

SAIL AMERICA NEWS January/February 2014

MESSAGE FROM THE ASSOCIATION MANAGER

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

WAYPOINTS COVER STORY

Jeff Johnstone, president of J Boats, talks to Sail America about the history of his company, new designs, and Discover Sailing. [Click for more.](#)

MEMBER NEWS

UK-Based Oakley acquires majority stake in North Technology Group; Sail America's annual member meeting; Sail America co-hosts American Boating Congress; *Sailing* debuts sleek redesign for 2014; SAIL's Pittman Innovation Awards; Sail America's member referral plan. [Click for more.](#)

ECONOMIC INDICATORS – THE LATEST UPDATES

A report on the GDP, consumer confidence, and unemployment rates. (Source: NMMA) [Click for more.](#)

BOAT SHOW UPDATE

Strictly Sail Pacific; Sail America Industry Conference; Save the Dates. [Click for more.](#)

PROGRESSIONS AND JOB POSTINGS

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

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Sail America News is interested in your firm's news, events, activities and job postings, plus your ideas for The Sailing Life guest column! Send press releases or inquiries for consideration to Sarah Devlin: devlin.sarah@me.com

MESSAGE FROM THE ASSOCIATION MANAGER

2014 has started off with the weather dominating our news. The polar vortex has created record low temperatures from Wisconsin to Hawaii. And, it was reported in January that at one point it was colder in Atlanta than it was in the South Pole! The drought in California continues to worsen with no relief in sight. On the positive side, people have been flocking to industry shows—where they have not been snowed out—with double-digit increases in consumer attendance across the country. That is great news for our industry.

Cruising World and *Sailing World* recently released [The State of the Sailing Industry: 2014 Sailing Market Study](#). As Sally Helme, publisher and past president of Sail America, points out, nearly all of the affluent recreational activities in her study saw growth in 2013, including sailing. She writes “2013 was a positive year across the board for the sailing market based on data collected from over 200 sailboat builders, importers and bareboat charter companies.” We are pleased with a growing trend, building on last year’s first reported growth in several years.

In January, the Sail America Board of Directors attended the US Sailing Leadership Forum, which drew over 600 individuals from across the country representing Community Sailing Programs, Yacht Clubs, Sailing Centers, One Design Classes, etc. It was a great opportunity for our Board and the US Sailing constituency to interact, and for the Sail America team to present to this demographic. Representing the sailing industry, our members were presenters on a number of topics including a panel discussion moderated by Gary Jobson with Bill Goggins of Harken, Jeff Johnstone of J Boats, Wayne Burdick of Beneteau Group, Ken Read of North Sails, and Matt Hyde of West Marine sharing how the industry can work with attendees to grow the sport.

The Sail America Board of Directors held its monthly meeting at the US Sailing Leadership Forum. During this meeting Matt Hyde, CEO of West Marine, presented his outsiders view of the industry. Matt is new to sailing and challenged us to step back and look at what we do from the non-sailors’ perspective. Matt, as Sally did in her industry study, provided us with insight into our customers. He challenged us to think about our existing “average customer” versus our “target customer” for the future growth of our businesses. As Sally points out, our “average customer” is likely a Baby Boomer, while our “target customer” should be the Millennial in order for the industry to grow.

I mentioned earlier that we are seeing double-digit increases in consumer attendance across the country at industry shows and I’m also seeing enthusiasm from exhibitors at these shows. The response to space sales of our Strictly Sail Pacific Boat Show has been super. A number of past exhibitors have increased their floor spaces and new exhibitors are coming on board. In addition to the several new sailboat models on display this year, we have several brands that will display in the water.

We have evolved our marketing plan this year to better reach our target customer and initial reports show it’s working. In years past, the show captured the majority of ticket sales at the door, which limited data capture of the consumer and thus kept the cost of customer acquisition at a premium. We are now putting more emphasis on online ticket purchases and aggressively marketing through social channels including Twitter and Facebook to help create and drive traffic to our sites. In addition, several of our exhibitors have seized the opportunity to offer their target markets a promotional ticket

discount. This helps to drive the cost of consumer acquisition down for the show, allowing us to use those financial resources to better target and reach consumers that want to see your products at the show. Enhanced data capture will also allow us to continue to expand the Discover Sailing database, a value-add for our members who leverage this database as part of their marketing mix.

