

# SAIL AMERICA NEWS

Monthly News for  
Sail America Members



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## SAIL AMERICA NEWS March 2014

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### **MESSAGE FROM THE ASSOCIATION MANAGER**

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

### **WAYPOINTS COVER STORY**

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### **MEMBER NEWS**

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### **BOAT SHOW UPDATE**

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### **PROGRESSIONS AND JOB POSTINGS**

News about the movers and shakers in the sailing industry.

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

*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](mailto:devlin.sarah@me.com)

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## **MESSAGE FROM THE ASSOCIATION MANAGER**

We are just days away from our annual Strictly Sail Pacific (SSP) Boat Show, April 10–13, at Jack London Square in Oakland CA. What a great event this will be!

In addition to the Jack London Square, our event includes a Discover Sailing Pavilion offering show participants a free sail on the Bay with an experienced skipper to experience the joy of sailing, while enabling our members to promote their products to SSP attendees. Discover Sailing will also include a selection of on-the-water, hands-on skill-building classes that will add more fun and excitement to our attendees' Strictly Sail experience. Finally, we are partnering with local youth and community mentorship programs to offer their clientele the opportunity to experience sailing firsthand. This fits directly into Sail America's mission to get more people on the water.

We recently announced our speaker lineup for the SSP Seminar Series, with topics ranging from practical tips on cruising, to guidance on planning ocean voyages and trips to distant waters. The show's educational component is made up of three types of programs: Free Seminars, sponsored by *Cruising World*, which provide a top-level taste of sailing topics; Advanced (paid) Seminars, which offer in-depth, hands-on interactive sailing education; and On-the-Water (paid) Seminars, providing practical hands-on education out on the water. For a full list of free seminars, visit <http://strictlysailpacific.com/seminar-type/free/>. Advanced seminars are listed at <http://strictlysailpacific.com/seminar-type/advanced/> and On-the-Water seminars are listed at <http://strictlysailpacific.com/seminar-type/on-water/>.

New this year, Sail America will present SSP Best in Show awards. Five awards will be presented, including an overall Best in Show award. The Best in Show Awards are designed to recognize exhibitors for marketing excellence in presenting their products and services at SSP. For details on the categories and judging criteria, visit <http://strictlysailpacific.com/best-in-show/>. Judging will take place on Thursday, April 10. Winners will be announced and prizes from Weems & Plath will be awarded at Sail America's Annual Member Meeting on Friday, April 11, from 8:00 am–9:30 am at Scott's Restaurant at Jack London Square.

To learn more about Strictly Sail Pacific or to [purchase tickets online](#), visit [strictlysailpacific.com](http://strictlysailpacific.com). Find Strictly Sail Pacific on Facebook at <https://www.facebook.com/StrictlySailPacific> and on Twitter @StrictlySailPac.

Looking ahead, we are preparing for Sail America's Industry Conference, sponsored by B&G, June 9–11, 2014, at the Charleston Harbor Resort & Marina in Charleston, SC. This event is the place for sailing industry professionals to learn about new topics and trends, receive updates, and network with event

participants. The conference will feature a regatta, a day and a half of educational sessions, and an industry dinner. Speakers and abstracts are taking shape and we are pleased with presenters including Dawn Riley, Katie Pettibone, Ken Read, and others. For more information, or to register, click here: <http://www.sailamerica.com/events/saic/>

I look forward to seeing many of you at a Sail America event soon.

Good Sailing,  
Peter

### WAYPOINTS COVER STORY



Jim Frye is currently Vice-President of Business Development for Westrec Marinas, the group behind such facilities as Harbour Towne Marina in Dania Beach, FL, and Sunrise Harbor Marina in Fort Lauderdale, FL. He is also the industry liaison for Cruzin, a peer-to-peer boating rental operation based in Fort Lauderdale, FL, with partnerships across the United States. President Emeritus and past-Chair of the Association of Marina Industries (AMI), Jim was NMMA's Director for Marinas and Boating Access and is the former Managing Director for Marina Bay, a marina turned recreational destination and condo community in Quincy, MA. Sail America caught up with Jim at the International Marina & Boatyard Conference (IMBC) to

hear about some trends, to learn what we can expect from the marina industry, and to get a fresh perspective on sailing and the industry as a whole.

