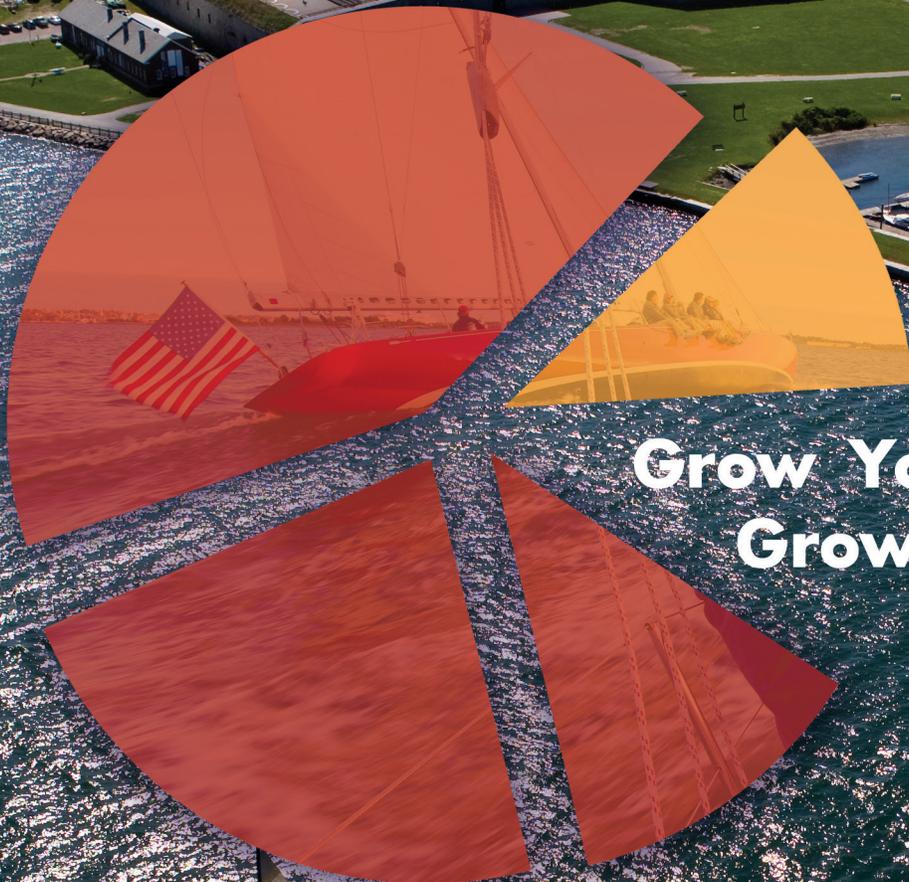


Preliminary Brochure

Sail America Industry Conference



**Grow Your Business
Grow the Industry**

Title Sponsor

B&G

June 22-24, 2015

Hyatt Regency Newport, RI

Sail America Industry Conference

About SAIC

Sail America Industry Conference is the Sailing Industry Professional's destination for learning about new industry topics, trends, updates, and having the ability of networking with over 150 participants! The conference is specifically organized around providing the most valuable information to industry professionals and those who just want to know more. Included in our educational seminars, there is an opening day Regatta in addition to an industry dinner.

Schedule-at-a-Glance

Monday, June 22, 2015

2:30 PM–6:00 PM Sail America Regatta
7:00 PM–9:00 PM Opening Reception

Tuesday, June 23, 2015

8:30 AM–12:30 PM Educational Seminars
12:30 PM–1:30 PM Lunch
1:30 PM–5:00 PM Educational Seminars
6:00 PM–7:00 PM Cocktail Hour
7:00 PM–9:00 PM Industry Dinner

Wednesday, June 24, 2015

8:30 AM–12:00 PM Educational Seminars

Registration

Sail America's Industry Conference starts at \$385 and includes a day and a half of educational seminars, one lunch, an opening reception, four networking breaks and the Industry Dinner. Discounts are offered to members who belong to Sail America, Yacht Brokers Association of America (YBAA) and Certified Professional Yacht Brokers (CYPB). Also available to both members and non-members is a group discount with a minimum of 4 people from the same company, giving access to all educational seminars and the industry dinner. To register, visit page 7 of this brochure or SailAmerica.com/events/saic-registration.

Bonus events optional to attend include the Sail America Regatta, June 22nd, and the Industry Dinner and Raffle June 23rd. When filling out your registration form, be sure to check off the Industry Dinner tab and visit the Regatta page on our website for further details for more networking opportunities!

Raffle

Be sure to purchase your tickets throughout the day on June 23rd and during cocktail hour prior to the dinner. Don't miss your chance to win great prizes and support our Association. Visit the Registration Table to see what is being raffled off! If you'd like to donate a prize, please contact Sail America at 401-289-2540.

Sail America Industry Conference starts with the launch of the Industry Regatta at 2:30 PM, Monday June 22nd, at Sail Newport. Each team is allowed four sailors and there are 14 boats available for use.

Registration is first-come-first-serve basis, DON'T MISS OUT! Visit SailAmerica.com/events/saic-regatta for additional information and registration. The top 3 teams will be presented with medals and a Regatta Trophy at the Industry Dinner.