I look forward to seeing you in Oakland in April (April 10–13). I hope you will attend the Sail America industry breakfast on Friday morning (April 11). If not then, plan on Charleston, SC in June!

Good sailing!
—Peter Durant

WAYPOINTS COVER STORY



When it was introduced in 1977, the J/24—with a fractional rig when masthead IOR boats were in vogue—was like a shot of adrenaline to the one-design and dinghy racing crowd. Today, J Boats, Inc. as a company is at the top of the sailing industry with thousands of J Boats on the market and on the water, ranging from the International J/22 to the J/65 and ranging in style from one-designs to racers and cruisers to daysailers. J Boats has received 20 Boat-of-the-Year Awards and the *SAIL* Award for Industry Leadership. The company has been recognized with two American Sailboat Hall of Fame Designs (J/24 and J/35) and offers five International Sailing Federation (ISAF) International One-Design keelboat classes (J/22, J/24, J/70, J/80, J111).

In terms of innovation and singular thinking, J Boats introduced retractable bowsprits with asymmetric spinnakers (A-sails) into keelboats with the J/105 in 1991. In the mid '90s, J Boats was the first global brand to embrace the now popular Seemann Composites Resin Infusion Molding Process (SCRIMP) pioneered by Bill Seemann. In 2009, J Boats re-introduced shallow draft to performance sailing with the J/95, a 31-footer with twin rudders and a keel/centerboard that can sail upwind in 4' of water. These days, J Boats enjoys a near cult-like following, with an estimated 200,000+ people sailing J Boats in over 45 countries, available through a global network of 55 dealers.

Sail America caught up with J Boats president Jeff Johnstone, son of original designer Rod and nephew of original president Bob, to talk about new designs and J Boats' involvement with Discover Sailing.

Sail America: Last year, you launched the J/70 (22.7'), which was recently named European Boat of the Year and Overall Boat of the Year from *Sailing World*

magazine, and you launched the J/88 at the Newport International Boat Show this past September. How often do you launch a new design?

Jeff Johnstone: We're a design company so are always working on new ideas, but on average we launch one new model per year either in North America or Europe.

SA: What is one new design feature amongst the boats available through J Boats that really excites you?

JJ: I'd call it more of a continuing feature, but we're always trying to push the envelope to create more performance and fun with less effort and cost—what we call performance value. Our newest designs, the J/70 and J/88 (29'), can each hit double-digit daysailing speeds with only two people aboard. Now that's fun!

SA: Let's talk innovation. Why is it important to continue to launch new designs?

JJ: Innovation is the lifeblood of the sailing industry, the same as in golf, tennis and skiing. Where would participation levels in those sports be if enthusiasts were using 30-year-old equipment? Innovation has helped sailing become even more of a multi-generational, life-sport than it was 20 years ago. Newer designs and newer construction methods have resulted in boats that are more stable, easier to manage and maintain.

SA: We see SCRIMP technology in almost every facet of the boatbuilding industry these days. But, what lead your company to use a vacuum infusion closed-molding process when it was still new and relatively untested in the marine industry?

JJ: We were fortunate to be in the right place at the right time. Everett Pearson of TPI, our building partner of 27 years, was the lead innovator in production boatbuilding for several decades, and in the early '90s he became a partner with SCRIMP. We were one of the first to widely market the process to the sailing world, but SCRIMP had already been tested by the Navy and recently used in other TPI products like the Sundeer and Garry Hoyt's Solar Sailor.

SA: J Boats lent the J/80 (26') and the J/95 (31') to Discover Sailing at the Newport Show. Why did you choose these specific models?

