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Strictly Sail Pacific

April 9-12, 2015

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March 2015

MESSAGE FROM THE ASSOCIATION MANAGER

A message from Sail America's Association Manager, Peter Durant.

WAYPOINTS COVER STORY

Sail America talks to Scot West.

OCEAN FACT OF THE MONTH

Sailors for the Sea Ocean Facts!

MEMBER NEWS

Sail America announces New Members; America's Cup: Decision to sail smaller boat in 2017; Sailors Named to 2015 US Sailing Team Sperry and Development Team; Volvo Ocean Race: Halfway Round the World; Industry Mourns Sea Tow Founder; Miami 2015: NMMA president touts industry's recovery.

BOAT SHOW UPDATE

Strictly Sail Pacific; Sail America Industry Conference (SAIC).

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 Peter Durant:

pdurant@sailamerica.com



Monthly Highlights



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Dear Sail America Member,

We are just days away from our annual Strictly Sail Pacific (SSP) Boat Show, April 9-12, at Jack London Square in Oakland CA and all indicators are pointing to a great show. The show exhibit sales are very strong, and I anticipate a sold out Market Building. The Water Street bulk space is sold out and should prove to be a great pathway between the Marketing Building and all the new boats in the Basin. This year we have more new boat introductions and boat premieres than in past years.

I would like to thank all of the members that took advantage of the marketing tools we made available to help to build awareness and market the sailing industry's only West Coast show. Your help really stretched our marketing plan and helped us create a consistent message from across the Western United States. The consumer response has been fantastic and currently attendees are travelling from 15 different states (and Canada) to attend Strictly Sail Pacific. Strictly Sail Pacific is truly a West Coast Show with consumers attending between Vancouver, BC and Chula Vista, CA.

In addition to a very full show, Discover Sailing, sponsored by *Cruising Outpost* and West Marine, has increased its presence. This year the program has doubled its clinic offerings and has added new Product Introductions. The Product Introductions give consumers the opportunity to sign-up before the show for a demonstration sail on a new boat being introduced. This program continues to be a great opportunity for our members to highlight their boats and for our member sailing schools to highlight their many training programs and services.

We recently announced our speaker lineup for the SSP Seminar Series, also sponsored by West Marine and *Cruising Outpost*, with topics ranging from practical tips on cruising, to guidance on planning ocean voyages and trips to distant waters. This year we had a fantastic response from our speakers and received more unique seminar topics from a very large pool of qualified speakers. We anticipate an overwhelming boater response to the increased quality and breadth of topics to be covered.

If you are at the show (and I hope you are) please join us again for the 20th Annual Industry Breakfast on Friday. The agenda is highlighted The Sailing Company State of the Industry presentation by Sally Helme and the Best in Show Awards. The Awards are designed to recognize exhibitors for marketing excellence in presenting their products and services at SSP. For details on the categories and judging criteria, visit <http://strictlysailpacific.com/best-in->

[show/](#). Judging will take place on Thursday, April 9. Winners will be announced and prizes from Weems & Plath will be awarded at the breakfast.

Looking ahead, we are preparing for Sail America's Industry Conference, June 22-24, 2015, at the Hyatt Regency, in Newport, RI. The conference will focus on Modern Marketing and the Customer Lifecycle. The traditional marketing funnel is no longer effective in reaching customers and we will explore the Customer Lifecycle and the various touchpoints along the buyer's journey to learn best practices and effective techniques to build awareness, reach and engage with our existing and new audiences. This event is the place for Sailing Industry professionals to learn about new topics and trends, receive updates, and network with event participants and speakers. The conference will feature a regatta, a day and a half of educational sessions, and an industry dinner.

For more information, or to register, click here: <http://www.sailamerica.com/events/saic/>
I look forward to seeing many of you at a Sail America event soon.

Good Sailing,

A handwritten signature in black ink, appearing to read "Peter Durant". The signature is stylized and cursive.

Peter Durant

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Waypoints



Scot West interview

Sail America caught up with Scot West just a few weeks into his two year tenure as President of Sail America. Many may remember West when he was Executive Director of SA from 2000-2005, so he couldn't be better qualified to take over the helm. Members be forewarned; he is ready to set a fire under your butt, firm in his belief on the importance of the industry uniting to promote the sailing industry in this post recession period.