8:30 AM – 8:45 AM

Welcome

8:45 AM – 9:45 AM

Keynote Customer Lifecycle Marketing and Modern Marketing

In this age of the customer, marketers face three strategic and operational challenges: how to connect with distracted, empowered customers; how to engage customers once those connections are made; and how to nurture customer obsession! Learn five ways to change your marketing programs to across the Customer Lifecycle to reflect Inbound Marketing techniques by leveraging your expertise. Don't get left behind by The Google Machine and learn how your marketing can become more visible and actionable.

Jeanne Hopkins, Continuum Managed IT Services

9:45 AM – 10:15 AM

Applying the Customer Lifecycle to the Sailing Industry

All boat buyers go thru the Educational Spectrum of a Boat Buyer. Knowing each step and how best communicate with Researchers, Evaluators and Now Buyers can make all the difference in you making the sale, losing it to a competitor or losing the prospect to the boating industry as a whole. Building on the information we discovered from the Jeanne Hopkins and applying new insight for the sailing industry. Matt will walk through the educational spectrum of a boat buyer to reveal the journey a prospect goes through when buying a boat. See *Boating Industry* article, *The educational spectrum of a boat buyer*.

Matt Sellhorst, Boat Dealer Profits

10:30 AM – 11:30 AM

Content Strategy

Learn how to define and build your persona(s) (who you are trying to reach) and the kinds of information they want to receive throughout the customer lifecycle. Next, explore how they want the information delivered during the buyer's journey and best-practices for delivering this content.

Michelle Girasole, Fresh, LLC

11:35 AM – 12:30 PM

Digital Marketing and Finding Your True North

Navigating the murky waters of Modern Marketing can find you lost in a sea of acronyms: SEO, PPC, SEM, ROI, CAC. How can you find the True North of your customer's journey? Starting with the optimization review of 3 or 4 brave souls' websites from the audience, Jeanne Hopkins will offer a handful of digital marketing tips to leverage immediately in order to improve online visibility, turning your company into an inbound magnet!

Moderated by: *Jeanne Hopkins, Continuum Managed IT Services*

1:00 PM – 1:15 PM

Keep it True and Straightforward - How to Create a Green Halo For Your Product

R. Mark Davis, Sailor for the Sea

Breakouts 1:30 PM – 2:25 PM

SEO, Ad Words and Organic Search

Chris Sheehy of Sidewalk Branding Company will present on the most important elements you can change to increase the online visibility of your business website. From mobile-friendly SEO to keyword research, structured data, and Google AdWords – you'll learn what is likely to work best for your business in 2015 and beyond.

Chris Sheehy, Sidewalk Branding Company

Building Landing Pages That Deliver

In the ever-evolving world of digital marketing, the most successful businesses stay ahead of the curve. Is your website responsive? Is it easy to update? Does it properly represent your brand and company mission? When you invest in an interactive, engaging website, you invest in your business and the returns can be substantial.

Chuck Murphy, Boston Interactive

(continued)

Breakouts 1:30 PM – 2:25 PM

Developing and Leveraging Customer Reviews

It's a fact, 80 to 90% of boat buyer's research online prior to making a buying decision. During this research, what will they find about your boat business? Will that information help or hurt a profitable and easy sale? During this practical session, Matt Sellhorst will reveal a simple 3-step process to generate a 'Preponderance of Proof' for your prospects to find during their online research. Better yet, this proof will have the 3rd party credibility of Google, Yahoo & Yelp all with little effort and not a single penny in marketing expense. All attendees will receive a special bonus report just for attending.

Matt Sellhorst, Boat Dealer Profits

Breakouts 2:40 PM – 3:35 PM

Print Media Strategy Panel

This panel will highlight how an integrated media strategy can help drive sales and visibility for your company. Developing an integrated media strategy for your company is more complex than ever before as marketers need to coordinate their media efforts across print, digital, email, and social channels. What are the options out there? What is the right mix for your business? What is the right timing? Our experienced panel of a leading industry marketer, an ad agency principal and a publisher will share their thoughts and provide practical tips on how to manage this for your business.

Moderated by: Sally Helme, Bonnier Corporation; Eric Braitmayer, imtra and Rus Graham, Rushton Gregory Communications

The Power of Email Marketing: How to Grow & Segment Your List for Success

In this session, you will learn how to grow your business, save time and engage better with your customers.

We will address:

- How to make email marketing work for you
- What to write about in your newsletter or announcement
- How to get your emails opened incl. subject line best practices and when to send your newsletter
- Analyzing results- your free market research
- Why someone should join your contact list and what's in it for them
- How to grow your list on-site, off-site and online
- How to segment your lists to reduce list attrition, get feedback from your customer base and harness the power of digital marketing

Michelle Girasole, Fresh, LLC

Business Ethics Panel: Avoiding Legal Liability

The purchase and sale of pleasure vessels presents a host of ethical and legal considerations that confront yacht brokers, and dealer's everyday in their transactional practice. Understanding local, state, federal and international legal trappings which might apply to your set of facts and the ethical protocol that should be known by any yacht broker.