JJ: Both are really versatile daysailors that hold 4–6 adults and are highly maneuverable around the boatshow docks. The J/80 has a light touch on the tiller that even first time sailors grasp immediately. The J/95's wheel steering with twin rudders is so effortless the boat can nearly sail itself upwind. Since we only have one chance to make a first impression, we try to make it memorable with a great sail.

SA: Why did J Boats get involved with Discover Sailing?

JJ: It was a no-brainer. We learned long ago that good boats sell themselves once people are aboard and realize that fast and fun doesn't have to mean tippy and scary. The big secret about Discover Sailing is about 60%–70% of those who participate are actually rediscovering sailing, and at the show looking to re-engage in sailing. Years later, they'll remember their 30-minute sail on a fun boat, but not the hours walking through crowded tents and docks.

SA: What are some other ways your company is involved in engaging non-sailors and/or new customers?

JJ: Once there's a critical mass of boats in any particular area, we encourage and support the formation of owner associations. Magic happens when you get owners of like boats together, whether it be to cruise, race, or just socialize. Owners bring family and friends, many of whom are new sailors. Over time, the new sailors become seasoned sailors and sometime boat owners.

We've also stayed close to our roots, and encouraged the development and use of our small keelboats in the many sailing school and other institutional programs around the world. The hundreds and hundreds of J/22s, J/24s, J/80s, and now J/70s in use are helping introduce sailing to thousands and thousands every year. The dots may never be connected between one's first lesson and becoming a boat owner, but we're happy to do whatever we can to make that first experience a great one.

SA: As someone who grew up sailing—as far back as 1973, you were racing 470s with your father—and raised in the sailing and boating environment, how do you communicate with non-sailors?

JJ: We're so used to inviting new sailors on our boat, that long ago, we just naturally cut down on the lingo used onboard. Everyone knows what the "pointy end" is and most know what "bat turn to the right" means. I use those terms even when racing with my normal team. At the same time, learning the lingo of any sport or activity is part of the engagement process. If someone thinks the sport is cool, the lingo adds to the allure. It was fun during the Olympics to learn the names for all the snowboard half-pipe tricks, even though the half pipe might not be on my bucket list.

SA: Do you have a favorite J Boat design?

JJ: Ha, that's a loaded question. It's hard not to pick our newest design (the J/88), because in each case the new design builds upon all the designs that have come before it, and it represents an incredible team effort on the part of the designers, engineers, craftsmen, and sales network to bring to fruition. My sentimental favorite will always be the J/24. Have done more sailing, sleeping, and overnight racing on the J/24 than any other J.

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 devlin.sarah@me.com.

UK Based Oakley Capital Acquires Majority Stake in North Technology Group

Oakley Capital Private Equity ("Oakley") has acquired a majority stake in North Technology Group (NTG). Oakley is an investment vehicle founded by UK businessman and sailing enthusiast Peter Dubens. Utilizing their collective experience, Dubens and his partners make investments in companies to support their brand development and growth.

"We are delighted to be backing North Technology Group and an iconic brand like North Sails," Dubens said. "This investment further demonstrates Oakley's appetite to work with successful entrepreneurially led businesses. We are hugely excited by the potential of North Sails and look forward to working with the management team in the next stage of its evolution."

Originating with North Sails, founded by Lowell North in 1957, NTG comprises three market leading marine brands: North Sails, Southern Spars, and EdgeWater Boats, a line of high-performance outboard sport boats. Included in the family are North Thin Ply Technology (NTPT) and North Cutting Systems.

The largest company by revenues within NTG is Sail America member North Sails, holding the patent for 3Di, a unique composite construction process that produces high-performance sails approaching the shape holding of a rigid foil.

"I purchased North Sails from its founder, Lowell North, over 30 years ago," Terry Kohler, owner of Windway Capital Corp, the previous majority shareholder in North Technology Group, said. "I am confident the new shareholder, Oakley, will continue Lowell's legacy to help launch North Sails and the NTG companies into their next stage of development."