**Sail America:** You have a degree in psychology, correct? How did you get involved in the boating industry? Did you grow up on the water?

**Jim Frye:** Yes, to the degree in psychology, I might suggest that I still use a little of it every day, especially in navigating the boating industry. I literally started working in the marina industry on my 16<sup>th</sup> birthday! My dad didn't want me to miss even one day of a lifetime of work and so drove me to the Boston Harbor Marina (that later became Marina Bay) on my birthday. I worked my way through high school and college at the marina.

**SA:** Marina Bay in Quincy, MA, started to see major changes in the 1980s; I'm assuming it was under your direction. What was the catalyst for that and how did you envision the future of the industry at that time?

**JF:** I was just 23 years old when I returned to Marina Bay working for the developer that was transforming the former naval air base into a residential and retail development. My role was to preserve and expand the marina as a part of the development, which proved challenging from time to time. Competing for space to preserve important marina functions like hauling, launching, and storing

boats was difficult when comparing those marginal profit centers to the boom from developing the land. Fighting for parking space for boaters and maintaining some proximity to the water was a regular exercise. So I don't know that it's fair to talk about my vision of the future of the industry. I was busy trying to preserve the past but I guess in doing so I helped to create what is now a successful development that has integrated a very productive marina operation into a vibrant residential, commercial, and retail community.

**SA:** Has your vision for the marina industry shifted since the late '80s with the advent of new technology or boater habits?

**JF:** Most marinas have evolved beyond the traditional boat storage facilities into destinations that play host to the boater's experience. Marina operators have learned that much if not most of the boating experience is happening at the dock and have made that "dock" as interesting as possible. Marinas are vibrant communities of families recreating both on and off the boat. Our challenge as an industry is to get the future generations off the phones and tablets and interacting with each other and the great outdoors. Boating is one of the few places that those things are still happening.

**SA:** You have been involved with marina associations since the days of the Marina Operators Association of America (MOAA), which merged with the International Marina Institute (IMI) in 2005 to become the Association of Marina Industries (AMI). What are some changes you've seen over the years, in terms of marina development, training demands, and demographics? [Ed note: IMI remains as the training subsidiary of AMI]

**JF:** We've seen a trend toward increasing professionalism in the marina industry. We continue to certify more marina managers. The old MOAA was principally made up of marina owners that came together around their interest in battling with the regulatory community. IMI was more of a "think tank" whose members were senior level marina employees (professional managers) and consultants, engineers, and designers. This was the group that created marina manager certification and all of the training programs that support it. In merging these two associations we added strength to each agenda and in many ways the current offering of the AMI and especially the IMBC [International Marina & Boatyard Conference] are evidence of the strength in bringing these groups together. The industry is now leading, or at least in step with, the regulatory community in creating things like Clean Marinas and Best Management Practices.

**SA:** It's pretty well agreed that boating access is both a necessity to grow boating and a challenge for many who don't go boating. What are some of the challenges you've seen and what are some of the obstacles you've overcome?

**JF:** I was for a number of years the professional staff for the industry's efforts to preserve and expand boating access. The challenges to access included waterfront development, moving away from water-dependent uses to water-enhanced uses like the development at Marina Bay. Additionally, the regulatory community was working to preserve water quality by trying to move marinas

away from the water. There are ongoing arguments over whether or not marinas are providing or prohibiting public access to the nation's waterways. We have recently joked about solving the boating access crisis; all it took was a recession! Supply suddenly matched demand, problem solved. We'll continue to see challenges to boating access and it will again be a limiting factor for boat sales. Efforts to move smaller boats into drystack storage will be helpful preserving space in the water for larger boats and of course sailboats that can't be stored this way.

**SA:** What are some amenities Westrec offers for sailors and what are some things sailors look for, in your experience?