By way of introduction, tell me a little bit about yourself?

I grew up and attended school here in Portsmouth and later went to URI. I became involved with the sailing industry about 20 years ago, starting with a company called Sunsail Yacht Charters and interestingly enough, my second job was with Sail America. I left my position as SA's Executive Director in 2005 to

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work for Ronstan, when the company relocated to Portsmouth from Florida. My position is President of the North American division of this Australian company.

How do you see your role as President of SA?

It has only been a few weeks but I knew of the appointment since October so I've been germinating ideas for the future direction of the association. Most of my efforts have been in communication with the board, establishing that we are all on the same page and I am marching in the direction of everyone's goals and expectations. I've never been President of a board before and yes, it is interesting. I realize, for one thing, the difficulty is getting people's time, even engaged board members are still hard to track down and allow a time slot for discussion; it's life today. What I do want to make clear is I am not "doing it again" I am now in a volunteer position, enthusiastically I might add, as president of the board. I joke that now I get to do the work for free, where before I got paid for it. What has been interesting with a trade association and a volunteer situation, if you don't like the way something is going, it is easy to walk away and say, whatever. But ever since I accepted this position, that has all changed; it's just a slight little tweak on your outlook. You can't coast. Now I definitely feel a certain sense of responsibility, a sense of purpose, an enthusiasm to set up reachable goals. I don't know if it is my ego or whatever, but after two years I really want to hear people say that Sail America is doing great things. When I met with board members and saw their positivity and commitment, it was a great inspiration.

As someone who does have an inside perspective, what are some of your ideas or goals?

It is a very different structural organization from when I worked at SA. The administration structure is completely different in that we now work with Lighthouse Consulting. At that time we ran 5 to 6 shows a year versus the one show today. There are changes but the mission remains the same. During my two years as president, I would really like to reverse our membership decline. I realize there are many economic factors that come into play that didn't exist prior to 2008, but our economy is finally on the upswing; we need to jump on it, take advantage of the momentum and really work together to support our industry businesses. Sail America is very inclusive; we welcome all members

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who play a role in our industry. I would really like to see our membership back to over 250 companies, which I think is large enough to have a voice but not so large that we can't hear all our voices, all the concerns of each member of the association.

I also feel that Sail America has to do a better job at communicating with members, get them more fired up and excited about what we are doing and what we want to accomplish. It is mostly on us to better communicate that message. I'm not sure, yet, how to achieve that goal. What I would like to see are all members on the same page and feeling a little more positive about SA's efforts. One way I think to do this is to start by reviewing what we are working on, ask whether these are in fact some of the most important issues in the industry and then get on with it, making sure that everyone is aware of what we are doing.

Define Sail America?

We are a trade association for the sailing industry; I think that could almost go without saying. But then I am often amazed and shocked that people don't really know what it is we do or what we are; we are an industry trade association, completely independent. Our mission statement I believe at the moment, is to promote the growth of the sailing industry, I say "I believe" because we have some movement towards the phraseology of connecting industry with end user.

How do you propose to get more people on board, more actively involved?

I think it comes down to basically three things. We need to execute on a few more projects and do a better job at communicating, both new and current projects. Firstly, we have Strictly Sail Pacific, an annual boat show that we own and run in April in Oakland, California; it has to be a great success. It really helps the sailing industry on the West Coast and financially supports SA. Our best years are those years when that show goes well. The second thing is education. In June we have an industry education conference coming up in Newport; it's always good to have an outstanding membership event outside of a show. For some of us in our industry, the only opportunity to get work

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training, to get better at our jobs, is at the Sail America educational conferences; it is literally the only professional development we do. SA is a conglomeration of small businesses, so it is a great help for people who don't make the time or have the time or budget to go and train and get better at their job. This is a great benefit that SA provides and a good opportunity for networking. The last element is our marketing which is really fresh in my mind, since I just came back from a US Sailing sponsored event in Atlanta that is really focused on creating an industry and sport co-ordinated effort towards getting more people out sailing. It is one of my primary objectives as Sail America's president; to get Sail America as absolutely involved in that process as possible. If we do it right as SA, as US Sailing, as yacht clubs, as community sailing, if we get everyone involved in the sailing industry it could be a huge and successful effort. We are working hard at having that come to pass, even as it is in the early stages.