"North Sails has been the leader in sailmaking technology for over 20 years," Tom Whidden, North Technology Group CEO, said. "Our team of industry experts build sails that allow sailors to maximize their performance on the water, whether they be extreme ocean racers or casual cruisers. North Sails looks forward to working with Oakley to grow our business and carry on the tradition of providing sailors with the highest performing products by being at the forefront of development."

The acquisition will further align North Sails with other NTG companies, specifically Southern Spars. Completing the transaction results in the ability to

better share resources and technology between the two brands. Oakley's investment will assist the North Technology Group management team in growing and further developing all of its brands to ensure the Group remains at the forefront of technology for marine industry products and outside. The company will continue to be headquartered in Milford, Connecticut.

Sail America's Annual Member Meeting during Strictly Sail Pacific

Friday, April 11, 2014, 8:00 am –9:30 am, Scott's Restaurant

Sail America is working to set the agenda for its annual industry breakfast, scheduled for 8:00 am on Friday, April 11, 2014, at Scott's Restaurant in Oakland, California.. Coinciding with the Strictly Sail Pacific boat show the breakfast meeting will include best in show award presentations, a discussion on Sail America's 2013/14 initiatives, and Sally Helme's annual State of the Industry update.

"We are constantly working to support our members and promote the health and growth of sailing," Sail America Association Manager Peter Durant says. "The industry meeting gives us a chance to share updates and hear from industry professionals on new initiatives and current issues within the industry. We encourage sailing professionals to get involved by attending and network with their peers."

Sail America's annual industry breakfast, open to all sailing industry professionals at no charge, serves as an update to the industry from the largest sailing association in the marine industry. Attendees must provide a business card to enter the breakfast.

To learn more about the Sail America industry breakfast, visit <http://www.sailamerica.com/boat-shows/member-meeting/>

Sail America Co-Hosts American Boating Congress

May 5–7, 2014, in Washington DC

This year, Sail America will co-host the [American Boating Congress](#) (ABC), May 5–7, 2014, in Washington DC. As a co-host, we are actively involved with planning and implementing this extremely important legislative event. We encourage Sail America members to participate.

ABC is the premier legislative event for the entire recreational marine industry and will provide you with insight and critical knowledge about regulatory and legislative issues that affect the recreational marine industry. This is your opportunity to see first-hand what happens in Washington and how you can make a difference by having your voice heard on issues that affect you and your business. Meet face-to-face with your legislators and their staffs.

It is important that we are visible as active participants at ABC. Last year, I attended the event and this year we expect a much larger turnout of Sail America members. I hope you plan to join us at the 2014 [American Boating Congress](#).

[ABC registration information](#) is just a click away or contact Courtney Erhardt at 312-946-6237 or cerhardt@nmma.org to register.

Registration Fees:

Regular Attendee Registration (March 1–April 27): \$275.00

Late Registration (April 28–May 7): \$300.00

[You can save on your hotel room rates, too.](#) Room blocks are available at multiple properties in Washington D.C.

[Sail America Member Sailing World Debuts Sleek Redesign For 2014](#)

Celebrating its 50-plus years in publication, *Sailing World* debuted a sleek and modern new look with the release of its January/February 2014 issue.

Emphasizing performance sailing's sophisticated and technical content, the magazine's new aesthetic features a revamped design and layout while reflecting the sport's unique blend of cutting edge technology and classic beauty.

The new *Sailing World* continues to provide expert sailing coverage and how-to content, which captures the excitement and intensity of the sport through an enhanced format for a refined audience. The redesign also provides readers with in-depth sailboat racing coverage brought even more vividly to life with a larger trim size (9" x 10.875") and higher quality paper.

"This relaunch is a long time coming, and it's great to be part of a shift in publishing toward delivering a more sophisticated content package to the reader," says Dave Reed, *Sailing World's* editor. "Sailboat racing offers superb imagery, personalities, and stories that are that much more powerful when curated this way. It's about longevity on the coffee table, not a short trip to the magazine rack."

