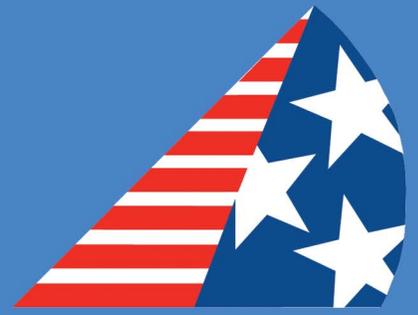


Sail America Industry Conference

*Charleston Harbor Resort & Marina
Charleston, SC*

June 9-11, 2014



Sail America

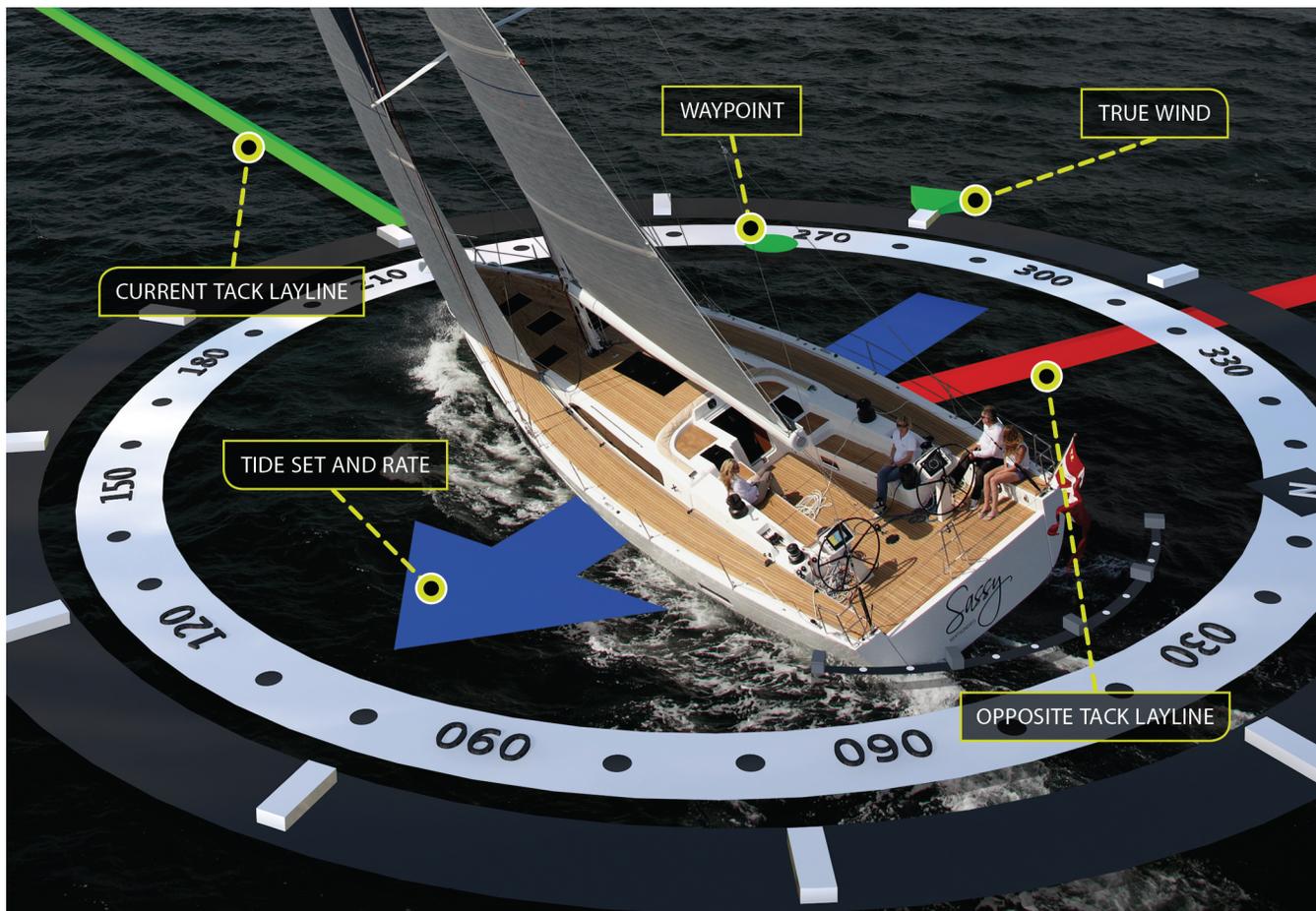


Explore the Possibilities



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A PASSION FOR SAILING

Sail America Industry Conference

*Charleston Harbor Resort & Marina
Charleston, SC*

June 9-11, 2014



DEAR CONFERENCE ATTENDEES

Welcome to the 2014 Sail America Industry Conference, presented by B&G.

Following the theme of "Exploring the Possibilities," the objective of this event is to engage with you in a dialogue on the future of sailing and to challenge each of you to be part of the solution to help grow sailing, and your business. 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.

We hope to equip you with new ideas and information you can take back to your workplace and implement immediately within your own operation. You are here because you are committed to investing in your company, yourself, and the sailing industry.

We're also going to have some fun along the way.

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 (and busy) members have given their time, creativity, and energy to make the conference the best that 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, there would be no Sail America Industry Conference 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; Diamond Sponsors Offshore Passage Opportunities, Marlow-Hunter, Offshore Sailing School, and Groupe Beneteau; General Sponsors IMTRA and Novabraid; and Partners YBAA, CPYB, *Boating Industry Magazine*, and Sailors for the Sea.

Thank you for attending.

Good Sailing,

Peter Durant