Changing direction a little bit, the Miami boat show is going on now and I know there has been some rumbling about the number of boat shows, the rising cost and the question as to how many attendees are really serious buyers and not the boat equivalent of tire kickers, how relevant do you feel they are today?

I've had experience both as an exhibitor and as someone who has promoted boat shows when I was working at Sail America. For Ronstan specifically, it works well for us. For Miami, we just walk the show. Our big shows are Annapolis in October, Chicago in mid winter and then the Oakland, California show in the spring; three shows at three different times of the year in three different sectors of the country. That feels about right for us, with Annapolis being the most successful for us because it is the defacto trade show where we have the opportunity to see all our trade customers.

Aside from Ronstan's perspective, I should start by saying I've never sold boats, but I don't see how a consumer can touch and feel and see so many boats other than at a boat show. I can't think of any other venue, you can't drive from boat dealer to boat dealer, I assume for boat manufacturers and boat dealers these shows are their life blood, how many there should be is someone else's equation. My litmus test for a good show is if it stirs your thinking, "I should get

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a new boat” or “I can’t wait to go sailing”, as long as that happens I think it is good for our industry, but I agree there are many shows and they are expensive, so it’s tough.

What about the Newport show?

I love the Newport show. SA has a great partnership with the Newport show where we have the Discover Sailing program. We have a more expanded program at the St Petersburg Sail and Power show where we organize the entire seminar schedule of Discover Sailing. Working with Show Management at that event, I have to say they have done a great job of incorporating sailing; I think our participation works well for both of us.

Last month we spoke with Brad Read and discussed the progress they have made with the community sailing programs. In this part of the country sailing lessons are almost a rite of passage for youngsters, but without these special programs, it becomes a hardship for many. Yet we rely on the next generation to continue the sport, how much of a deterrent is the cost factor?

Compared to what? My kids play hockey. With what I pay for them to play hockey, they could easily sail, no problem. If I was a member of a golf club I could be a member of a yacht club. Sailing is not free by any sense but there are so many cost levels of entry. Sail Newport, from what I understand is pretty much sold out for every one of their programs. New Bedford community sailing is pretty successful as well, there are two great programs in Boston; in this part of the country there are many pathways to learn to sail.

Your other role as President is with Ronstan, so it seems a perfect opportunity for you to share with SA members the company’s involvement in the industry, there has been some clever marketing of products that attract today’s sailors.

Ronstan is an Australian own company with factories in Australia and Denmark. Our hardware is popular around the globe in both aftermarket and OEM’s. Our new Clear Start watch range has been out now for about a year and is very successful. Also popular is the Vaavud wind meter that goes on your smart

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phone. As a distributed product, we don't make it but it has been a nice partnership. These are sample products from our marine division, our other divisions are architectural and industrial division.

The architectural division has worked on project such as the Perez Museum in Miami, which does not seem so left field when you consider these projects require material strength, what are some of the other projects?

Ronstan started in the 1950's in Australia, early on it was a marine rigging company. From marine rigging, it is not a difficult leap to go to architecture where "lightweight" is a key word. We helped form a group called the Lightweight Structure Association in Australia. But the cool part is we didn't just take our marine fittings and say, "go use this on a building", we fine tuned. Obviously on a boat, you want rigging to be very adjustable, the ability to adjust it easily on the fly, but with a building you want the exact opposite and it must be tamper resistant. It started with the wire hand rail, balustrade, marine riggers have been installing hand rails forever and it then led to other uses. We have projects at University of RI, at Roger Williams College and even structural rods at private residences on Ocean Drive in Newport. Among the more high profile projects are Crystal Bridges Museum of American History in Arkansas, we did their whole roof support system and we also did work on Madison Square Garden, the World Trade Center; the architectural division is an important part of our business. The industrial division is anything we already make that ends up on something other than boats or buildings; it is a big world out there, with lots of uses for Ronstan products.

Any prediction from where you sit, as to the next wave of innovation, the next big reveal, where do you go from here, what is the next carbon fiber?

Lighter and stronger. But we still do a lot of stainless steel, for example, a lot of our blocks are designed now for lashing, to be attached with Dynema, or another lashing product in place of stainless steel. Blocks and various hardware are so much more lashed onto a boat now, then say in 2005, when I joined the company.

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In the industry there seems to be an increased interest in both trimarans and catamarans, your thoughts?