David Bohannon, Bohannon Law Firm; Vin Petrella, YBAA

3:40 PM – 4:50 PM

Building a Consolidated Digital Program That Helps You Boost Your Business and Maintain Your Sanity

There's lots of pressure to "go digital" these days and lots of compelling reasons to do so. Yet trying to make sense of all the options can seem overwhelming, expensive and difficult to manage. By choosing the digital tools that best support your business goals you give yourself an upwind advantage. In this session, we'll sort through the options and chart the digital course that will put you on the right digital tack.

Mari Anne Snow, Sophia Think

8:30 AM – 9:30 AM

Growing Sailing Leadership Group

Join Growing Sailing Leadership Group as they lay out the framework for a bold campaign to raise the visibility of sailing and begin changing perceptions – national and local elements; targeting new sailors and energizing inactive sailors; focus on engaging local sailing organizations – schools, community sailing, yacht clubs; grass roots initiative leveraging previous and current programs from NMMA and Sail America, and fully engaging the industry.

Jack Gierhart, US Sailing; Sally Helme, Bonnier Corporation; Lou Sandoval, Karma Yacht Sales; Charlie Nobels, American Sailing Association; Don Durant, Club Nautique; and Wayne Burdick, Beneteau USA

9:45 AM – 10:45 AM

Best Practices of the Industry

This panel will highlight some of the best practices where the sailing industry is working with non-industry partners including Community Boating Centers, Yacht Clubs and Youth Organizations to help grow sailing and get more people on the water.

Moderated by: Stanton Murray, Murray Yacht Sales

Panel: Charlie Zechel, Community Boating Inc.

11:00 AM – 12:00 PM

Survival and Growth: Lessons from the Ski Industry

Twenty years ago the ski industry was facing the departure of the Baby Boomer and a potential significant contraction of its core market if new participants weren't introduced to the sport. Isolating the points of leverage the industry could effectively manipulate to reverse this trend took a great deal of dedication. Further growing the sport has taken a constant vigilance in identifying emerging new threats and realigning strategies accordingly. This presentation will highlight what sailing can learn from skiing, both in terms of successes and achieved and mistakes made.

Nate Fristoe, RRC Associates

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

Accommodations

Hyatt Regency Newport | 1 Goat Island | Newport, RI 02840

Discounted Room Rate: \$245/night

Reservation Methods: Call **401-851-1234** and mention **Sail America Industry Conference**
Reserve online at Newport.hyatt.com/en/hotel/home.html

Must receive reservation by May 25, 2015 to be eligible for discount

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Grow Your Business
Grow the Industry

June 22-24, 2015
Hyatt Regency Newport, RI

Title Sponsor

B&G



Sail America Industry Conference

REGISTRATION FORM

Fax to 401-247-0074 or mail to Sail America, 50 Water Street, Warren, RI 02885

To register for Sail America's Industry Conference, write the pass code in parentheses below into the "type of pass" field under section 2. Member and non-member rates are available and a discount is offered to those companies that register two or more people. Member rates are offered to Sail America, YBAA, CMTA, RIMTA, MMTA and CPYB members.

1. PASS/REGISTRATION TYPES

Member Rates

SA, YBAA, CMTA, RIMTA, MMTA or CPYB Member, One Attendee **(M)**: \$385

Group Rate:

4 passes to conference & 4 Dinners **(G)**: \$430 per person

Non-Member Rates

Non-Member, One Attendee **(NM)**: \$485

Optional Add-Ons

Industry Dinner: SA, YBAA, CMTA, RIMTA, MMTA or CPYB Member **(MD)**: \$95 (spouses/guests welcome) Non-Member **(NMD)**: \$95

Regatta: \$350 per team or \$87.50 per person; see regatta registration on SailAmerica.com

2. REGISTRANT NAME(S): (please print)

A. Use the **bolded code** in parentheses above for "type of pass"

B. One line per registrant

C. If you would NOT like your email address listed on the attendee listing, please check the box below next to "Email not shared."

Name: _____ Email: _____ Type of Pass: _____ @ \$ _____

Email not shared Dinner (optional) @ \$ _____

Name: _____ Email: _____ Type of Pass: _____ @ \$ _____

Email not shared Dinner (optional) @ \$ _____

Name: _____ Email: _____ Type of Pass: _____ @ \$ _____

Email not shared Dinner (optional) @ \$ _____

Name: _____ Email: _____ Type of Pass: _____ @ \$ _____

Email not shared Dinner (optional) @ \$ _____

Total Payment Due: @ \$ _____

3. PAYMENT INFORMATION

Company Name _____

Address _____ City _____ State _____ ZIP _____

Country _____ Phone _____ Fax _____

Enclose check payable to Sail America or fill out credit card information: Visa MasterCard AmEx Discover

Cardholder's Name _____

Billing Address (if different from above) _____

Card # _____ CVV# _____ Expiration Date _____

Signature _____

Please allow one week for processing. Contact Sail America with any questions by at (401) 289-2540 or email info@SailAmerica.com. Thank you.

For hotel information, visit SailAmerica.com/events/saic-hotel. Discounted rates start at \$245/night and must be booked by May 25, 2015