

# SAIL AMERICA NEWS

Monthly News for  
Sail America Members

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## **SAIL AMERICA NEWS April 2014**

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

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With 46 World, North American, and National Championships under his belt in a variety of classes, Ken Read is one of the most accomplished sailors in the world. [Click for more.](#)

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

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

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## **MESSAGE FROM THE ASSOCIATION MANAGER**

Next month (June 9–11), Sail America will host the [Sail America Industry Conference](#) (SAIC), sponsored by B&G, in Charleston, SC. I hope you are planning to attend. This event offers you the opportunity to network with other sailing industry leaders and learn from a great group of speakers and panelists. SAIC allows us to come together as an industry and begin to think about the future and how we can work together to grow sailing. Session topics include marketing to Millennials, the growth potential of ownership models, engaging new sailing audiences, video advertising, and how you can use mobile apps to engage your customer base. For details and registration, visit the [Sail America Industry Conference website](#).

Sail America's Strictly Sail Pacific (SSP) show is behind us and I appreciated the opportunity to speak with a number of members and non-members about our event. Thanks for your feedback. It was a great show! As we begin planning for next year, it is critical that we incorporate your feedback into our planning process.

The Sail America Boat Show Committee met during SSP 2014 and brainstormed great ideas to help drive traffic to the show. Next year's event is on the books—the Strictly Sail Pacific Boat Show will be April 9–12, 2015—and will again be hosted at Jack London Square (JLS) and Almar Marinas. We will be working over the next few months to finalize the layout and configuration.

The show was very positive for many exhibitors. The buyers were out and boats and goods were being sold. One exhibitor commented that this year's SSP sales were better than Annapolis! While we have not returned to pre-recession times, I have a positive outlook on the show and its future.

I would like to congratulate all those great booths and displays that were discussed by our expert panel of judges: Jody Lipkin, Mark Pillsbury, Lori Murray, and Sara Watson. The panel made some hard decisions, but in the end recognized five excellent award winners. Our winners are:

- Best Booth Display—100 sq ft and under: [Iverson's Design](#)
- Best Booth Display—Over 100 sq ft: [Spinlock](#)
- Best Boat Display—Four or fewer boats: [Lagoon America](#)
- Best Boat Display—Five or more boats: [Jeanneau America](#)
- Best in Show: [KKMI](#)

Discover Sailing is a great product and over the last year we have worked hard to expand this offering. SSP was the culmination of a lot of hard work to create a template where we can engage new audiences. I am encouraged by the response of nearly 200 people taking on-the-water skill building classes at SSP. I encourage you to participate and learn more about how Discover Sailing can help highlight your business and how you can get involved.

I look forward to seeing you in June in Charleston, SC, and exploring the possibilities that the future holds for the sailing industry.

Good Sailing,  
Peter

## WAYPOINTS COVER STORY



With 46 World, North American, and National Championships under his belt in a variety of classes, Ken Read is one of the most accomplished sailors in the world. Read served as strategist and coach with America's Cup entry *Young America* in 1995 and was helmsman onboard Dennis Conner's *Stars & Stripes* America's Cup campaigns in 2000 and 2003. In 2005–2006, he joined the Ericsson Racing Team for the last four legs of the Volvo Ocean Race, was skipper of Puma Ocean Racing Team's *il Mostro* in the 2008-2009 edition of the Volvo Ocean Race, and returned in 2011 to lead PUMA Ocean Racing powered by BERG's entry *Mar Mostro* in the 2011–2012 Edition of the Volvo Ocean Race.

After leading PUMA Ocean Racing to third overall in the 2011–2012 Volvo Ocean Race, Ken Read stepped off the boat and took the helm as president of North Sails in January 2013. Sail America talked with Ken about his stint as a commentator for NBC Sports at the 2013 America's Cup and to find out what life on dry land is like for him.

**Sail America:** What led you to stop racing full-time?

**Ken Read:** Technically I never left. Sure I have no plans to do the next Volvo or America's Cup but I will keep my hand in high-profile programs because it keeps me fresh, knowledgeable, pushing the technology of the products. You see the people in action, the products in action. You meet the owners. There's no drawback to continue sailing. But, you can't be president of North Sails and be a full-time Volvo or America's Cup racer at the same time.

