

SAIL AMERICA NEWS

Monthly News for
Sail America Members

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SAIL AMERICA NEWS September 2014

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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@sailamerica.com

MESSAGE FROM THE ASSOCIATION MANAGER



The Fall boat show season kicked off recently with shows around the country, including Newport, Lake St. Clair, Seattle Boats Afloat and the Norwalk boat shows. I have been hearing and reading more promising news lately about consumer attendance for the fall boat show season and have spoken to several dealers and manufacturers that are feeling more confident as boats are being sold as consumers are returning to these shows.

Sail America returned to the Newport International Boat Show and highlighted several of our members' products and services through our Discover Sailing program. In addition to the free Discover Sailing program designed to get consumers on the water, we offered paid programming in partnership with North University that highlighted the diversity in training consumers are looking for when attending a boat show. The adoption of these programs was tremendous. Registration for the free programming was on a first come, first served basis and was full most days. And with new advanced trainings offered this year, we added a hands-on on-the-water sail trim course that allowed sailors to board a boat, and with a North U Instructor, trim and adjust the sails to maximize their learning. In addition, we featured a Match Race clinic with Dave Perry, a 4-time US Match Race Champion. We hosted two collegiate sailing teams, including BU and Dartmouth College, in addition to several individuals that signed up to learn more about the sport.

The St. Petersburg Power and Sailboat Show will continue to feature the Sail America seminars and Discover Sailing program. We have scheduled a full line-up of programming to engage consumers and continue to highlight the sailing lifestyle. If you would like to present a seminar during the show, please email our Seminar Coordinator at seminars@sailamerica.com. Participation in our seminar program offers members a great opportunity for exposure at one of the Southeast's premier shows.

The Strictly Sail Pacific Boat Show is scheduled for April 9-12, 2015! You should have recently received a 'Save the Date' email that went out to the industry. We are excited the show will return to Jack London Square, and are looking forward to hosting the West Coast's only all-sail show again this year. We hope that you too will support the sailing industry's only show on the West Coast!

We recently announced that the Sail America Industry Conference, sponsored by B&G, will return to Newport, RI in June 2015! Sail America's Industry Conference is the place for sailing industry professionals to learn about new topics and trends, receive updates, and network with other sailing industry professionals. Don't miss your chance to attend.

At the upcoming Annapolis Boat Show, Sail America will again host our Industry Meeting on Friday morning. The meeting is a chance for sailing industry professionals to network with each other and hear an update on Sail America's accomplishments and future plans. In addition, we will be recognizing the Best in Show Awards during the breakfast.

See you in Annapolis!

-Peter Durant

WAYPOINTS COVER STORY



Margaret Bonds Podlich is the president of BoatU.S.--the nation's largest group of boaters, with more than half a million members. Podlich started her career at BoatU.S. in 1994 as the director of the BoatU.S. Clean Water Trust, where she developed clean boating and clean marina programs. In 2000, that nonprofit merged into the BoatU.S.

Foundation for Boating Safety and Clean Water, which expanded Podlich's role to include boating safety. She was promoted further in 2005 becoming Vice President of Government Affairs where she lobbied for boating-friendly policies, including the successful passage of the 2008 Clean Boating Act.

As the daughter of former US Sailing executive director John Bonds Podlich, Podlich was raised as a sailor. She raced in college and competed in a wide range of national and international events causing her to be named "one to watch" by the *Capital Gazette* in Annapolis in the 1990s. She was on the 2006/2007 US Sailing Team, racing the Yngling alongside Olympian Carol Cronin and Kim Couranz, and she has steered and crewed many Rolex Women's Keelboats Champs. Currently Podlich is active in Laser Masters regattas, team racing in J22s, and paddle boarding.

Sail America: You've been a member of the BoatUS team since 1994. What are some shifts you've seen in the past two decades?

Margaret Bonds Podlich: On the positive side, boats are being better built, and there is a wider array of accessories for boats, including some beautiful and affordable electronics. Maintaining access—both to the water and on the water—is much more front-of-mind within the boating industry.