**JF:** Sailors are looking for those things that support and enhance their time on the water, away from the dock. Sailors are looking for provisions, safe harbors, and amenities like great restrooms to balance the time on the water. Westrec offers our sailing communities a respite and safe harbor as well as supporting events like regattas, races, and transient travels.

**SA:** What are some design challenges you've encountered with sailboats that come into marinas that you have either acquired or managed?

**JF:** Adequate draft is probably the number one challenge when trying to accommodate and build a sailing marina. The next is designing marina berths to properly secure sailboats; they are shaped a little different than most powerboats. It's also important that fairways, entryways, and exits are designed for the slightly less maneuverable sailboats operating under power. Space is important and of course at a premium in most marinas.

**SA:** In what ways do you think about sailboats when you acquire a new marina?

**JF:** Sailors are more active than most powerboaters and an active sailing community can be really healthy for a marina. Youth sailing programs bring young people to the marina. Racing teams and regattas bring activity to the marina. And a transient sailor makes the marina more vibrant helping to promote the marina in their travels as well as bringing and sharing some of the experiences they have had in other places. This can add value to a marina. Finding a marina with a sailing component can make a marina more attractive for acquisition.

**SA:** What can the sailing industry do to further interest in sailing? Should there be more collaboration within the industry?

**JF:** Collaboration is a good thing in most cases. It's easier to see our differences when we don't have to look at each other. I think that the sailing industry has done and continues to do a good job working throughout the marine industry promoting its products and lifestyle. That work needs to continue, especially in the marina segment. Too many marina operators would look at sailors as a group more frugal and less inclined to invest in their boating experience but I believe in many cases that the opposite is true. Sailors are much more passionate and more heavily invested in pursuing that passion.

**SA:** This past spring, you got involved as Industry Liaison for Cruzin. What made you get involved with that group?

**JF:** In my opinion Cruzin is bringing a current trend in social interaction to the boating industry. For some time now, consumers have been participating in “collaborative consumption,” purchasing things from each other rather than from retailers. Cruzin is bringing an Internet platform that boaters can use to rent their boats to other qualified boaters. This brings more value to boating and increases access to boating. Those are two things that I have been working on for most of my career in the boating industry. Supporting Cruzin in delivering their product and meeting these goals makes a lot of sense to me.

**SA:** What does Industry Liaison mean? What are your goals in that capacity?

**JF:** As Industry Liaison I’m simply introducing them to as many folks in the recreational boating industry as possible and helping them to learn what they need to know about that marketplace. There are some pretty specific ways to navigate the boating space and I’m trying to help them stay on course and not suffer too much “the wind and tide.”

**SA:** What are some of the messages you’re trying to bring to the industry and how can this lead to boat sales?

**JF:** I’m hoping that the industry can embrace Cruzin as an expansion of how we’re doing business and not see it as a threat to boat sales. We know from extensive research that the best way to get people interested in boating is to get them out on the water. Cruzin and this kind of collaborative consumption is providing a new and inexpensive way to get more people in boats and out on the water.

**SA:** How is the concept of peer-to-peer boat rental being received within the industry and within the consumer world?

**JF:** The world gets it! Some in the industry are willing to embrace it as an opportunity; some others are change adverse and at the very least remain more skeptical. For the most part it’s an education process. Once people take the time to get over the initial “I don’t know how that works so it can’t be a good idea” they begin to look for ways to make it work for them. We’re seeing more and more of that and the concept is getting traction.

**SA:** With Cruzin, do you see more powerboats or sailboats? Do you actively market to either sector more, and why?

**JF:** The answer is both; neither segment is really dominating just yet. Obviously, Cruzin is attracting powerboaters because they can get involved with a little less experience and sailboaters that see the value in getting access to a boat with which they are familiar or one that they would like to try out. Anyone passionate about boating will see the benefit of getting more out of their boat and/or getting access to a boat they may not be able to purchase today but hope to soon.