"I am proud to introduce to our loyal readers and advertising partners the next generation of *Sailing World* – something we are calling *Sailing World 5.0*," adds Sally Helme, *Sailing World's* publisher. "We celebrated our 50th anniversary in 2012, and have decided to change things up as we head into our second 50 years. We look forward to continue publishing the most progressive sailboat racing coverage in the industry through enhanced physical properties and media channels."

Along with the enhancements to *Sailing World's* physical product, the brand's website has been upgraded with responsive design which will optimize the site for tablet and smartphone viewing. Sailingworld.com will also feature even more high-quality custom content and how-to instruction to continue to engage its growing online audience.

For more information visit www.sailingworld.com.

Sail America Member SAIL Magazine Announces 2014 Pittman Innovation Awards

Two Sail America members walk away with honors

SAIL magazine has selected the recipients for the 2014 annual Pittman Innovation Awards, which recognize outstanding new and innovative products in the sailboat market.

Sail America member B&G (owned by [Navico](#)) garnered overall winner for its SailSteer and Sailtime software. Judges chose it for combining a cutting-edge, sail-specific color instrument display along with advanced calculations provided by the Sailtime program to enhance its Zeus Touch multifunction displays with a wealth of information to make sailing easier than ever. This year's overall winner was selected by a panel of judges that included Nigel Calder (systems expert and author), Tom Burden (author of West Marine "advisor series" articles), and Peter Nielsen (editor-in-chief, SAIL).

Sail America member [Raymarine](#) also made the list for its Evolution Autopilot, touted as simple to operate and equipped with advanced aerospace guidance technology.

2014 Pittman Innovation Winners

- B&G's SailSteer and SailTime software
- Balmar Smartguage battery monitor from Ballard Commercial Industries Inc.
- DeLorme inReach SE
- Doyle Sailmaker's Stratis ICE Sails
- Garmin Quatix watch
- Inno Tank UV-cure flexible waste/water tank
- Jurgan Tool-Free Clevis Pin from Crealock Development & Manufacturing; Karver KJ Jammer
- Orbit 7100 Toilet from Dometic
- Pontos Automatic Four-Speed Trimmer Winch
- PROtect tapes LOOPX
- Raymarine Evolution Autopilot
- Southern Spars EC Torque furling headsail stay
- TeamO Back Tow harness
- Vesper Marine's WatchMate Vision AIS

SAIL's team of judges—executive editor Adam Cort, cruising editor Charles J. Doane, technical editor Jay Paris, electronics editor Ben Ellison and editor-at-large David Schmidt—selected the top 15 new products after poring over hundreds at this past fall's boat shows. "The field was packed with more innovative products than we'd seen in the marine industry for a while," executive editor Adam Cort said.

Coverage of the 2014 Pittman Innovation Awards appears on page 32 of the February issue of *SAIL*. Pittman winners are also featured on <http://www.sailmagazine.com/pittman-innovation-awards/2014>.

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.

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

- 1) Acknowledgment at Strictly Sail Pacific, Oakland, CA, April 2014.
- 2) Four complimentary tickets to Strictly Sail Pacific in Oakland, CA, April 2014.
- 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.



ECONOMIC INDICATORS—THE LATEST UPDATES



The following information is paraphrased from the NMMA Economic Overview, formerly Boating News Net, a monthly economic report produced by NMMA featuring industry and general economic indicators that impact your business. To read NMMA's Economic Overview or to receive it yourself, [please subscribe](#).

Good news from NMMA's Economic Overview. The GDP, Consumer Confidence Index, CEO Confidence Index, Boat Retail Sales, and Traditional Powerboat Wholesale Shipments are all showing positive signs while unemployment fell to a five-year low. [Source: [NMMA](#)]

[Read NMMA's Economic Overview in its entirety](#). For more information, please visit [NMMA.org](#).

BOAT SHOW UPDATE

Strictly Sail Pacific Boat Show

April 10–13, 2014, in Oakland, California

Strictly Sail Pacific is just around the corner and Sail America is offering even more ways to save money at Strictly Sail Pacific. Friends of Discover Sailing can [receive a \\$2 discount if they use the promo code "DiscoverSailing" when purchasing online tickets](#).