**SA:** What is your history with North Sails?

**KR:** North Sails bought my company in 1996. For three years I worked really hard, and then Dennis Conner called and asked me to skipper his America's Cup boat. Tom Whidden [CEO of North Marine Group] talked to me about it and not only promoted the idea of me sailing for Dennis but he ended up coming along as tactician. It's cool when your boss supports you like that.

Since then, I've participated in two America's Cup races and two Volvos. Every time, Tom kicked me out the door. He said it's better for North Sails if I kept sailing at the very highest level. It's Tom's mold that he created as Dennis's tactician for many Cup campaigns. I fell into the same mold.

From 1985 through 1996, I tried to be North Sails' biggest pain in the ass by competing with them in the sailmaking world first as Shore Sails then as Sobstad Sails. North Sails purchased our company in '96, and since then I'm a team player. I love this company. It's a great lifestyle. It's a company that has grand aspirations, looking to grow, looking for the next technological breakthrough, amazing people, global...What's not to like?!

This job is a "pinch yourself" job. Is it hard? Of course. But growing up and doing what I've done my whole life and now leading the greatest brand in the sport? You can't beat that. I even get paid for this.

**SA:** How does your background in sailing prepare you to be president of North Sails, from a management perspective? In other words, how does a lifetime of sail racing prepare someone to manage over 1,000 people?

**KR:** Competitive sailing boils down to two things: Having a fast boat and having the best people. Business is exactly the same thing. You want a nimble, quick-moving, technically advanced company and the best people you can get.

Then, you figure out how to put the best people in the best position. My philosophy: I hire the kind of people so I'm always the least qualified person in the room. Hire talent who are way better than you are at the specific jobs they are hired to do.

It sounds obvious, but so many people manage through not wanting to put themselves in a vulnerable position by hiring someone who knows more than they do. I do my job right if I put the right people in the right places. I let them do what they're hired for.

If you micromanage, you don't get the best out of people. Sailing programs deal with adversity, figuring out how to persevere, dealing with high-profile clients, dealing with high-profile companies. I have been dealing with these entities for a long time now and that can only make me better in my current role.

**SA:** You have been working with sails most of your life. What are some of the changes you've seen? What kinds of developments get you excited? Does North Sails have a product that particularly excites you?

**KR:** When I got into sailmaking, it was a different era. There was no "get out of school and be a pro sailor." You were drafted out of school by a mast maker, sailmaker, boatbuilder....

I was drafted to Newport working for Shore Sails, the owners Bill and Doug Shore. I had a cool senior year at Boston University. I was one of the only ones who knew what I was going to do when I graduated. Shore Sails gave me a few one design boats and told me to go win races and sell sails. Didn't get much better than that. I worked for Shore for a number of years.

In 1986, I met with the owners of the company about purchasing the Newport operation along with friend Dan Neri. We went out and begged and borrowed every dime we could get and bought it. We ran that company for 10 years. I was on the selling and marketing side and Dan was on the design and manufacturing side. One day about 10 years later I bumped into Tom Whidden who says to me, "You've become a major pain in the ass. Would you ever consider working with North?" And this all coincided with North Sails coming out with a revolutionary product called 3DL, and we were terrified that North's product was going to make it hard for us to continue to do well in the racing market. Within two months we sold our company and went to work for North Sails.

Today, North Sails' next revolutionary breakthrough is "3Di," another huge step forward in performance sails. If I were a competitor I'd be pretty depressed if I saw it.

**SA:** You went behind the scenes this past summer to become a commentator for the America's Cup and NBC Sports. Was this your first stint in that kind of a role? Were there any moments that brought you to your feet?

**KR:** Like most things for me, I tripped over it and came into an amazing experience. I had never done any commentating before. It was a blast, first of all. It was an absolute blast.

As far as how it worked with my North Sails job, Tom Whidden and I debated whether I should do it and whether it was good for North Sails. It's kind of the same theory as doing races. Staying in front of the sport, knowing the guys, getting the feel for the pulse, a lot of our clients were out there. We decided to have me do it.