On the negative side, the number and frequency of hassles for boaters has grown. It's difficult for many to find the chunks of time for boating, and the push/pull of double income couples, and nights and weekends full of kid and alternative activities, as well as costs of boat ownership, have impacted the growth of boat ownership.

But the passion that so many people have for the water is unchanging. We just need to introduce new people to it, and work harder to keep current boaters in boating.

SA: You've been president for three years now. What are you working on these days, what are you focusing on, and what are some of your goals?

MBP: Well it's always interesting to evolve your personal emphasis from organizing and running programs to the more umbrella role of running an organization and people. Just like everyone within Sail America, we're trying to take really good care of our current customers, while looking for new customers and growing the business. The best part is that I get to talk to a lot of boaters and learn about their boating, what's bugging them, and what's working for them, and how we are doing. I think that reality check is vital for any business leader.

I'm focused on what BoatU.S. can do for boaters, both now and in the future. I see boats, and boaters getting older, and as an industry, we're not doing a great job of filling the future funnel with 10–40 year olds who will work boating into their busy lives. The world is a different place than it was in the '80s and '90s, and with this new reality, the economics (money/time/energy/hassles) of boating have changed. We're all working to get our hands around how those factors will influence our businesses, and how we can better work within those evolving realities.

SA: You started at BoatU.S. as the director of the BoatU.S. Clean Water Trust, now the BoatU.S. Foundation for Boating Safety and Clean Water. BoatU.S. is known for promoting safe and clean boating. What are some advancements you've seen in clean water initiatives and what do you see happening as we move forward?

MBP: When I came to BoatU.S. the concept of boaters as stewards of the water—of clean boaters—was really new. It was cool to help figure out what could constitute a clean marina, and help develop ideas and programs that are now mainstream.

For years we worked on “Help Stop the Drops” to help folks prevent fuel spills while refueling. Fuel docks now have more signage, absorbents, and how-to information. New advancements in fuel systems including carbon canisters, should go a long way in the future to reduce the long-problematic challenge of fuel “burping” while filling up the boat. Now that's progress!

There is more infrastructure to help boaters too. Pumpouts are much more available, thanks to Clean Vessel Act funds. Products to help minimize our impacts are more mainstream as well—for example, the alternative bottom paints with lower metals, which you can find in nearly every boat store. Marinas have recycling bins, people carry their reusable water bottles. You didn't see those things 20 years ago.

In terms of looking forward, invasive species remain a problem, and a challenge for boating. There are an estimated 180 non-native species in the Great Lakes alone. Our wonderful world economy means that whether it's the swine flu or the sea lamprey, we can move bad things to new places fast.

On the positive side, our nonprofit BoatU.S. Foundation has just launched a free online Clean Boating Course—first of its kind—available to all at boatus.org/courses.

SA: BoatU.S. is by all accounts a consumer group, but BoatU.S. does some heavy lifting when it comes to industry lobbying. What are some ways BoatU.S. is an advocate for the boating industry and/or how do BoatU.S.' efforts directly impact the industry?

MBP: Our lobbying work is designed to keep boaters in boating, which means they keep needing the products and the boats the industry is making. We want to make sure that boating is an affordable, accessible, and fun recreation. Those goals are beneficial for the industry as well, and 95% of the time we are in agreement on issues with the boating industry. Our collaborative efforts with NMMA really started in 2006 when it looked like every boat in every state was going to be required to have an operating permit. Looking back at what the luxury tax did for the boat business, can you imagine what this could have done? Working together, and leaning on each other's strengths, we were able to get the federal Clean Boating Act passed.

Now, we are very involved in the reform of the Renewable Fuel Standard—which is the federal mandate to put more ethanol into each gallon of gas. Most boaters have figured out how to work with 10% ethanol, but marine engines are not built for higher blends. We have to fix this.

SA: One major victory we saw this spring was the defeat of the so-called “Gonzalez Amendment,” which was tacked onto a Florida Fish and Wildlife bill and severely restricted anchoring in Miami Dade and Broward Counties. Can you talk about what kind of effect that could have had on the industry and how BoatU.S. was able to help vote that down in such a short amount of time?