**SA:** Through Discover Sailing, new boaters can go sailing with experienced skippers or potential buyers can take a boat donated through a manufacturer (such as J Boats) for a sea trial. If peer-to-peer boat rental can lead to sales, what can the sailing industry do to make itself more accessible to that concept?

**JF:** The peer-to-peer platform is an excellent place for sailboat manufacturers and dealers to get experienced sailors on board and using their new and used products. Sites like Cruzin allow manufacturers and dealers to list their boats and Cruzin even offers an incentive to those that list more than one boat so a manufacturer can include their whole product line and earn a little rental income but more importantly get sailors using and appreciating their particular products. It makes sense that one will buy a boat that they have tried out and are confident that it's a good fit for them.

**SA:** Is Cruzin or are you doing anything to get people more involved in boating, e.g., boat handling classes or courses on navigation and/or rules of the road?

**JF:** I just enrolled in the new "Marina Pro" training that is being offered by the National Safe Boating Council in cooperation with AMI, sponsored by a grant from the US Coast Guard. The idea is to train "trainers" at marinas that can assist boaters in getting more and better experience running their boats and so get more enjoyment out of those boats. The NSBC developed the program a couple of years ago and AMI is helping them reach marina operators. My goal is to get the certification so I can help get marina operators (or their designees) trained and working with their marina customers. It will be an easy expansion to begin offering training to brand new or "want to be" boaters at marinas too.

*Peer-to-peer boat rental will be addressed at the [Sail America Industry Conference](#), June 9–11, 2014, in Charleston, SC, in a seminar called "Sailboat Rental: A Brave New World." The panel will include representatives from Cruzin, SailTime, and Boatbound.*

## **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](mailto:devlin.sarah@me.com).

### **Sail America Member BeneteauUSA Wins Big in Miami**

Introduced this past October, Beneteau's Oceanis 38 was one of thirteen marine products honored for innovative achievement by the National Marine Manufacturers Association (NMMA) and Boating Writers International (BWI) at the 2014 Progressive Insurance Miami International Boat Show in February.

Furthermore, the new Oceanis 38 has been enjoying success at the winter shows in Toronto, Chicago, San Diego, Seattle, Vancouver, and Miami. The new concept has also received three awards in the space of six months:

- Best Boat 2014 by Sail Magazine in the 31 to 40-foot monohull category

- European Yacht of the Year 2014 in the family cruiser category
- NMMA Innovation Award 2014

“Beneteau has found a way to attract younger families to sailing with this convertible boat that grows with you. It’s almost enough to turn you from power to sail,” Roger McAfee of *Sea* magazine said.

### **Sail America Member City of Clearwater Named in Top Ten Best Places to Watch a Sunset in USA Today Travel**

For more information, read [the article](#).

### **Sail America Member *Great Lakes Scuttlebutt* Reports on Great Lakes Dredging**

The Army Corps of Engineers is slated to spend an extra \$25 million on Great Lakes navigation projects, including money aimed at shrinking a backlog of dredging projects, U.S. Sens. Carl Levin (D-Detroit) and Debbie Stabenaw (D-Lansing) announced this month. Leland Harbor is one of the Corps' to-be-dredged harbors. The Department of Natural Resources (DNR) also happens to have done dredging there last year. Bill Boik, programs and grants manager for the parks and recreation division of the DNR, said it needs to be done again. To read on, [click here....](#)

### **Groupe Beneteau to Sponsor 10 Scholarships for the US Sailing Reach Program**

*Groupe Beneteau* will be sponsoring 10 scholarships for educators working in at-risk schools in Charleston and Marion County South Carolina for the US Sailing STEM Educator Course held in association with Sperry Top-Sider Charleston Race Week.

The Reach Program is a US Sailing initiative that utilizes sailing as an educational platform, challenging youth to embrace education, establish a love of learning and explore productive Science, Technology, Engineering, and Math (STEM) based careers. The program combines educators, sailing instructors, engineers, scientists with today’s youth to provide them with a one-of-a-kind authentic learning experience, giving students the opportunity to apply classroom learning in a cooperative work environment.