I was the color commentator for professional sportscaster Todd Harris. He and I hit it off right away and it made life easy for both of us. I got up at 4am worked on North Sails issues until 9:30, worked the America's Cup, then worked at North Sails at night. It made for long days but it was a great experience.

The event was epic. The way it was done, the people behind the production. It was beyond imagination. We could show the world sailing through a lens and talk about it as it had never been talked about before. All made possible because of the technology that went into the broadcast. It had some of the best images the sport as ever seen.

Post AC, I believe in the America's Cup bounce. An economic shot in the arm for all of sailing thanks to the publicity of the America's Cup. It's a shame for our industry that it isn't every couple of years at a minimum. When the America's Cup is up and going and talked about, more boats, more sails, more blocks, more clothing—sailing itself—get sold. People have sailing on the mind.

[Editor's Note: After receiving five Emmy Award nominations, media production for [the 34th America's Cup received the Sports Emmy Award](#) for its mobile app on May 6 in New York City.]

**SA:** You went sailing aboard *Emirates Team New Zealand* in August and wrote about it for ACTV. For most people, cruising at high speeds aboard one of the new America's Cup boats would be thrilling and scary, but it's very clear from your post that, even with your extensive experience in sailing, you were in quite a bit of awe when you hit 46.5 knots. Can you comment on your sail around San Francisco Bay with the New Zealand team? Do you have any moments from your personal racing background that brought you that same thrill?

**KR:** The AC crewmembers became kind of blasé on the boat, running around at what feels like 1,000 miles an hour. It was quite an eye opener for me.

We're turning a corner at 46 knots. I'm thinking, "Is this for real?!" I'm looking for my escape plan. Where will I fly when we crash? And they're yawning. You've lost the plot if this is your new normal. I kept telling the boys "this isn't normal."

When I was sailing in the Volvo Race, we'd be in the middle of the ocean and the photos really toned down the waves and the conditions, which is a shame—it's the same thing in Cup boats—it looks like they are in control but it's nuts. You don't get the sense on the TV camera how on the edge they were and they are.

God bless these guys. That's what makes these boats so exciting. Some people went out for pony rides and got pretty terrified. I have a friend—and she's pretty tough—who was invited on the New Zealand boat for a bit. She asked off after 10 minutes. She was like, I've seen enough. Her asking off says something to me.

**SA:** You mentioned in an interview with Sail World that one of your goals is to grow the sport of sailing. What are some of the ways you're doing that?

**KR:** I've gone actively on the public speaking circuit, gotten in front of people as much as I can. I want to get some of the sailing back into grassroots.

I travel the world; I see the sport changing and it may not be for the better. Yacht club sailing, beer can racing, it's in decline in a lot of places. It's expensive, hard to find crew, even at local levels. It's become so professional.

We are promoting fun again. At North Sails, we set up North U Regatta Services. A few guys coach people, and they have fun after sailing sessions with video and entertainment, trying to help people get better while having a blast

We're really promoting point-to-point races too. Around the buoys windward-leeward racing—it can be intimidating. We want people to sail and have fun, maybe not have your hand slapped when you reach for a coca cola on the rail. Let's get the fun back into the sport. You should wake up and want to go sailing. As a company, we think we're doing something about it. Hopefully we can make a difference.

*Scuttlebutt* has helped us promote [these point-to-point races]. *Sailing World* and the NOOD regattas—they're picking up on the short point-to-point races too.

[Editor's Note: Ken Read will be presenting "[Invest in Sailing](#)" at the [Sail America Industry Conference](#) in Charleston, South Carolina, on Wednesday, June 11, 2014, at 11:00am.]

**SA:** Is sailing perceived differently in other countries and in what ways? How are you using your experience and perspective from other countries to drive your goal of growing sailing in the US?

**KR:** Sailing is treated in other countries very differently at all kinds of levels. Sailing in Europe is a bigger sport. All the countries in Europe, for the most part, are waterbound, so much coastline, so many nooks to sail a boat around.