For those who wish to join Strictly Sail Pacific during the week, Sail America is offering Thrifty Thursday discounts online as well. Until April 3, [Thursday-only tickets purchased online cost only \\$11.00](#). Tickets are valid for April 10 only.

Plus, Strictly Sail Pacific has packed its [seminar series](#) with authors, technical experts, and well-seasoned sailors. The seminars, sponsored by [Cruising World](#) magazine, occur all day, every day, during the four-day show and cover a wide range of topics. Sailors will find sessions that expand their knowledge on general boating, cruising, living aboard, circumnavigation, exploring the Pacific, learning how to get started—the list goes on.

With such popular speakers as local legend Kimball Livingston, world-renowned designer Gino Morrelli, sailmaker Kame Richards, and rigging expert Brion Toss on the docket, the Strictly Sail Pacific seminars are sure to offer something for everyone.

Seminar highlights at every level include:

- *Heavy Weather Sailing: Storm Strategies*, John Connolly
- *Mastering Storm Avoidance and Survival Tactics*, John and Amanda Neal
- *Sail Trim*, Kame Richards
- *Cruising Southern California*, Holly Scott
- *Baja Ha-Ha How to*, Andy Turpin
- *What Does it Cost to Go Cruising? Three Budgets*, George Day
- *How to Keep a Starboard Attitude While Cruising*, Bob Bitchin
- *How to Handle the Spinnaker*, Etienne Giroire
- *Communications for Cruisers*, Steven Bowden
- *Cruising on Budget*, Wendy Hinman
- *What's it Really Like Cruising the California and Mexican Coasts?* Pat and Carole McIntosh & Phil and Nora McCabe
- *Self Steering for Offshore Self Steering*, John and Karen Curry
- *A Family Sails Around the World*, Pam Wall
- *Para-Anchors & Storm Drogues*, Zack Smith
- *Coastal Passage Making: Are you Ready?* Thomas Perry

[Discover Sailing](#) will be providing [seminars](#) at its dockside Discover Sailing tent this year as well, with hands-on demonstrations of sailing gear, techniques, and instrumentation. For the more advanced sailors, Discover Sailing will offer docking and anchoring skills for cruisers and racers.

For more information, please visit StrictlySailPacific.com.

[Sail America Industry Conference Update](#)

June 9–11, 2014, Charleston, South Carolina

The overall schedule-at-a-glance for Sail America's Industry Conference (SAIC) is now available <http://www.sailamerica.com/events/saic-conference-schedule/>. The SAIC will be held June 9-11, 2014 at the Charleston Harbor Resort & Marina in Charleston, SC.

The conference, sponsored by B&G, will feature more than fifteen educational seminars, a regatta, and an industry dinner. Networking events and a raffle will also be included. The Sail America Industry Regatta will be hosted by the College of Charleston.

Sail America's Industry Conference is *the* place for sailing industry professionals to learn about new topics and trends, receive updates, and networking with over 150 participants.

[Sail America Industry Conference Sponsorship Opportunities](#)

Sail America has published a [Sponsorship Opportunities brochure](#) for its Industry Conference.

The brochure contains information on the conference, six sponsorship levels and benefits, and a sponsor contract. Download the brochure today to see how you can get involved, gain recognition for your company, and support Sail America.

Space is limited at each sponsorship level and the title sponsorship is already sold. [Sign up today](#) to ensure the sponsorship you want and to start receiving benefits.

To learn more about Sail America's Industry Conference, visit SailAmerica.com.