MBP: Wow, that was a close victory this spring, and an issue that continues to lurk—in fact there are Florida FWC meetings about anchoring taking place this week [*ed. note—early September*].

For years, anchoring rights have been contentious in Florida, fueled by legitimate concerns about truly derelict boats. BoatU.S. has actively worked to separate out the discussion about what to do about derelict boats from the discussion about active cruisers. In 2008, we spent a lot of time working to pass a state law that restricts the counties from restricting anchoring, and developed five pilot

anchoring areas. The idea was to see what could work, and what wouldn't work for active cruisers.

The problem is that everyone has their own perspective on when/where/how someone should or shouldn't be able to put an anchor down. One person's tolerance is different than the next, and if you park your boat outside "Joe's backyard" and impede "Joe's view" and stay there with towels drying, for months on end, and then maybe leave your boat for a while, Joe might get tired of worrying about it, and in fact get pretty annoyed.

This spring, the Gonzalez Amendment was a result of someone deliberately annoying "Joe" and Joe decided to put up a very well-funded legislative fight. He nearly won. BoatU.S. pulled out the stops and let our cruising members know what was up, used our activist network and emailed a lot over the course of several days, worked the floors of the House and Senate with our state lobbyist, and tried to talk sense and use facts in this emotional fight. The voting—well it was way too close for comfort! And we are already in conversations regarding similar legislation that may be proposed next year.

Ultimately, it comes down to the idea that we all need to realize we aren't the only ones on the water, and we need to figure out how to peacefully coexist. BoatU.S. will continue to defend the right to have options on where to stay—on a hook, at a dock, on a mooring—and we'll all have to realize we need to play in the same sandbox together.

SA: What, in your opinion, are some of the biggest challenges facing the sailing industry today and what can the industry do to address those challenges? What are some ways the industry can stay competitive with other recreational sports that may be siphoning away some boating participants?

MBP: There are some shifts in outdoor recreation and participation, and we're part of that. Here are some interesting stats:

- In 2012, (only) half of all Americans participated in some form of outdoor recreation. Adolescent participation dropped and there is also less participation in outdoor recreation among minority populations. (The Outdoor Foundation)
- Overall golf participation fell in the US in the last 5 years. Millennial's golf participation (age 18–34) fell 13% in the last 5 years, and bowling declined as well, while yoga and jogging went up. (Wall Street Journal: 8/1/2014) In the last 4 years, participation in alpine skiing declined 24%, while snowboarding declined 1% and cross country declined 20%. (Snowsports Industries Association)

The takeaway—it's not just us.

The bottom line for sailing is that we need to make it easier and we need to introduce—and keep—more people in the sport. That first step towards entry

into sailing can be a VERY tall step, with the high cost of entry and ownership. It's not like you buy a tennis racket and a can of balls and go to the local free park and play a game of tennis. We need boats that are easy to maintain and easy to use, not boats where half the time you have is spent repairing a boat. We need to work on premier customer service, like a Lexus dealer, so that boats get fixed on time and on budget. I expect our customers to have less free time and less tolerance for the hassles of boating. We will all need to work harder to get them and keep them in boating as their preferred recreational activity.

SA: Do you see a shifting focus from sailing to powerboating among people who choose to purchase new or even used boats?

MBP: Not necessarily. Some of the new boat categories that are selling well include powerboats that can tow, pontoon boats, and paddleboards. I know a lot of folks who are into sailing, but also have powerboats. In terms of introducing boating to new people, I think sailing already has some great infrastructure in place with learn-to-sail programs across the country. But the terminology, the moving parts, the complexity of getting a sailboat to move, can be a whole lot more daunting to the beginner if we don't help them along. Maybe we need to get people on a boat sooner in the learning process, so they then learn "boom" within the context of the experience of boating?

SA: Do you notice a shifting demographic amongst boat buyers overall? (For instance, do you see more women, fewer Baby Boomers, younger people, etc.)