In Europe, at its highest level, it's far more commercial. In France I did a speech once on how to get sponsors. I was talking about how I kept Puma interested. It's the biggest sailing commercial sponsorship ever in North America. I was proud of that. At the end of the talk, I was asked, did you call them or did they call you?

I was like...what do you mean? In France, *sponsors call sailors*. That told me everything I need to know.

It's so mainstream, in the newspaper, on television. It's the same in Australia and New Zealand, England, the Nordic countries. It's all over the TV and on the sports networks. Sailors are Tom Brady and Peyton Manning in Europe.

Here in this country, sailors are minor players. It's still considered an elitist, wealthy sport. We need to continue breaking down that barrier. It's something we have to work at in this country. It's very hard.

**SA:** What can the industry do as a whole to get more people involved and enthusiastic about sailing? What are some ways you see incentive for parents to get their kids on the water?

**KR:** Access to water, first of all.

My brother is the executive director for [Sail Newport](#). Something like 1,000 kids go through their program in the summer. The bigger boats they rent out. You take a five-minute test and go out yourself or have someone go with you.

We need sailing teams at high schools, the ability to go sailing without being part of a yacht club. [Providence Community Boating](#) is doing nice work. Yachts clubs have opened up their junior sailing clubs to nonmembers.

We should look into actively marketing to high schools and grammar schools, make it part of the sports curriculum. That can happen.

[In Rhode Island] Portsmouth High School, Rogers High School, Middletown High School use Sail Newport boats, yacht clubs boats. The opportunity is there, but without widening access, the opportunity is too small.

Places like Sail Newport have to expand and catch on around the country.

**SA:** You must be pretty happy to see Volvo Ocean Race coming to Newport in May 2015. Do you think you'll ever go back to it?

**KR:** [He laughs] One edition too late. The last Volvo when we sailed the leg from Brazil, it finished in Miami. It was a phenomenal leg. It was the best leg a Puma boat ever sailed. And as we sailed into Miami, I thought, how cool would it be to be sailing into my home port. Miami was great, but Newport would have been amazing.

So, I'm sad since I'm one race too late, but I'm thrilled to see it coming. The pride they'll get out of this.

Charlie Enright [skipper for *Alvimedica* in the Volvo Race and an employee at North Sails] grew up here on the bay. I'm proud of him for getting this program together, taking it on. He's setting himself up to be competitive. There's a big learning curve. It'll be great to see him sail into his home state. I'll be the fist guy out there cheering him on...but if he happens to get sick or hurt prior to the leg and they need someone to step in at the last second—I'm their guy...not that I am rooting for that to happen or anything [he says laughing].

## **MEMBER NEWS**

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

### **[Anti-Boating Legislation Defeated in Florida House](#)**

On April 23, the Florida House of Representatives voted down an amendment to a Florida Fish and Wildlife Bill that would have thrown out a statewide effort to

develop consistent and rational anchoring options for cruising boaters, and severely impacted anchoring in some of the most important areas along Florida's coasts. BoatUS says the "Gonzalez Amendment" would have established a dangerous precedent for the rest of the state, lead to a patchwork quilt of anchoring restrictions exposing boaters and legitimate cruisers to citations, and completely ignore an ongoing Florida Fish and Wildlife Conservation Commission [anchoring pilot program](#).

For more information: [BoatUS.com](#)

### **[American Sailing Association 2013 Announces Sailors of the Year](#)**

Sail America Member ASA's Outstanding Instructors are selected each year solely as a result of student surveys. The award goes to the top ten highest average scores in each group. Considering that there are over 2,000 active ASA instructors, this places the Outstanding Instructors in the top 1 ½ % of their peers for quality education as judged by their own customers.

For more information: [ASA.com](#)

### **[Beneteau Ramps Up Distribution in South America](#)**

Last month Sail America member Beneteau America unveiled a new organization to lead their strategy in the Americas, with a single North/South axis. Both Central and South America are now under the management of Bruno Gouezigoux, reporting to the Beneteau America office based in Annapolis, MD.