Save the Dates

[South West International Boat Show](#)

March 27-30, 2014, Texas

[Strictly Sail Pacific Boat Show](#)

April 10-13, 2014, Oakland, California

[American Boating Congress](#)

May 5-7, 2014, Washington DC

[Sail America Industry Conference](#)

June 9-11, 2014, Charleston, South Carolina

PROGRESSIONS AND JOB POSTINGS

Sail America Presents 2014 Board of Directors

Sail America, the trade association for the U.S. sailing industry, elected five new members to its 2014 Board of Directors: Jim Abel, West Marine; Mark Pillsbury, *Cruising World*; Bob Ross, Seattle Sailing Club; Erin Schanen, *SAILING Magazine*; and Ben Wold, NMMA.

The new Sail America Directors will join the existing Board including Stanton Murray (Board President), Murray Yacht Sales; Jeff Johnstone (Board Treasurer/Secretary), J/Boats; Greg Emerson (VP Shows), Marlow-Hunter, LLC; Scot West (VP Association), Ronstan USA; Jay Stockmann (VP Marketing), Vetus Maxwell; Josh Adams (Past President), US Olympic Sailing; Kevin Coughlin, New England Ropes; Laurent Fabre, Beneteau America; Jack Gierhart, US Sailing; Kyle Gross, APS; Jahn Tihansky, U.S. Naval Academy; and Kimo Worthington, North Sails.

The Sail America Board says farewell with thanks for their service to Sally Helme, Bonnier; Carl Blackwell, NMMA; and Bob Buckborough, West Marine.

New Board Director bios follow:



Jim Abel has been with West Marine since 1983 and currently supports the team of Store Associates in the Northeast Region. In his role as Regional Vice-President, he is responsible for all aspects of customer service, associate relations, sales and store operations for the stores in Mid-Atlantic, New England, Great Lakes, and Ontario, Canada.

Jim has been involved in many levels of West Marine store operations for 29 years. He gained a wealth of experience managing store locations in Maryland and Florida, and acting as Western Florida District Manager and Regional Manager working in the West Marine Watsonville Support Center. Jim was promoted to West Central Regional Vice-President in June 2007 and transferred to become Northeast Regional Vice-President in February 2012. He lives in Annapolis, Maryland.

In 2004, Jim was honored as the recipient for the Walter Scott Excellence in Leadership Award. The Walter Scott is awarded annually by West Marine to the individual associate who demonstrates outstanding leadership within the organization.

A lifelong boater, Jim grew up sailing, water skiing and fishing on the Chesapeake Bay. He enjoys spending time with his family and continues to be involved with every aspect of family boating, which often incorporates boat restoration, saltwater tournament fishing, sailing, kayaking, and wakeboarding.



Mark Pillsbury is the Editor of *Cruising World* magazine and its related digital publications, all based in Newport, Rhode Island. *Cruising World*, which celebrates its 40th anniversary in 2014, focuses on the sailing and liveaboard lifestyle, offers technical, hands-on advice about seamanship, maintenance, and other technical topics, and is the go-to source for new boat information.

Prior to assuming the role of Editor-in-Chief in 2010, he was the magazine's Senior Editor and Director of the Boat of the Year program, which annually inspects the cruising sailboats being introduced into North American markets at the U.S. Sailboat Show in Annapolis. As Senior Editor, he worked with the staff and freelancers on technical articles, as well as writing feature stories and sailboat reviews.

Mark is a lifelong sailor and enjoys both racing and cruising. Prior to joining the staff of the magazine in 2005, he worked as an Editorial Manager at a variety of news and business publications in the Boston area, where he also served as a volunteer on industry and nonprofit boards.



Bob Ross has been in the recreation industry his whole life and in the marine industry for over 35 years. Bob is the owner of Sail Northwest, the local dealer for J/Boats, MJM Yachts, and a sail and powerboat brokerage. In 2002, Bob bought the Seattle Sailing Club. At the time the club had 90 members offering unlimited day-sailing and teaching as many as 150 sailing lessons per year. Today the Seattle Sailing Club has over 350 members and gives 800 sailing lessons per year.

His involvement in the boating community is evident by currently serving on the Northwest Yacht Brokers Association Sailboat Committee and in addition to serving as past treasurer of NBYA he has served on the Board of Directors of NYBA and Corinthian YC of Seattle.