MBP: I'm not as in direct touch with boat buyers as boat sellers are, so I might not be the right person to answer this question. But I still think we are behind the drastic demographic shift that is occurring—whether we embrace it or not—in this country. For example, 20% of the US adult population is Latino, ages 18–49, and their buying power is growing at 2x the rate of the non-Latino. We have got to do a better job of getting them into boats. An interesting sidebar is that an estimated 60% of Hispanic/Latino kids can't swim. What's the likelihood of someone who can't swim wanting to go to the water in their free time?

SA: You spoke at the Sail America Industry Conference this spring on a panel with Dawn Riley of Oakcliff Sailing (Waypoints subject, May 2014) about women as an emerging market in the sailing industry. In what ways can the sailing industry tap into that purchasing group?

MBP: Understand that women make or break most large consumer decisions in the household, as well as what the family is doing this weekend. Be attentive to what barriers they may feel, at any age, and address them.

According to the Census Bureau, in 2012, US Households by type:

- 20% married couples with children
- 29% married couples without children
- 18% other family households

- 15% women living alone
- 6% other non-family households.

There are a lot of potential customers in there for you.

I think it's important that each of us, as business owners, take a look at how we interact with all potential customers, whether it be a woman, an African-American, or a 20 year old. You don't have to dumb down the information being provided, but it is important to know more about your customer's needs. If the woman isn't a boater, what options do you have for them to learn (without the spouse)? Do you provide a boat orientation/lesson for the new boat-owning family—not just the man? Does your store/showroom have anything for the kids to do other than climb all over the boats? Do you have a diverse sales force? Once families are into boating, are the boat clubs/yacht clubs as open to the woman as the man? Some are, and some are (still) not.

Sailing provides such a getaway and such a huge potential for positive down time with family and friends. That's pretty scarce these days, and can be used to great advantage!

SA: What are some ways the sailing industry can get younger people or new people involved with sailing?

MBP: Create different event formats and get club/community sailing boats to make it easy, fun and cheap to participate. In the past year, I've started sailing in Friday night team racing and Monday night match racing—using club-owned boats that are ready and waiting at the dock when you blast in from work. These formats are really working, and we are getting 16–35 year olds out on the water. They are in a very different place than some of us older sailors—their conversations include topics like asking someone out, their upcoming marriage, and buying their first house.

From the financial side, we aren't requiring them to be boat owners to continue to be avid racers. And that may be the way that clubs keep the 20–40 year olds engaged. It's been great to have an array of ages on the race course, and afterwards "the kids" teach the older sailors this adrenaline-filled sailing discipline they did in college. It's great!

I've also seen some fun regattas that have a great racing element, but a substantial emphasis on the party side too—with racing right off the dock for good spectating, a live band in the parking lot, part of the proceeds going to charity, and everyone welcome, whether you are sailing or not.

I think we're going to have to think out of the box to see what works for different groups—what your average 60-year-old sailor is used to may not work for the 25 year old. Then again, they may be open to trying something new too!

We also need to remember that everyone, and every kid, doesn't fit into a racing program. As an industry (or just from our own experiences) are we too racing-focused to be as inclusive as possible?

I have a friend with a 10 year old who loves sailing, but who doesn't want to go back to sailing camp for the third summer. He is not a competitive kid, and the program he's involved with focuses on racing. Can we think about alternative programs that have a more widespread appeal to help kids become happy around the water—maybe with sailing, powerboating, paddling, without aspirations to be the next America's Cup skipper?

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@sailamerica.com

[Torqeedo Signs Deal with Bennington](#)

Sail America member Torqeedo has signed a deal with boat builder Bennington. Torqeedo said its Cruise 4.0 motor and lithium-ion batteries will power Bennington's new Electric Series of pontoon boats. Torqeedo motors provide a clean, quiet, and powerful solution. Its environmentally sound 9.9-hp equivalent motor provides power and speed for Bennington's S-Series 20- to 24-foot pontoons.