The efforts of Beneteau America in expanding the dealer network have already yielded solid results with the appointment of four new dealers in Central and South America:

- Italia Motor and Marina of Guatemala City for the distribution of both sailboats and powerboats in Guatemala.
- Costa Rica Yacht Sales of Quepos, Puntarenas for the distribution of powerboats in Costa Rica.
- Andromeda Yachts of Panama City for the distribution of both sailboats and powerboats in Panama.
- Figure de Proue of Cartagena, Colombia for the distribution of powerboats in Colombia.

For more information: [BeneteauUSA.com](#)

### **[Just for Fun: BoatUS Annual List of Top Ten Boat Names](#)**

If a car's vanity license plate can tell you a lot about the person behind the wheel, what can a [boat name](#) tell you about the person behind the helm? BoatUS just released the national boating organization's 24th Annual Top Ten Boat Names List.

The BoatUS list of Top Ten Boat Names:

1. Serenity
2. Second Wind
3. Island Girl

4. Freedom
5. Pura-Vida
6. Andiamo
7. Island Time
8. Irish Wake
9. Happy Hours
10. Seas the Day

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

### **[Brunswick Announces Partnership With Boatbound](#)**

Brunswick Corporation launched a strategic partnership with San Francisco-based Sail America member Boatbound, the peer-to-peer boat rental market space. The peer-to-peer model creates a new way to easily connect potential renters with owners willing to rent their assets, and is quickly gaining traction in the boating space.

This Brunswick and Boatbound partnership is based on the belief that the peer-to-peer boat rental model encourages boating participation and trial, while at the same time allowing boat owners to offset some of their ownership costs. This partnership with Boatbound offers Brunswick a way to more closely monitor and observe developing trends in the consumer boating market. It also provides Brunswick's dealers, through the Brunswick Dealer Advantage dealer services program, potential income from renting boat inventory, and access to an emerging segment of boating consumers. In addition to the strategic partnership, Brunswick is making an undisclosed lead investment in Boatbound's latest financing round.

For more information please contact Brunswick through Brunswick Dealer Advantage at 1-877-462-3884 or by visiting [Brunswick Dealer Advantage](#). The Boatbound team can be contacted through the [Boatbound website](#).

### **[Edson Launches the Performance Pedestal](#)**

Sail America member Edson International is pleased to announce the launch of a new sailboat steering pedestal. The Performance Pedestal is designed and built from a perspective of weight-savings, simplicity, and reliability. It is a perfect match for an offshore racing yacht, or can fit well on a coastal cruiser, such as the Blue Jacket 40. This pedestal is available at different angles, including vertical, and can be built to match any single or dual helm configuration. Edson's Performance Pedestal is compatible with chain and wire steering systems and features an optional through-shaft brake. The top is easily removable for quick inspections and simple maintenance.

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

### **[Sail America Member Fleet Yacht Sales Chosen as Hub for Rhode Island Boat Show](#)**

Sail America member Fleet Yacht Sales will once again be participating as a hub location for the [Rhode Island Boat Show](#), May 3–4, 2014. The annual Rhode Island Boat Show is a free, family-friendly event, and offers a great opportunity to explore Rhode Island's excellent waterfront facilities, see new and used sail and powerboats, meet experts from local boating businesses and dealers, and get out on the water. Fleet Yacht Sales will have boats on display for visitors.

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

### **PierVantage Rolls Out Major Enhancements**

PierVantage, the cloud-based business management solution built specifically for the marine industry, implements significant enhancements with its Winter 2014 Major Release.

While there were over 50 different enhancements in the release, here are the major new functionality highlights:

- Purchase Requests
- Estimate Templates
- Price Books

#### *Impact for Boatyards*

Service writers and managers now have the ability to create an estimate template for each project or work order. The estimate template functionality is designed for common projects that require like sets of operational activities. Within each template resides all of the necessary operations and tasks to complete the project. Each operation and task is pre-populated with the required labor hours and materials to complete the project.

When the customer approves the estimate, the work order is automatically created from the estimate without any duplicate entry. Parts and materials needed for the job will be placed in a queue for purchasing managers to review and execute POs. As the parts and materials are received, they are automatically allocated to the corresponding task on the work order. Of course, when time and materials get posted to the project in real time, managers can quickly view the percentages of completion of any stage of the project and/or the overall project. This gives managers the visibility they need to prevent cost overruns and identify areas of the project that need to be better managed.