In 1984 *Yachting* Magazine cancelled Whidbey Island Race Week, one of the top ten regattas in the US and the premier NW sailing event. Bob thought it important to the sailing community to keep the event alive and with a partner he started Northwest Marine Productions and saw its successful production through its 25th anniversary. Today Bob's companies—Sail Northwest and Seattle Sailing Club—are still involved sponsors.

Bob first contacted Sail America in 1998 to bring the Discover Sailing Program to the Seattle Boats Afloat Boat Show. Since then, Bob has provided space, boats, and people to run the program. Bob has worked hard to not only keep Discover Sailing a major feature of Boats Afloat, but also to expand the program to include seminars and on-the-water skill building classes.



Erin Schanen is the executive editor of *SAILING* Magazine, the oldest continually published sailing magazine in the U.S. Erin joined the magazine in 2000.

Prior to that she was features editor of the *Waukesha Freeman*, a southeastern Wisconsin daily newspaper, and the media liaison aboard the M/Y NorthStar during the 1999–2000 America's Cup in New Zealand, working with ESPN and TVNZ television crews.

A lifelong sailor, Erin grew up on the shores of Lake Michigan, cruising and racing on the Great Lakes. She races on a variety of boats, from dinghies to Santa Cruz 70s, and cruises and paddleboards when she can. She is a member of the Port Washington Yacht Club. Erin lives with her husband Rich Reichelsdorfer in Belgium, Wisconsin.



Ben Wold is the Executive Vice-President for the National Marine Manufacturers Association (NMMA), assuming the role in 1999. He is responsible for the production of the 22 consumer boat and sportsmans shows produced by NMMA throughout the United States each year.

Ben started his career at NMMA immediately after completing his

education in 1977. He was hired as an operations manager for the Chicago Boat, Sports & RV Show and the International Marine Trades Exhibition & Conference (IMTEC).

Prior to being named Executive Vice-President, Ben served as a Show Manager, Regional Show Manager, and Vice-President for NMMA's Shows department. He has served on several boating and outdoor industry boards and committees, and is a past two-term President of the International Federation of Boat Show Organizers (IFBSO). He serves on the IFBSO Executive Committee. He is currently a member of the National Freshwater Fishing Hall of Fame Board of Directors.

Ben received a bachelor's degrees in English and Art from Kenyon College in Gambier, Ohio. He resides in Wilmette, IL with his wife, Luan, and daughters, Alex and Emma.

Sail America Member Great Lakes Scuttlebutt Hires Marketing Director

Kyle Publications, owner of *Great Lakes Scuttlebutt* magazine, has hired David Levesque, former director of business development for the Kanberra Group, as its new marketing director. Kyle Publications said Levesque was the brand architect behind the highly successful Kanberra products.

"Kyle Publications has long been driven to identify developing trends in marketing and be among the leaders in introducing these trends to the marine industry through Great Lakes Scuttlebutt magazine. Having David aboard not only adds a dynamic layer to our publication, but is the final piece needed to deliver our innovative marketing approach to the global marine industry through our new company, Marine Marketing Solutions," Kyle Publications CEO and *Great Lakes Scuttlebutt* publisher Erik Kyle said in a statement.

"Great Lakes Scuttlebutt magazine and Kyle Publications is as highly respected as they come in marine media and I'm thrilled to blend my skills with Erik's vision as we craft the next frontier of marine industry marketing," Levesque said.

Guy Gauvin New Service Manager for Boston Boatworks

Boston BoatWorks, builder of MJM Yachts, appointed Guy Gauvin as service manager for its new boatbuilding and service facility at the Charlestown Maritime Center.

Gauvin has been general manager of Hinckley's service yards in Oxford and Annapolis, Md., as well as Portsmouth R.I. He has also served as general manager for Goetz Custom Boats and CEO of the Atlantis Marine Consulting Group.

Gauvin sits on the board of directors of the Workforce Partnership of Greater Rhode Island, the Rhode Island Marine Trades Association and the American Boat Builders & Repairers Association.