More information: tradeonlytoday.com

[U.S. Sailboat Show Returns in October](#)

The 45th United States Sailboat Show will open October 9, 2014, and continue through October 13, 2014, with miles of docks in the historic seaport of Annapolis, MD. Major manufacturers will debut sailboats at the show and a new section this year will feature high-performance racing sailboats. This show, reportedly the oldest in-water sail show in the U.S., will feature one of the largest collections of multihulls and catamarans in the world. Ken Read who is considered to be one of the world's most accomplished and celebrated sailors (see [Waypoints, April 2014](#)) will make an appearance by being a special guest speaker. The first Sailing Industry Distinguished Service Award, co-sponsored by Sail America, will also be presented at the show.

More information: tradeonlytoday.com

[Beneteau Makes Push into South America](#)

Sail America member Beneteau America, announced its intention to speed up the development process of the company's distribution to South America. This move will be led by Beneteau sales manager, Bruno Gouezigoux. Beneteau will exhibit three new boats at the Sao Paulo Boat Show in Brazil as part of their movement

plan. Beneteau has an organized a “North/South axis” strategy for the expansion, with hopes of it being very successful.

More information: tradeonlytoday.com

Industry Mourns Former Sail Magazine Ad Director

Former longtime advertising director for Sail Magazine, Joseph Howey, passed away at age of 82. Howey immigrated to the U.S from England in 1959 where he began his career in advertising in New York City. In 1967 Howey was sworn in as a citizen of the U.S and married his wife Andrea Bak Howey. Together the Howey’s opened the first advertising sales office for Sail Magazine outside of the Boston headquarters. Cressy, who was publisher of Sail during Howey’s tenure, called Howey, “one of the great ones... people gravitated toward him in a way that I’ve never seen people gravitate to an ad guy... he was a real character”. Howey cared about his customers more than anything, he wasn’t interested in boating, he just cared about selling as pages. During his 32-year career at Sail, Howey pioneered the U.S. sailboat advertising markets to China, Japan, Taiwan and Europe. Together, Howey and his wife were extremely successful and focused when it came to accomplishing what they set out to do.

More information: tradeonlytoday.com

U.S Sailing National Conference

The US Sailing National Conference is a unique opportunity for members to meet with the National Governing Body’s leadership and discuss relevant industry topics facing the sport, exchange ideas, reflect on progress, and look ahead to future plans. Anyone interested in growing the sport of sailing and who wants to bring creative ideas and energy to US Sailing, RSA Representatives, RSA Leadership, Local Sailing Organization leaders, US Sailing Board of Directors, Committee Chairs and Members, and US Sailing Staff Directors.

When: October 23-25, 2014

Where: Hilton Milwaukee City Center, Milwaukee, WI

Registration: General (3 days)- \$140

Daily - \$55/day

More information: ussailing.org

or contact Katie Ouellette, katieouellette@ussailing.org

Imtra Signs Distribution Deal with Norwegian Company

The North American marine equipment market has another importation and distribution option with an agreement between Norwegian control equipment specialist Lilaas AS and marine and offshore sales and support company Imtra Corp. of New Bedford, Mass. The deal for three years will see Sail America member, Imtra’s 52-person organization offering product and after-sales technical support for Lilaas equipment. Lilaas managing director, Oyvind Lilaas stated, “We selected Imtra based on the strong positive feedback we received from a number of suppliers already benefitting from their support”.

More information: tradeonlytoday.com

Beneteau and ASA Launch Training Vessel

Sail America members, Beneteau America and the American Sailing Association (ASA) have announced the World Premiere of the ASA First 22 at the upcoming Annapolis Sailboat Show, October 9-13, 2014. Beneteau America and the ASA initially announced their partnership at last year's Annapolis boat show and are now eager to reveal their collaboration, a new ASA-exclusive sail training vessel. The new boat is being produced in Beneteau's factory in Marion, SC. Some of the added features to this vessel include an extended cockpit to give students and instructors more room, a rig designed specifically for sail training and ergonomic and safety innovations to ensure that every sail is comfortable and safe. This collaboration between Beneteau America and the ASA will make learning to sail easier, safer and more fun.

More information: beneteauusa.com

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.