### **Sail America Member Jeanneau Receives Top Honors at Miami International Boat Show**

The Sun Odyssey 349 was awarded the 2014 Consumer Choice award for Best Monohull over 30' during the Miami International Boat Show in February.

The Consumer Choice award is determined by the attendees of the show. Every visitor can cast a vote for the boat they consider to be the best.

### **Sail America Member Little Yacht Sales Reports Record Sales in Jan and Feb**



The combined sales of the Little Yacht Sales (Kemah, Texas) and Texas Power Yachts office has experienced a 33% increase in sales for January and February over 2013 and March was also looking to be up about the same percentage. Given the cold weather (even for Texas) over the past two months, Little Yacht Sales president and founder Kent Little is viewing this upswing as an indication that the market has come back, especially in sail. According to Little, power is lagging some in brokerage sales but new boat sales are up in power as per the manufacturers.

### **Sail America Member New England Ropes Is Now Called Teufelberger Fiber Rope Corp.**

New England Ropes Corp. has been renamed Teufelberger Fiber Rope Corp., marking another step forward in its efforts to reinforce the global orientation of the Fiber Rope Division. As a part of this name change, the group also integrated the website of New England Ropes into its existing Teufelberger website.

### **Sail America Member Offshore Sailing School Partners with Scrub Island Resort, Spa & Marina in British Virgin Islands**

Beginning April 1, Scrub Island Resort, Spa & Marina will be offering three- and five-day Learn to Sail packages through a partnership with Colgate's Offshore Sailing School (Fort Myers, FL).

"Having taught more than 130,000 people to sail over their 50-year history, Colgate's Offshore Sailing School is the perfect partner to introduce this exciting experience to our guests in one of the world's most fantastic sailing destinations," Anura Dewapura, Scrub Island Resort managing director, said. "We're thrilled to be working with Doris and Steve Colgate and their Offshore Sailing School team to add this remarkable sailing adventure to our growing list of island amenities."

The five-day Learn to Sail course taught in half-day sessions starts at \$2,525 per person, including six-night accommodations. For a more fast-paced curriculum, the three-day Learn to Sail course starts at \$2,115 per person, including four-night accommodations.

The resort also offers additional courses for those who want to sharpen their sailing skills including Performance Sailing, Fast Track to Cruising, and Bareboat Cruising courses with rates starting at \$2,525 per person.

For more information on Offshore Sailing School at Scrub Island Resort, Spa & Marina visit [OffshoreSailing.com](http://OffshoreSailing.com) or [ScrubIsland.com](http://ScrubIsland.com).

### **NMMA President Thom Dammrich Reappointed to Industry Trade Advisory Committee on Consumer Goods**

[National Marine Manufacturers Association \(NMMA\)](http://NationalMarineManufacturersAssociation.com) president, [Thom Dammrich](http://ThomDammrich.com), has been reappointed to the Industry Trade Advisory Committee (ITAC) on Consumer Goods for a four-year term. The ITAC on Consumer Goods is one of 16

Industry Trade Advisory Committees, which are jointly administered by the Department of Commerce and the Office of the United States Trade Representative.

Dammrich was appointed to represent the viewpoints of NMMA members and the U.S. recreational boating industry. Through this committee he will provide policy and technical advice, information, and recommendations to the Secretary of Commerce and the U.S. Trade Representative regarding trade barriers, negotiating and bargaining objectives of trade agreements, and implementation of existing trade agreements affecting its sectors. In addition, he will perform advisory functions relevant to U.S. trade policy as may be requested by the Secretary and the USTR or their designees.

The Committee meets six times a year in Washington, DC. The members, all of whom come from the private sector, serve in a representative capacity presenting the views and interests of a U.S. entity in their respective industry sectors.

Recreational boat and marine engine exports increased 2.9% in 2012 to \$2.2 billion, creating a \$275 million trade surplus. Given the growth of exports within the recreational marine industry, [NMMA's Export Development program](#) addresses the needs of its members by helping them explore opportunities in international markets. Through a [partnership](#) with the Department of Commerce's U.S. & Foreign Commercial Service (US&FCS), NMMA offers a formalized program that brings its members improved access to international trade resources offered by the U.S. Federal Government.