Association Manager

Stanton Murray
President

Title Sponsor

SCHEDULE AT A GLANCE

Tuesday, June 10, 2014

8:30 AM - 8:45 AM
 8:45 AM - 9:45 AM
 9:50 AM - 10:30 AM
 10:45 AM - 11:45 AM
 11:50 AM - 12:30 AM
 12:30 PM - 1:25 PM
 1:30 PM - 2:30 PM

 2:45 PM - 3:45 PM

 4:00 PM - 4:45 PM
 4:45 PM - 5:00 PM
 6:00 PM - 9:00 PM

 8:30 AM - 9:30 AM

 9:45 AM - 10:45 AM

 11:00 AM - 12:00 PM
 12:00 PM

Welcome

Be The Force of Change—Every Day and in Every Way, *Dawn Riley*

Unleashing the Unexpected! *David McNair*

Sailboat Rentals: A Brave New World? *Tim Claxton, Jaclyn Baumgarten, Todd Hess, Jean Larroux, and Sara Swenson*

New Horizons: How to Leverage Outside Partnerships to Harvest New Sailors, *Brittany Weatherby*

Lunch

Concurrent Sessions

1. **Making the Most of Your Online Videos!** *Tim Claxton*

2. **The Law of Boat Sales and Warranties**, *Sam Hines*

3. **Connecting with Women Decision Makers**, *Dawn Riley and Margaret Podlich*

Concurrent Sessions

1. **Mobile Application Proliferation within the Sailing Industry**, *Jared Jester*

2. **Sustainability: Not Just Another Buzzword!** *Mark Davis, Chris Carroll, Greg Emerson, and Mark Mauhar*

3. **Developing a Digital Channel Strategy** *Jennifer Anderson*

Next Generation Branding: Positioning Your Business to Attract Tomorrow's Leaders and Consumers, *Ryan Jenkins*

Lessons from Sailing Legends, *Wayne Burdick*

Industry Dinner (*must be pre-registered*)

Wednesday, June 11, 2014

Concurrent Sessions

2. **What's in Store for Sailing?** *Nicholas Hayes*

1. **The Family that Races Together**, *Rob Ruhlman*

Concurrent Sessions

1. **Sharing the Sandbox: How to Build a World-Class Team in the 21st Century**, *Dean Brenner*

