America Industry Conference, June 9–11, 2014, at the Charleston Harbor Resort & Marina in Charleston, SC.

“The goal of our Industry conference is to bring together important members of our industry to discuss current topics and future ideas, in an effort to grow the sailing industry,” Peter Durant, association manager for Sail America, said. “The addition of YBAA and CPYB members helps to round out this dialogue and helps us attain this goal.”

YBAA and CPYB members can attend the Sail America Industry Conference for only \$395, a full \$100 lower than the non-member rate. Companies that register two or more participants as well as groups of four or more will also receive discounted offers. Sail America Industry Conference attendees will receive 10 CPYB recertification credits with proof of attendance.

For more information, [visit the Sail America Industry Conference page](#).



The graphic features a blue background with a collage of images related to sailing and the Charleston Harbor Resort & Marina. At the top left is the Sail America logo, which consists of a stylized sail with an American flag pattern and the text "Sail America" below it. To the right of the logo, the text "Sail America Industry Conference" is written in a large, white, serif font, followed by "Charleston Harbor Resort & Marina" and "Charleston, SC" in a smaller, white, serif font. Below this, a curved banner contains the text "SAVE THE DATES: June 9-11, 2014" in a yellow, serif font. The collage includes images of a resort building, two sailboats on the water, a horse and rider, a marina with many boats, a sailboat with a large white sail, and a sailboat on the water with a building in the background. At the bottom left, the text "Title Sponsor" is written in a small, white, sans-serif font, followed by the "B&G" logo in a large, white, bold, sans-serif font. At the bottom right, the text "Explore the Possibilities" is written in a yellow, serif font, following the curve of the banner.

**Sail America**

**Sail America Industry Conference**  
*Charleston Harbor Resort & Marina*  
*Charleston, SC*

**SAVE THE DATES: June 9-11, 2014**

**Explore the Possibilities**

Title Sponsor **B&G**

### **Save the Dates**

#### **[Sail America Industry Conference](#)**

June 9–11, 2014, Charleston, South Carolina

#### **[Newport International Boat Show](#)**

September 11–14, 2014, Newport, Rhode Island

#### **[International Boatbuilders Exhibition and Conference \(IBEX\)](#)**

September 30–October 2, 2014, Tampa, Florida

#### **[United States Sailboat Show](#)**

October 9–13, 2014, Annapolis, Maryland

#### **[Strictly Sail Long Beach](#)**

October 23–26, 2014, Long Beach, California

## **PROGRESSIONS AND JOB POSTINGS**

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### **Teufelberger Fiber Rope Corporation Hires New Manager**

Stuart MacNeil was hired as the Associate Market Manager for Teufelberger Fiber Rope Corporation with the marine division. MacNeil came to this Massachusetts-based company from Lyman-Morse, a boatbuilding company in Maine. A graduate of Bowdoin College, MacNeil worked as the assistant sailing coach while in school. Alongside assistant coaching, he was a performance sailing coach for J World at its Performance Sailing School where he taught all levels of adult sailors on and off the water. Being around sailing and being a longtime sailor himself, MacNeil worked with and used New England Ropes products readily throughout his whole career.

“We are very excited that Stuart has decided to come onboard,” New England Ropes Manager Kevin Coughlin commented. “His extensive experience within our industry and with our product line will be an invaluable asset to our organization.”

### **Ivey Selected as US National Coach of the Year**

In 2013, the US Olympic Sailing Committee (OSC), selected Mark Ivey as US Sailing’s National Coach of the Year. Ivey played a huge role of the World Championship victory of US Sailing’s Rolex Yachtsman of the year, Brian Porter and the rest of his racing team. Ivey was “honored” to receive this award because coaching had become such a huge part of his career and life. Ivey noted that, “My approach changes every time but has some consistent ideas: Listen first, observe, and then see how to best share the info at the right times. Also a big one is to try and see what a team’s strengths and weaknesses are and to work on both”.

After being so successful in 2013 and selected US National Coach of the Year, Ivey transitioned back into the Olympic scene in 2014. He became the coach of the US Sailing Team Sperry Top-Sider athletes, Annie Haeger and Briana Provancha. Once confirming his role as coach, Ivey said, “I have a huge passion for athletes who strive for the Olympics. I want to share my previous experiences and be part of a new direction with US Sailing”.