They have taken over the charter industry. If you go to the BVI, it has to be 2 to 1; it is the perfect platform; so much room, so comfortable. Then you look at the public relations from the America's Cup; they have been accepted at both the performance and cruising level. At Ronstan, we are not so much into developing product in a vacuum as much as trying to work with boat builders in collaboration, the best sales call start with the question, "what challenges do you have from a hardware perspective?"

Judging from the blogs, there is a fun factor with this company, true?

We produced a couple of videos, Awesome Aussies, too funny to watch. Our heritage is Australian and they definitely enjoy life! Sailing, after all, is a recreational activity; maybe we should all apply that attitude that it is not all about the work. Our managing director has that outlook on life; he leads by example.

Getting back to you, what is your sailing background, your first boat for example?

During this recent seminar in Atlanta they went around the room asking the same question, about 90% of us had started sailing under the age of 10. My dad was a really competitive sailor when he was in his early twenties, so he had us out sailing straight away. My first boat was a turnabout, we had a Sanderling cat boat and a little Hobie. My parents tell the story of capsizing the Hobie when I was an infant and having to swim over and grab me out of the water.

Are you a cruiser or a racer?

No, just cruising. I do race, it comes with the territory. With Team Ronstan, our racing team, we have world class sailors who spend a lot of time on the water; they do a good job flying our flag at some pretty high profile events. They also do a good job of twisting my arm and getting me out on a race boat from time to time! I am not a particularly good racer; I am more of a passenger. Me, I have the sailing bug, I think there is nothing as great as going sailing with family and friends. I look at sailing every bit as a lifestyle as I do a sport. Cruising sailing is

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90% of sailing. It is hard to define who that cruising sailor is because he/she encompasses so many different kinds of people. When I try to think of who we are marketing to with Ronstan, and even with Sail America, to spread the word, I realize that cruisers are a wider, more diverse group than racers and as a result harder to identify.

Are you interested in any other sports?

I do a lot of running; I am training for a marathon at the moment. I say to people I am a better person when I am running, I have the most positive thoughts, it's pretty surreal.

All eyes will be on you for at least the next six months as the new President, what will be some of the discussions with members?

SA is absolutely of benefit to the industry, I want to bring disconnected or lapsed members back into the fold, I want to get members fired up again about THEIR trade association. It's hard because sometimes trade associations get such a bad rap, but personally when I go to a good Sail America event, I just feel more positive about my business, and about our industry. I can go out and fight as hard as the next person, to win the next boat fit out, but I would so much rather have three new boats being built, rather than one. I just think that it is only through working with the trade association that we can improve the industry and improve our market share among recreational activities by working with each other. Our big battles are competing against the other sports, like tennis, golf so we need to get people involved with the lifestyle and activities of sailing. Everyone has had a tough few years, including Sail America, but it is on stable footing now, albeit maybe smaller. It does allow us to reexamine our mission and go out and get some things done, but we need now to all be involved to move forward. What I would like, at the end of my 2 year term is for there to be no question marks regarding SA. We are all in it, we all know we can't all get exactly what we want out of a trade association but most of us get most of what we want, and we can say with 100% confidence, SA is doing good things for our industry which helps my business. It would be really exciting for me to pull that off. I mean at the end of my tenure, I would rather have some emotion, even anger than what I see as the current apathy. It's hard,

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we've all had a tough go, everyone is running their business smaller, working longer hours, doing a million different things, so it is hard to make the time for a trade association. But now is the time when we need to support each other.

Where does the boating industry stand now, at what we hope is the tail end of the downturn?

I feel economically there are a bunch of good signs, but there are always two steps forward, one step back, but at least it is not 2 steps back! The number of new boats sold per year has been in decline but I am honestly more focused on participation. At this recent meeting, which focused on growth of the sailing market, we were told 4 million people say they sailed once per year. Of that figure, 1.2 million sail 8 times or more. I would like to know if that can in fact be the benchmark, and if so, we can go after that sector. If we can raise that figure, people using their sailboats 8 times or more a year, to 1.5 million or 1.75 that would be huge. I really believe the big issue is we need to get more people using the boats they own, bringing along their family and friends, introducing them to the sport and getting more people involved. Boats sitting at the dock unused are the greatest tragedy.

So the message you want to get out to the industry?