2. **Drones, Aerial Photography, and the Boating Industry**, *Jeff Nickles*

3. **Successful Coexistence of Brokerage in the New Boat Dealership, a Panel Discussion**, *Vin Petrella, CPYB; Bill Bolin, James Coburn, Rick Dieterich, CPYB; Paul Fenn, and Don Finkle, CPYB*

Invest in Sailing, *Ken Read*

Conference Concludes

Yacht Club
 Yacht Club
 Yacht Club

 Yacht Club
 Yacht Club
 Sunrise Terrace

 Ashley Room
 Cooper Room

 Yacht Club

 Ashley Room

 Yacht Club
 Cooper Room

 Yacht Club
 Yacht Club
 Sunrise Terrace

Cooper Room
 Ashley Room

 Cooper Room
 Ashley Room

 Yacht Club
 Yacht Club

Seminar Descriptions

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TUESDAY, JUNE 10, 2014

8:45 AM - 9:45 AM

Keynote:

Be The Force of Change—Every Day and in Every Way

Yacht Club

It is time to take action—time to be proactive in changing the face of sailing. We can no longer wring our hands, reminisce about the good old days, lament today's youth's lacking attention span, or complain about unbeatable competition for people's time. Let's blow open the norms, take control, and change the face of our sport. Oakcliff Sailing is seeing tremendous growth from non-traditional markets. Renowned competitive sailor and Oakcliff Sailing Executive Director Dawn Riley will share the tricks and trends.

Dawn Riley, Oakcliff Sailing

9:50 am - 10:30 am

Unleashing the Unexpected!

Yacht Club

Today's world still calls us to do more with less—and we often feel we're being stretched to the limits. Yet there is more we can do. Learn to unleash the unexpected and build the energy and creativity to excel. In this session you will learn E3, a technique to effectively engage others and stop the empty language that exists today; discover your "Circles of Influence" and how to maximize your presence in them; and lift up your relationships to a higher level for a win/win/win outcome.

David McNair, The McNair Group

10:45 AM - 11:45 AM

Sailboat Rentals: A Brave New World?

Yacht Club

In the last few years, there has been a boom in renting and peer-to-peer (P2P) sharing of goods and services. Now, more than ever, it's easier and safer for individuals to share homes, cars, tools, etc. But will this work for sailboats? Convincing the industry to participate and boaters to put their babies in a stranger's hands can be a tough sell. Join the debate with our panel of experts from Boatbound, Cruzin, SailTime, and TUI Marine who are turning little-used boats into a business that could revolutionize the sailing community.

Moderated by Tim Claxton

Jaclyn Baumgarten, Cruzin; Todd Hess, SailTime; Jean Larroux, TUI Marine; and Sara Swenson, Boatbound

11:50 AM - 12:30 PM

Discovering Uncharted Waters—Cross Promoting in Non-Marine Industries

Yacht Club

This session is a look into strategy and successful practices to grow the sport of sailing through engaging with similar market places outside marine industry. Alliances with companies such as GoPro, Wavejet Propulsion, and the NHL show the ability for marine-industry businesses to generate revenue and increase the sailing population through targeted partnerships and cross promotion. We have the people other industries want and vice versa. The session will help to clarify some target markets that have strong demographic similarities and offer suggestions for small and large businesses to engage with these audiences.

Brittany Weatherby, Sunsail

Concurrent Sessions

1:30 PM - 2:30 PM

Making the Most of Your Online Videos!

Ashley Room

Online video is exploding. We all use video to engage with the sailing community, and YouTube is now the second largest search engine. It has quickly become one of the best places online to showcase your content. Video is also a great way to reach Millennials, YouTube's core (though by no means only) audience. At Dominion Marine, we have been increasing our investment in video as part of our editorial and content strategy. However, to increase our audience we cannot just post content and forget about it. We need to entertain our audiences, use professional production techniques, and optimize our content, video tagging, ads strategy, SEO (search engine optimization), and page design to create a great user experience. In this session, we will cover video trends, show examples of effective video, and offer practical tips and tricks that attendees can take away to make the most of their videos online.