#### *Impact for Boat Builders*

Project managers now have the ability to create a build template for each model or boat the company builds. The template functionality is designed for common projects that require like sets of operational activities. Within each template resides all of the necessary operations and tasks to complete the build.

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

### **Raymarine Announces Inaugural Raymarine J/80 Championships**

Sail America member Raymarine is sponsoring the inaugural Raymarine J/80 Championships. A season-long series of UK-based events, the 2014 Raymarine J/80 Championship started in April with the Warsash Spring Championships, moving on to the J/80 Nationals in Poole and the Royal Southern Yacht Club Regatta in May. June sees the 2014 Raymarine J/80 Championship take in the JP Morgan Round the Island Race, followed by the J-Cup in July, culminating in the last weekend of Aberdeen Asset Management Cowes Week in August. The J/80 is a highly successful One Design with over 1450 J/80s sailing world-wide.

First place in the Raymarine J/80 Championships wins a complete Raymarine Wireless wind and depth system, a Raymarine Wireless Race Master, and sailing jackets for all the crew. Second place will receive a Raymarine Wireless Race Master and third a Raymarine Wireless Micro Compass. Prize giving for the Raymarine J/80 Championship will take place at the Southampton Boat Show in September.

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

### **[Scuttlebutt Offers an Opinion on Why People Stop Sailing](#)**

Peter Ilgenfritz is done with racing sailboats. After competing in a variety of fleets, including Snipe, T-10, J/24, and PHRF, he got tired of losing.

### **[Spinlock's New XTR Clutch Now Available](#)**

New for Spring 2014, Sail America member Spinlock's new XTR Powerclutch is a step forward in mid-load rope holding technology since the original Spinlock XT clutch. In the XTR's ground-breaking Reactor Module, the cam and base move together dynamically, clutching and releasing the line inside a self-contained unit. This gives significant advantages for controlling the latest smaller diameter lines under load.

Any clutch has to be kept clean and lubricated for best rope holding results—an important job too often overlooked. With the XTR, aftercare and servicing becomes simple and fast: undo a single screw and the whole XTR Reactor Module is withdrawn in one unit for a quick wash and visual check.

XTR has the identical footprint to XTS/XCS clutches up to /3's and is also available as a side mount version. Available in black, white, silver and citrus finishes.

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

### **[Landing School Launches Women in the Marine Industry Initiative](#)**

Sail America member The Landing School, a post-secondary institution focused on educating tomorrow's marine industry professionals, has launched a Women in the Marine Industry Initiative. Developed by Maine-based The Landing School, the intent of this initiative is to support women who are in or wish to join the marine industry in Maine and beyond. The primary goal of the program is to

inspire, educate and lead women to a fulfilling and successful career in the marine industry with confidence and pride.

The marine industry in Maine and nationally is enjoying a great deal of success. However, women haven't always been made aware of the excellent career opportunities that await them. The Women in the Marine Industry Initiative endeavors to raise awareness among women across the country that pursuing a career in the marine industry is both rewarding and worthwhile. In order for this initiative to be successful it will take members from across the industry coming together to create a network of resources.

The Mission: To promote the participation of women in the marine industry worldwide through networking opportunities, an endowed scholarship, mentoring and empowerment initiatives.

For more information: [LandingSchool.edu](http://LandingSchool.edu)

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

*John Arndt reports in Great Lakes Scuttlebutt magazine*

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



## **Sail America Member Referral Plan**

As a valued member of Sail America, you can play an active role in helping your industry trade association grow its membership by referring other companies in your network who would benefit from Sail America membership. By referring new member companies, marine reps, sailing schools, riggers, and manufacturers, you're contributing to the vitality of the industry, and the continued success of Sail America. With every new member we become a stronger representation of the industry and our collective voices get louder.

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](mailto:sgrove@sailamerica.com).

## **BOAT SHOW UPDATE**

### **Strictly Sail Pacific Boat Show Recap**

*April 10–13, 2014, in Oakland, California*

Thousands of sailing enthusiasts of all ages visited this year's Strictly Sail Pacific Boat Show, held April 10–13, at Jack London Square in Oakland, CA. Visitors enjoyed nearly 100 new sailboats, gear, accessories, hardware, free sailboat rides, and more. More than 4,200 attendees participated in 128 free and paid seminars and hands-on workshops designed for all skill levels.