Get involved with Sail America, understand what the organization is doing, and find a place to help. My personal belief is if we just get people out there to start using their boat, so much else will take care of itself. What is that saying, the happiest two days in a boat owner's life? You know what the answer is, right? Every Saturday and Sunday, that's the new battle cry.

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www.sailamerica.com



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Provided by: Sailors for the Sea

Up to 80% of all life on earth is found under the ocean surface, estimate scientists, but less than 2% of the ocean is protected.

Learn more:
SailorsfortheSea.org



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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 pdurant@sailamerica.com



Sail America announces New Members

Sail America is pleased to announce the following new members. We are excited to have you aboard and look forward to working together to continue to promote the health and growth of sailing.

Discovery Yachts
Electric Motorsport
Electric Propeller Company
Flopstopper.com
Fujimi, Inc.
SailTime Annapolis
SailTime Baltimore / Havre de Grace
SailTime Boston
SailTime Chicago
SailTime Detroit
SailTime Marina del Rey
SailTime Miami
SailTime Milwaukee
SailTime New York
SailTime Northeast Florida
SailTime Orange County
SailTime Philadelphia / Jersey Shore
SailTime Portland, OR
SailTime Rhode Island
SailTime San Diego
SailTime San Francisco
SailTime Southwest Florida
SailTime Virginia Beach
The SailTime Group LLC
Two Can Sail

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[America's Cup: Decision to sail smaller boat in 2017](#)

The competitors and organizers of the 2017 America's Cup are planning to implement a series of rule changes to dramatically reduce team operational costs, primarily by racing in a smaller boat than the previously announced AC62.

"After reviewing prototypes of the new AC45 sports boats being tested on the water over the past several months, it is clear that if we raced smaller boats in 2017, we could dramatically reduce costs without sacrificing any of the spectacle or the design, engineering and athletic challenge fundamental to the America's Cup," said Commercial Commissioner Harvey Schiller.

"We have a responsibility to think of what is best for the long term health of the America's Cup as well as improving the value equation for team principals and partners. Racing a smaller boat in 2017 and beyond is a big step in the right direction.

"The existing operational costs of teams is much too high with a boat like the AC62. We discussed making this change early last year at a Competitors meeting in London but at that stage only ORACLE TEAM USA and Emirates Team New Zealand were in favor of using a smaller boat.

"But now that the teams have seen these new boats in action there is a clear majority of competitors who support the idea. I'd like to be able to say we have unanimous support from all the teams but that is not the case."

Boat speed in the new boat is expected to be similar to what was achieved in the last America's Cup through increased time foiling and advances in design and engineering.

"This will be a big change, but it is a necessary one if we are to create a sustainable America's Cup for the future," said Sir Ben Ainslie, the skipper and team principal of Ben Ainslie Racing. "These boats will create a significant cost saving whilst still providing a real challenge for sailors and designers alike."

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“For Team France this will be a game-changer,” said skipper Franck Cammas. “We will be able to have a very competitive team for about half the budget. With the smaller boat we can imagine that a budget between €15-20 million would be enough to win the America’s Cup.”

To lock in the cost saving measures over the long-term several competitors, including Artemis Racing, have committed to using the new smaller class in the next edition of the America’s Cup should they prevail in this one.

“These changes may help some current teams be more competitive, but this is clearly also about building the future of the America’s Cup,” said Iain Percy, the team manager of Artemis Racing.

“By making a commitment now to using the smaller boat next time, it will be that much easier for new teams to join as they’ll have access to existing boats and technology. So this has required us to look a little bit beyond the scope of ‘what’s in it for us?’.”

The rule changes are being drafted and teams will be asked to vote on these changes before the end of March.

More information: sailingscuttlebutt.com

[Sailors Named to 2015 US Sailing Team Sperry and Development Team](#)

With 18 months remaining until the start of the Rio 2016 Olympic Games, US Sailing, the national governing body for the sport, has named 42 Olympic and Paralympic class athletes to the 2015 US Sailing Team Sperry. The US national sailing team is selected annually and is comprised of the top sailors competing in the events selected for Rio 2016. Olympic class athletes qualified for the team at the [ISAF Sailing World Championships](#) in Santander, Spain, and at [ISAF Sailing World Cup Miami](#), Presented by Sunbrella, in January 2015. Paralympic class athletes qualified in Miami as well. Through the US Sailing Team Sperry and its sponsors, athletes on the Olympic and Paralympic path receive financial, logistical, coaching, technical, fitness, marketing and communications support.