Read more about the trade administration and its advisory committees [here](#). For questions or media inquiries, contact NMMA's [Lauren Dunn](#).

### **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 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).



## **ECONOMIC INDICATORS—THE LATEST UPDATES**



### **NMMA Changed its Member News Formats**

In the past, Sail America has provided its members with the National Marine Manufacturers Association (NMMA) Economic Indicators with links to Boating News Net. This past week, NMMA announced it would combine its three e-newsletters, *Currents*, *Washington Wave*, and *Boating News Net*, which were delivered weekly, bi-weekly and monthly, respectively, into **one daily** e-newsletter. According to NMMA president Thom Dammrich, this will ensure NMMA is providing the industry the most current news and the most important news in a more timely manner.

For more information or to subscribe to NMMA *Currents*, please visit [NMMA.org](http://NMMA.org).

## **BOAT SHOW UPDATE**

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

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

### **Annual Member Meeting at Strictly Sail Pacific Boat Show**

Please join us for Sail America's Annual Member Meeting on Friday, April 11, 2014 from 8:00am–9:30am at Scott's Restaurant in Oakland, CA. Taking place during [Strictly Sail Pacific](#), the member meeting will include breakfast and is open to members and non-members. As the meeting you'll hear an update on Sail America's accomplishments and future plans. You'll also have the opportunity to network with industry professionals. See you there!

### **Best in Show Awards at Strictly Sail Pacific Boat Show**

New this year, Sail America will present Best in Show awards during Strictly Sail Pacific. Five awards will be given out, including an overall Best in Show award. Winners will be announced at Sail America's Annual Member Meeting on Friday, April 11 from 8:00am–9:30am at Scott's Restaurant in Oakland, CA. The Best in Show Awards are designed to recognize exhibitors for marketing excellence in presenting their products and services at Strictly Sail Pacific. Sail America will be judging the contest with the help of independent judges who will use the following criteria to select the winners:

- The display projects a quality image—attractive, clean, and well lit.
- The display creates a positive sailing lifestyle image.
- The display is inviting and accessible to attendees.
- There is good traffic control with systems in place to register prospects.
- Staff is attentive and professional.
- There is consistent branding throughout the display (i.e., booth design, collateral, signage, staff attire, etc.).

There will be an overall "Best in Show" winner and prizes will be awarded in the following four categories:

- Best Booth Display–200 square feet and under<sup>2</sup>
- Best Booth Display–Over 200 square feet<sup>2</sup>
- Best Boat Display–Four or fewer boats<sup>2</sup> Best Boat Display - Five or more boats

<sup>2</sup>

Judging will take place on Thursday, April 10. Be sure to attend Sail America's Member Meeting to see if you win. Good luck!



### **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.

Sail America’s Industry Conference includes timely session topics such as marketing to Millennials, the growth potential of ownership models, diversifying sailing, video advertising, how you can use mobile apps to engage your customer base, and more. For more information, [visit the Sail America Industry Conference page](#).

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. The conference will feature a regatta, a day and a half of educational sessions, and an industry dinner.

### **US Boat Shows Brings Cruisers University to Feature High-Tech Navigation & Diesel Maintenance Classes at Annapolis Spring Boat Show**

*April 24–27, 2014, in Annapolis, Maryland*

The Annapolis Spring Boat Show will include *Cruisers University’s* 50 expert-taught seminars, classes designed for women, and intensive hands-on programs focused on high-tech navigation and diesel maintenance. Running concurrently with the 2014 Annapolis Spring Sailboat Show, April 24–27, *Cruisers University* will provide two days of intensive training and two additional days of elective seminars.

"The courses cover everything from understanding thunderstorms and crossing the Gulf Stream, to electronic charting and diesel engine maintenance," Paul Jacobs, President of the Annapolis Boat Shows, said.

For more information contact Nancy Grisham at 410-263-7802 or [visit their website](#).