"The new Discover Sailing on-the-water hands-on skill building courses exceeded our expectations for this event," Sail America Association Manager Peter Durant said. "Many exhibitors reported the readiness of this year's participants to buy was higher, demonstrating great momentum for the sailing industry."

From nautical novices to serious sailors, the Strictly Sail Pacific Boat Show was the place for people to immerse themselves in the sailing lifestyle, talk to experts, participate in hands-on seminars, learn new sailing techniques, get on the water, and have fun. Sailboats of every size and budget filled the grounds of Jack London Square, both in and out of the water, including sleek racers, catamarans, luxury yachts, and dinghies.

"I can honestly say the 2014 Strictly Sail Pacific Boat show was the best show we have had in years," Jeff Brown of JK3 Nautical Enterprises/Hanse/Morris said. "We had great weather, wonderful crowds on all four days and in particular

Saturday was insanely busy. We sold three boats at the show! Two new Hanse's and a beautiful Morris 34 with a full price offer. We were very happy with the quality of leads we got from the show and have several days of writing up additional proposals and Demo Sailing to do as direct follow-up from the show."

### **[Sail America Industry Conference Preliminary Brochure Released](#)**

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

Sail America has posted a brochure with seminar descriptions, the event schedule, conference information, and other details about Sail America's Industry Conference to [SailAmerica.com/events/saic](http://SailAmerica.com/events/saic).

The conference, taking place June 9–11, 2014, at the Charleston Harbor Resort & Marina, is *the* place for sailing industry professionals to learn about new topics and trends, receive updates, and network with other sailing industry professionals.

Session topics include marketing to Millennials, the growth potential of ownership models, engaging new sailing audiences, video advertising, and how you can use mobile apps to engage your customer base. The impressive list of speakers includes Ken Read from North Sails, Dawn Riley from Oakcliff Sailing, Tim Claxton from Dominion Marine Media, Dean Brenner from the Latimer Group, and Wayne Burdick from Beneteau USA. Other presenters include professional speaker Ryan Jenkins, author David McNair, marine lawyer Julius H. "Sam" Hines, and author Nick Hayes.

Attendees will receive 10 Certified Professional Yacht Broker (CPYB) recertification credits with proof of attendance. To view the entire schedule, [download the preliminary brochure](#).

Professionals from all industry segments, including manufacturers, dealers, retailers, charter companies, sailing schools, publications, and marine services are invited to attend. Registration begins at \$395 and includes educational seminars, one lunch, three breaks, and one reception. Sail America members will receive a registration discount. Optional events include the regatta on Monday, June 9, and an industry dinner on Tuesday, June 10. A registration form is available in the preliminary brochure (link) or at [SailAmerica.com/events/saic-registration](http://SailAmerica.com/events/saic-registration).

### **Sail America Industry Conference Hotel Deadline: May 9, 2014**

The deadline to reserve a room in Sail America's block at the Charleston Harbor Resort & Marina for the Industry Conference is Friday, May 9, 2014. Discounted room rates start at \$139. To make a reservation, call 843-856-0028 and mention Sail America or [reserve your spot for the Sail America Industry Conference online](#) and enter the group code SAILAMERICA. To learn more about the hotel, visit [charlestonharborresort.com](http://charlestonharborresort.com).



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

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

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

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

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

The promotional banner for the Sail America Industry Conference is set against a blue background. In the top left corner is the Sail America logo, which consists of a stylized sail with the American flag's stars and stripes, and the text 'Sail America' below it. To the right of the logo, the text 'Sail America Industry Conference' is written in a large, white, serif font. Below this, 'Charleston Harbor Resort & Marina' and 'Charleston, SC' are written in a smaller, white, serif font. A large, yellow, curved banner across the middle of the image reads 'SAVE THE DATES: June 9-11, 2014'. Below this, the phrase 'Explore the Possibilities' is written in a yellow, cursive font. The banner is decorated with several images: a resort building with a pool, two sailboats on the water, a horse-drawn carriage, a marina filled with boats, a sailboat with people on deck, and a sailboat on the water with a building in the background. In the bottom left corner, the text 'Title Sponsor' is written in a small, white, sans-serif font, followed by the 'B&G' logo in a large, white, bold, sans-serif font.