“As we enter the third year in the Rio 2016 Olympic quad, the focus of our team on performing in Rio continues to intensify,” said Josh Adams, Managing Director of US Olympic Sailing. “The athletes named to the US Sailing Team Sperry have worked hard to

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earn a place in the program, and we will do everything we can to support their podium ambitions. We are fortunate to operate this team at a high level thanks to the unyielding support of Sperry, our title sponsor, Gold Sponsor Sunbrella, Silver partners Harken, McLube and Groupe Beneteau, team supplier Yale Cordage, sponsors Chubb Insurance and the Gowrie Group, and finally our immensely supportive Olympic Medalist donors.” Fifteen athletes have also been named to the 2015 US Sailing Development Team (USSDT), the pathway team supported by the U.S. Olympic Sailing Program and US Sailing’s Olympic Sailing Committee (OSC). The USSDT was created in 2007 to help athletes who have been identified as Olympic prospects launch successful campaigns and compete at the Olympic level.

“Supporting sailors on the Olympic pathway is a major focus of our program,” said Adams. “Our talent pipeline continues to improve as sailors graduate out of high-performance youth classes, and we are excited to see improving depth in our Olympic classes.”

More information: sailingworld.com

Volvo Ocean Race: Halfway Round the World

In the five months since this race left Alicante, the fleet has visited Alicante, Cape Town, Abu Dhabi, Sanya and Auckland. Now, they're in the toughest arena of all - the Southern Ocean - winging their way towards Itajaí. That's a lot of miles sailed.

30,346 nautical miles sailed so far for Team SCA

30,050 nautical miles sailed so far for Abu Dhabi Ocean Racing

29,967 nautical miles sailed so far for Dongfeng Race Team

30,301 nautical miles sailed so far for Team Brunel

30,153 nautical miles sailed so far for Team Alvimedica

30,327 nautical miles sailed so far for MAPFRE

11,803 nautical miles sailed so far for Team Vestas Wind

More information: volvoceanrace.com

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[Industry Mourns Sea Tow Founder](#)

Sea Tow Services International said its founder and chief executive Capt. Joseph Frohnhoefer Jr. died peacefully Tuesday at his home in Southold, N.Y., after a brief battle with cancer.

His wife of more than 46 years, Georgia, was by his side, the company said.

Frohnhoefer remained at the helm of [Sea Tow](#), the international on-water assistance company he founded in 1983, until the end. He was 71 years old.

A visionary entrepreneur and lifelong first responder who made saving lives and helping others his priority, Frohnhoefer leaves a lasting legacy on the marine industry.

In addition to running Sea Tow with the help of his wife; daughter Kristen Frohnhoefer; and son, Capt. Joseph Frohnhoefer III, he was a volunteer EMT in his local community on Long Island's North Fork.

He served two terms on the U.S. Towing Safety Advisory Committee, which was formed to advise the U.S. Transportation Secretary on matters related to shallow-draft inland and coastal waterway navigation and towing safety.

Frohnhoefer also co-founded C-PORT (the Conference of Professional Operators for Response Towing), the national association for the marine assistance industry, in 1986 and served on C-PORT's board until his death.

He received many awards for his efforts on behalf of the recreational boater and the boating industry.

"Capt. Joe's family, friends, Sea Tow franchisees and the countless boaters he has aided directly and indirectly throughout the years mourn the loss of this irreplaceable industry icon," [a company statement on his passing said](#).

In lieu of flowers, the family asks that donations be made to the following organizations:

- Southold Fire Department; checks may be mailed to the Southold FD, P.O. Box 1469, Southold, N.Y. 11971
- Sea Tow Foundation; checks can be mailed to the Sea Tow Foundation, P.O. Box 1325, Southold, N.Y. 11971

More information: tradeonlytoday.com

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[Miami 2015 - NMMA president touts industry's recovery](#)

MIAMI — “We’re back. The recreational boating industry is back,” NMMA president Thom Dammrich said at today’s marine industry breakfast at the Miami International Boat show. With growth of new-boat sales estimated at 5 to 6 percent in units and 8 to 9 percent in dollars in 2014 and similar growth projected for 2015, Dammrich delivered an upbeat forecast for the next several years.