BOAT SHOW UPDATE

Newport Show Reports Gain in Sales and Attendance

Sail America member and the owner and producer of the Newport International Boat Show, Newport Exhibition Group, announced that this year's show was a "rousing success". Exhibitors at the September 11-14 show reported sail and powerboats of all sizes were selling. . Attendance was up 5 percent over last year, with the serious buyers coming out to the show Thursday and Friday. The Vice President of sales and marketing for Sabre and Back Cove, Bentley Collins said

that, "We were very pleased with the draw the show had from all over New England this year. We found a large geographic spread of qualified prospects in attendance".

More information: tradeonlytoday.com

[Sail America Industry Meeting Scheduled for October](#)

Sail America's Industry Meeting will take place on Friday, October 10, 2014, from 7:45 am - 9:15 am at the Marriott Waterfront Hotel in Annapolis, Maryland. Held during the US Sailboat Show, the breakfast meeting, sponsored by Annapolis Boat Shows and Cruising World/Sailing World, is open to all sailing industry professionals at no charge.

The Sail America Industry Meeting will include presentations on Sail America initiatives and industry updates, and will conclude with US Sailboat Show Best in Show awards, sponsored by Weems & Plath. Attendees must provide a business card to enter. To learn more about the breakfast meeting, visit <http://www.sailamerica.com/sa-industry-meeting.asp>.

[Sail America Industry Conference Scheduled for June 22-24, 2015 in Newport, RI](#)

Sail America will host its Industry Conference on **June 22-24, 2015** at the **Hyatt Regency** in **Newport, Rhode Island**. The event will have run two years consecutively before returning to its normal biennial schedule again in 2017. Save the date and make plans now to attend!

"We have listened to our membership and are moving the Sail America Industry Conference to better accommodate their needs," Sail America Association Manager Peter Durant says. "By moving the conference, we can support our members and other industry organizations. This makes it easier for sailing professionals to attend all industry events."

Further information on educational content, networking events, hotel accommodations, and registration will be posted to <http://www.SailAmerica.com/events/saic> this Fall.

[Save the Dates](#)

[United States Sailboat Show](#)

October 9-13, 2014, Annapolis, Maryland

[St. Petersburg Power And Sailboat Show™](#)

December 4-7, 2014, St. Petersburg, Florida

[The Progressive Insurance Chicago Boat, RV & Strictly Sail Show](#)

January 14-18, 2015, Chicago, Illinois

Miami Boat Show

February 12-16, 2015, Miami, Florida

Strictly Sail Pacific

April 9-12, 2015, Oakland, California

PROGRESSIONS AND JOB POSTINGS

Brian Malone Becomes Licensee for North Sails in St. Petersburg, FL

Sail America member, North Sails announced that Brian Malone has assumed the license for North Sails in St. Petersburg, FL. North Sails was formerly owned by world champion sailor, Ethan Bixby since 1998. Opting to sell the business to Malone, Bixby is still actively involved in North Sails by serving as a sales representative. Bixby believes Malone will be a great addition to North Sails and that Malone and his wife are smart, proactive and approachable.



Malone is very active in the sailing community has also worked in the sail making industry prior to buying the North Sails license and loft from Bixby. Malone says that he has been a huge fan and customer of North Sails for more than ten years, which he always admired and respected the way Ethan ran the business.

Malone's ultimate goal with North Sails is to expand its presence both in St. Petersburg and in the Southwest Florida area.

More information: na.northsails.com

Torqueedo Announces Personnel Moves

Sail America member and Electric boat engine manufacturer, Torqeedo, has made some personnel moves within the company. Christian Pho Duc became Senior Vice President of sales management at Torqeedo. Along with Pho Duc, Stefan Hubert was appointed head of marketing management role. Both Pho Duc and Hubert will be based out of Torqeedo's headquarters in Gilching, Germany.

More Information: tradeonlytoday.com

Business Finance Manager Wanted at MarineMax

Sail America member, MarineMax, the world's largest and most successful marine retailer is seeking a dynamic Business Finance Manager out of their Naples, FL location. MarineMax is very focused on selling the exciting experience of boating. The successful MarineMax Business Finance Manager recognizes that business is

built on customer satisfaction and devotes him/herself to exceeding the customer's expectations.

More information: tradeonlytoday.com