## **Save the Dates**

### **American Boating Congress**

May 5–7, 2014, Washington DC

### **Sail America Industry Conference**

June 9–11, 2014, Charleston, South Carolina

### **Newport International Boat Show**

September 11–14, 2014, Newport, Rhode Island

### **United States Sailboat Show**

October 9–13, 2014, Annapolis, Maryland

### **Strictly Sail Long Beach**

October 23–26, 2014, Long Beach, California

## **PROGRESSIONS AND JOB POSTINGS**

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### **Hank Keene Retires from Edson**



Hank Keene, Co-owner and General Manager of Edson International, retired March 25, 2014. Keene has given his heart and soul to Edson over the past thirty-eight years. He enjoyed his long-term relationships with customers and suppliers, making many friends throughout the marine industry during his tenure. Keene's management style has endeared him to his long-standing and

devoted employees. Helping to design, engineer, and manufacture the Edson world-class product line made him most proud.

Hank Keene has served on the board of directors for the Massachusetts Marine Trades Association since 1979, and was President from 1992 to 1994. He will continue to hold this position on the Board of Directors. Keene has also been involved at various levels with the New Bedford Industrial Foundation for the past 30 years.

### ***Cruising World Reports on New Owner at Scanmar***

For more than three decades, there's been a steady hand on the wheel at Scanmar International, the California company that's helped countless cruisers steer their way across the world's oceans with their Monitor Windvanes. This spring, though, founder and owner Hans Bernwall is stepping down and handing the helm over to one of his customers, a San Francisco Bay sailor and former telecom executive named Mike Scheck. [Read more of Mark Pillsbury's report.](#)

## **Eric Krusell Joins Northstar Yacht Sales**



Eric Krusell is passionate about boating. Having had a successful 10-year career as a financial executive in the hotel industry, he left that to pursue his love of boats in 2000; he has not looked back. His average yearly sales are in the top 10 % of brokers nationally. Krusell is deeply familiar with Internet marketing, SEO and lead generation tools, having worked as a Regional Sales Manager for Dominion Enterprises, the leading marketing services company serving the marine industry. Krusell has sold hundreds of new and used power and sailboats. He is uniquely suited to market your vessel as the former regional manager for the largest yachting MLS service worldwide. Krusell has managed the sales of numerous international vessels, including Australia, the Caribbean, the Mediterranean, Denmark and Canada and welcomes the opportunity to help anyone fulfill his or her floating dream. When not selling, Krusell loves to be on the water, typically in Maine or Cape Cod. A true believer in developing the boating industry, he has been a Certified Professional Yacht Broker since its infancy and values the large network of professionals available through CPYB. Krusell also finds time to volunteer with the Dover Foundation, a charitable organization that raises scholarship money for kids through performing arts. He also coaches two soccer teams. Krusell lives in Dover, Massachusetts with his wife and three kids.

## **Ken Hammond Elected New Board Chair of RBFF**

The Recreational Boating & Fishing Foundation (RBFF) has announced Ken Hammond as the organization's new board Chair. Hammond, who currently serves as Chair and CEO for independent sporting goods and outdoor product sales company The Hammond Group, will work closely with RBFF leadership to advance its mission.

Hammond has been on RBFF's board of directors since 2003 and has more than 30 years of sales and marketing experience in the fishing and outdoor recreation industry.

Hammond is active in anti-drug and stay-in-school campaigns including "Hook a Kid on Fishing." He has served on several industry boards including the American Fishing Tackle Manufacturers Association (AFTMA), the American Sportfishing Association (ASA) and the Sport Fishing Institute (SFI). Hammond attended Baylor University in Texas.

Officially elected at RBFF's January 2014 board meeting in Orlando, FL, Hammond succeeds Michael Cassidy, Group Publisher at North American Media Group.