He said the economy has grown at an annual rate of 3 percent in each of the last three quarters and that economists predict annual growth of 3 percent during the next three years — all good for growth in retail sales.

Unemployment is 5.7 percent — full employment, some economists say, according to Dammrich.

Disposable income increased at an annual rate of about 2 percent each month in 2014 and finished the year with 3.7 percent in December.

“We can expect disposable income to continue to grow over the next two years,” he said.

Dammrich said consumer spending also has been growing at more than 2 percent annually and that consumer confidence in three of the last four months has been above 90, a figure that historically bodes well for the industry.

“We expect consumer confidence to continue to improve,” he said.

There are clouds on the horizon. The housing market has not recovered from the Great Recession, Dammrich said. There’s still a lot of excess housing stock on the market. And the value of the dollar rose 15 percent last year, creating a headwind for exporters.

Oil prices have given the industry a boost. The cost of a gallon of gas has fallen from \$4.05 in July 2008 to \$2.01 in early February.

Marine retail sales in 2013 totaled \$37 billion, Dammrich said, and he expects the gap between that figure and the all-time pre-recession high of \$40 billion to close during the next several years.

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“We can expect three years and more of continued growth before we see another downturn,” he predicted.

Risks for the future?

“Weather, but we can’t do anything about that,” and congressional policies that hurt the industry and the consumer, Dammrich said.

He exhorted industry leaders to join the May 11-13 American Boating Congress and visit their congressmen and senators in Washington to advocate for the industry.

More information: tradeonlytoday.com

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Sail America Member Referral Plan

As a valued member of [Sail America](http://SailAmerica.com), 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.

If a new member joins Sail America because of your referral, we would like to offer you the following benefits to say thank you:

- 1) Acknowledgment at the Industry Meeting at Strictly Sail Pacific in Oakland, CA, April 2015.
- 2) Four complimentary tickets to Strictly Sail Pacific in Oakland, CA, April 2015.
- 3) Recognition on Sail America's website.

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.

Thank you for your continued support!

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MEMBER NEWS



BOAT SHOW UPDATES

A banner for 'Strictly Sail Pacific' with a background image of a sailboat. The text reads: 'Strictly Sail Pacific', 'April 9-12, 2015 • Jack London Square • Oakland, CA'. To the right, a yellow box contains the text: 'THE WEST COAST'S ONLY ALL-SAIL BOAT SHOW!'. A red arrow points to the text 'Click Here'.

The West Coast's original all-sail boat show will sail into Jack London Square in Oakland, CA, April 9-12, 2015. Whether you are a "newbie" or a seasoned sailor, this four day sailing event is the place to immerse yourself in the world of sailing, check out new sailboats, talk to experts, participate in hands-on seminars, get on the water and have fun.

Strictly Sail Pacific Online Ticketing is Available NOW!

Online ticketing for SSP is now available. Get the best deals and prices by ordering your tickets online in advance! Don't miss out on the west coast's only all-sail boat show!

[CLICK HERE TO BUY TICKETS NOW!](#)

A banner for the 'Sail America Industry Conference'. It features an aerial view of a waterfront building on the left and a sailboat on the right. Text includes: 'Grow Your Business Grow the Industry', 'Sail America Industry Conference', 'June 22-24, 2015 Hyatt Regency Newport, RI', 'Title Sponsor B&G', and the 'Sail America' logo. A red arrow points to the text 'Click Here'.

The Sail America Industry Conference will be held June 22-24, 2015 at the Hyatt Regency Newport in Newport, RI. The conference, sponsored by B&G, will feature more than 10 educational seminars, a regatta, and an industry dinner.

The conference will focus on Modern Marketing and the Customer Lifecycle. The traditional marketing funnel is no longer effective in reaching customers and we will explore the various touchpoints along the buyer's journey to learn best practices and effective techniques to build awareness, reach and engage with our existing and new audiences.

Networking events and a raffle will also be included. Sail America's Industry Conference is *the* place for sailing industry professionals to learn about new topics and trends, receive updates, and network with over 100 participants.

[CLICK HERE TO LEARN MORE ABOUT THE CONFERENCE](#)

Sail America Industry Conference



**Grow Your Business
Grow the Industry**

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June 22-24, 2015

Hyatt Regency Newport, RI