Tim Claxton

Seminar Descriptions

Title Sponsor

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TUESDAY, JUNE 10, 2014

(continued)

Concurrent Sessions

1:30 PM – 2:30 PM

The Law of Boat Sales and Warranties

Cooper Room

Boats are usually discretionary consumer purchases, and buyers can get pretty emotional about them. What happens when the buyer's "dream boat" does not live up to expectations? Unfortunately, a dispute between the buyer, dealer, and manufacturer can often escalate into a lawsuit. When that happens, the applicable legal rules can come as a surprise to everyone. When does maritime or admiralty law apply? When can a buyer get his money back? What remedies does the buyer have for breach of boat warranty? When must the manufacturer get involved? This presentation will review the usual steps leading to a boat purchase contract, and review the issues and legal rules that come into play if the buyer has concerns at the time of purchase or later on.

Julius H. "Sam" Hines, K&L Gates LLP

Connecting with Women Decision Makers

Yacht Club

Women comprise 74.9% of the everyday purchasing decisions in a household. They make 51% of the decisions and influence a full 80% of every major purchase item. So, why is it such a mystery as to what they want? Today's panelists will address the trends with women in sailing and in racing from three different perspectives: 1) general recreational sailing; 2) the high-end world-class racing scene; and 3) the emerging markets of beginner racers, club-owned boats, and further afield in other countries.

*Moderated by Dawn Riley, Oakcliff Sailing
Margaret Podlich, BoatU.S.*

Concurrent Sessions

2:45 PM – 3:45 PM

Mobile Application Proliferation within the Sailing Industry

Ashley Room

Mobile applications and devices are everywhere within the sailing industry as well as the marine space as a whole. This session's speaker, Jared Jester, will demonstrate how the use of mobile applications can reduce the sales cycle, sell more products, easily distribute information and content globally, and personalize the user experience. Additionally, he will address the capability of gathering a new set of analytics that will lend to revolutionizing the longevity and production of boats and their components on a global level. Companies these days use mobile applications to keep up with real-time inventory and reduce capital expenditures for such antiquated and traditional communication collateral as brochures and information guides. Mobile applications are also being used for dealer training, dealer support, and dealer recruitment tools.

Jared Jester, Jester Communications

Sustainability: Not Just Another Buzzword!

Yacht Club

Green Innovations In The Marine Industry

Sailing is often associated with a pristine, natural environment—when have you ever seen a boat advertisement that features a sea full of trash? But the oceans are unhealthy and these issues include man-made impacts such as: over-fishing, marine debris, plastic pollution, ocean acidification, coral reef health, and invasive species. For any type of industry, financial and practical realities often compete with environmental goals. The marine industry is in a unique position to be able to protect and conserve the oceans, lakes, and rivers where their products are used. This panel will discuss green innovations in the marine industry from non-toxic boat soaps to electric engines and considerations to life cycle of a product, such as recycling carbon fiber. And as Millennials enter the market for the marine industry, will the demand for these products grow?

Moderated by Mark Davis, Sailors For the Sea

Chris Carroll, Torqeedo, Inc.; Greg Emerson, Marlow-Hunter; and Mark Mauhar, MITRCF

Developing a Digital Channel Strategy

Cooper Room

Join this session to learn how to create and maintain an online marketing strategy. Here, you will learn strategies and tips and hear case studies for growing your audience across digital marketing platforms, including social media, search engine optimization, and email.