### **American Boating Congress Welcomes Amy Walter to Agenda**

*May 5–7, 2014, Washington DC*

The American Boating Congress will this year welcome Amy Walter, National Editor of The Cook Political Report and Former Political Director of ABC News, to the agenda on Wednesday, May 7. Over the past 14 years, Walter has built a reputation as an accurate, objective, and insightful political analyst. Known as

one of the best political journalists covering Washington, she is the national editor of The Cook Political Report and the former political director of ABC News. From 1997–2007, Walter had also served as senior editor of The Cook Political Report. Her political forecasting is respected by both Republicans and Democrats alike, reflecting NMMA's commitment to bipartisanship on Capitol Hill.

For more information, visit [www.nmma.org/abc](http://www.nmma.org/abc) or follow NMMA on Twitter @therealnmma using #ABC2014.

**SAIL AMERICA**  
ANNUAL MEMBER MEETING



**SAVE THE DATE**  
**SAIL AMERICA ANNUAL MEMBER MEETING**  
**AT STRICTLY SAIL PACIFIC**  
Friday, April 11, 2014  
8:00 AM – 9:30 AM (Breakfast Included)  
Scott's Restaurant, Harborview AB  
Jack London Square • Oakland, CA

[www.strictlysailpacific.com](http://www.strictlysailpacific.com)

**HEAR SAIL AMERICA UPDATES & 2014 INITIATIVES**  
**NETWORK WITH INDUSTRY PROFESSIONALS**



The graphic features a blue background with a collage of images related to sailing and boating. At the top left is the Sail America logo, which consists of a stylized American flag with three white stars on a blue field and red and white stripes below. To the right of the logo, the text reads "Sail America Industry Conference" in a large, white, serif font, followed by "Charleston Harbor Resort & Marina" and "Charleston, SC" in a smaller, white, serif font. Below this, a curved banner contains the text "SAVE THE DATES: June 9-11, 2014" in a yellow, serif font. The collage includes several photographs: a resort building with a pool, two sailboats on the water, a horse and rider, a marina with many boats, a sailboat with people on deck, and a sailboat on the water with a building in the background. At the bottom left, the text "Title Sponsor" is followed by the "B&G" logo in a large, white, bold font. A curved banner at the bottom right contains the text "Explore the Possibilities" in a yellow, serif font.

**Sail America**

**Sail America Industry Conference**  
*Charleston Harbor Resort & Marina*  
*Charleston, SC*

**SAVE THE DATES: June 9-11, 2014**

**Explore the Possibilities**

Title Sponsor **B&G**

### **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**

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#### **West Coast Multihulls Welcomes Mat Bryant Back to The Team**

[West Coast Multihulls](#) welcomed Mat Bryant back to its team after a two year hiatus. Bryant will be leading the WCM Performance Division, which includes clinics, race prep and promotion, and representing Corsair and Weta brands as



part of the WCM sales team. He will continue to support local race boats, direct a few selected events, and work to expand multihull participation on all levels.

A significant new offering from WCM is sail systems optimization. Bryant will work with clients, whether racers or cruisers, on racing trimarans or cruising cats, to optimize sail handling and performance for their desired use of the boat.

Bryant's background is suited to the task. He was put in charge of redesigning UK Sails factory direct Corsair program and spent time further developing its racing products. After joining North Sails in 2003, Bryant saw the need for higher quality sails in the Corsair fleet, and began to develop North Sails designs for all the Corsair models. A fringe benefit of his new position was Bryant's development as a professional racing sailor, traveling to regattas around the world. His racing experience includes inshore one-design racing in Melges 24 to offshore racing on boats up to 130 feet, including 5 Transpacs.

### **Marlow Ropes Partners with Interwestern Sales**

Marlow Ropes entered into a partnership with Seattle-based Interwestern Sales. If you are located west of the Mississippi river feel free to call James Collins at Interwestern Sales for any Marlow needs: [james@interwesternsales.com](mailto:james@interwesternsales.com) or on (206) 633-1377.