Jennifer Anderson, Bonnier Corporation

Seminar Descriptions

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TUESDAY, JUNE 10, 2014

(continued)

4:00 PM - 4:45 PM

Next Generation Branding: Positioning Your Business to Attract Tomorrow's Leaders and Consumers

Yacht Club

The high visibility of the culture of giant brands like Google, Zappos, Facebook, and Apple have made cube walls, ties, and stuffy workplaces seem as outdated as pagers. Millennials expect work/life flexibility, to bring their own devices to work, and to ditch the suits and ties. They want an immediate impact and to take ownership. Don't kid yourself; these are ambitions that can move your business forward if your organization is positioned to recruit and retain this energetic generation. During this session, you will learn the shifting trends of the workplace and work culture; discover the dos and don'ts of branding to Millennials; explore how to leverage gamification, mentorship, and collaboration to retain Millennials; and hear relevant, real-life business examples.

Ryan Jenkins, Next Generation Catalyst

4:45 PM - 5:00 PM

Lessons from Sailing Legends

Yacht Club

After forty plus years in the business of sailing yachts, Wayne Burdick is able to draw on many memorable teaching moments from luminaries such as Olin Stephens, Charles Britton, Ted Turner, Charlie Morgan, Everett Pearson, Frank Butler, and Madame Annette Roux. During this session, Burdick will relay the youth, energy, vision, character, and desire that plays into what makes for greatness in a very interesting and remarkably rewarding time in the sailing business. Hearing these interesting encounters with the great influencers in the world of sailing will prove to be both entertaining and contemplative. Though the sailing business has evolved, these lessons are still relevant to your challenges of a maturing market and changing demographic.

Wayne Burdick, Beneteau, Inc.

WEDNESDAY, JUNE 11, 2014

Concurrent Sessions

8:30 AM - 9:30 AM

What's in Store for Sailing?

Cooper Room

Change in sailing is constant and opinions about it always differ wildly. For example: Hard wings or cloth sails? Racing or no racing? Televised or not? Moreover, what does it mean that keelboats likely won't sail in the next Olympics? Progress or regress? It's hard to know which ideas will catch on and which won't. Sailing culture is rich with backwards-looking pundits guessing about fads and marketing. Meanwhile, sailing is shifting and growing in surprising directions and a diverse group of renegade newcomers are defining a very different future.

Nicholas Hayes

The Family that Races Together

Ashley Room

With over 38 years' experience racing with his wife and ultimately against his own children in Lightning Class Championships, Rob Ruhlman's influence on the next generation of sailors is widespread. He now enjoys time on the water with what he considers his extended family, focusing on how to keep kids involved in the game and in the sport. This lifetime of sailboat racing and extended family of sailboat racing "kids" has given Ruhlman a unique insight into what we need to do to keep youth involved in this great sport when there are ever-increasing demands and temptations for everyone's time.

Rob Ruhlman

Seminar Descriptions

Title Sponsor
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WEDNESDAY, JUNE 11, 2014

(continued)

Concurrent Sessions

9:45 AM - 10:45 AM

Sharing the Sandbox: How to Build a World-Class Team in the 21st Century

Cooper Room

Leadership in the 21st century is about clarity, simplicity, and direction. Good leaders provide this, and in turn are able to develop well-aligned teams and organizations. In this talk, Dean Brenner will share five simple concepts for clear and effective leadership communication that will in turn create better teams within your organization. This talk draws on Brenner's experiences leading the US Olympic Sailing Program, and coaching and training The Latimer Group's Fortune 500 clients.

Dean Brenner, The Latimer Group

Drones, Aerial Photography, and the Boating Industry

Ashley Room

Drones are being used more and more for commercial photos of facilities and on-the-water events. This session will review the current available technology, applications, and legal issues of drones as they relate to the boating industry. Learn about the applications of drones, current limitations (what is feasible now and what is not), the future of drones, and the legal issues surrounding drones. Bring your questions and we'll have your answers. We'll also take a look at some videos and pictures and will have at least one working model on display.

Jeff Nickles, Production Design Associates

Successful Coexistence of Brokerage in the New Boat Dealership, a Panel Discussion

Yacht Club

In today's recreational marine business environment it is essential that new boat dealers have successful brokerage operations to support and grow their businesses. It is an industry fact that a high percent of new boat sales come as a direct result of a boater's introduction to the boating lifestyle through the purchase of a pre-owned boat. With affordability becoming a major initiative of the Grow Boating/Discover Boating program directed to the entry level and the more diverse demographic prospects, how can dealers/brokers and manufacturers work together to attract and keep new sailors? Our panel, made up of prominent manufacturers, successful dealers/brokers, and a member of the marine industry Recreational Boating Leadership Council will discuss how dealers, manufacturers, and industry stakeholders can work together to attract more participants to the sailing lifestyle.

Moderated by: *Vincent J Petrella, CPYB, Yacht Brokers Association of America*

Bill Bolin, Island Packet Yachts; James Coburn, Coburn & Associates LLC; Rick Dieterich, Springline Yacht Sales LLC; Paul Fenn, Jenneau America; and Don Finkle, RCR Yachts

11:00 AM - 12:00 PM

Invest in Sailing

Yacht Club

North Sails president and professional sailor Ken Read will take us on a journey through modern sailing, including changes happening in the industry, the effects of modern media, and how the sport will look in the not-too-distant future.

Ken Read, North Sails

Conference attendees will receive 10 CPYB recertification credits with proof of attendance.



Discover **Sailing**

is an opportunity to introduce new and existing boaters to sailing, new boats, and new equipment. It is a great way to get out on the water and experience *the joy of sailing!*

Discover Sailing Events

September 11-14, 2014
at Seattle Boats Afloat Show

September 11-14, 2014
at Newport International Boat Show

December 4-7, 2014
at St. Petersburg Power & Sailboat Show

April 9-12, 2015
at Strictly Sail Pacific



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Our Vision

To create a stronger sailing market

Sail America Mission

To Promote the Health and Growth of Sailing

Our Goals

- Create Connectivity Between Sailors—Past, Present and Future—and our Member Businesses.
- Contribute to the Growth and Success of Member Businesses.
- Represent the Sailing Segment of the Boating Industry by Sustaining and Growing Sail America Membership.

Calendar of Sailing Industry Events



United States Sailboat Show

Annapolis, MD
October 9-13, 2014

Sail America Industry Meeting

Annapolis, MD
October 10, 2014

Strictly Sail Long Beach Show

Long Beach, CA
October 23-26, 2014

St. Petersburg Power and Sailboat Show

St. Petersburg, FL
December 4-7, 2014

Strictly Sail Chicago

Chicago, IL
January 22-25, 2015

Strictly Sail Miami

Miami, FL
February 12-15, 2015

Strictly Sail Pacific

Oakland, CA
April 9-12, 2015
www.strictlysailpacific.com

Sail America Member Meeting Breakfast

Oakland, CA
April 10, 2015

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Program Addendum: Changes and Additions

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TUESDAY, JUNE 10, 2014

Concurrent Sessions

1:30 PM – 2:30 PM

Connecting with Women Decision Makers *Allison Gray will join the panel*

Yacht Club

WEDNESDAY, JUNE 11, 2014

8:30 AM – 9:30 AM

Drones, Aerial Photography, and the Boating Industry *(New Time Slot)*

Ashley Room

The Family that Races Together *with Rob Ruhlman has been cancelled*

9:45 AM – 10:45 AM

Engage Your Audience

Ashley Room

The eye candy of AC72's racing in San Francisco got people's attention. When your business gets someone's attention, how do you engage them? You should make them feel smart. Educate them in an entertaining way. This session will use examples from the 2013 America's Cup to show how you can create unique content and use it to engage your audience. Then, using the Passbook app that is part of every iPhone (called PassWallet on Android), give your audience the feeling of belonging to a club. These techniques—education and engagement—are at the heart of the appeal of passion brands like Harley Davidson, Nikon, and Apple. You should use them, too. *Jack Griffin, CupExperience.com*

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