



NEWS & EVENTS

- Get updates on all the latest happenings, from Strictly Sail Pacific to fun facts that keep you in the know.
- Keep up to date with all things Sail America via a message from our Association Manager.



WAYPOINTS

A newsletter favorite!
Get up close and personal with one of our members through this feature article.



MEMBER NEWS

- Sail America benefit update.
- Spread your news! Send us your press releases and we'll share them with Sail America's membership.
- Sailors for the Sea keeps you up to date on environmental news.
- New Member Profile; we like to welcome new members in style!



PROGRESSIONS & JOB POSTINGS

A fantastic way to let the industry know about an exciting career move, job posting or addition to your company.



S A I L A M E R I C A

M E M B E R

N E W S

APRIL 2016



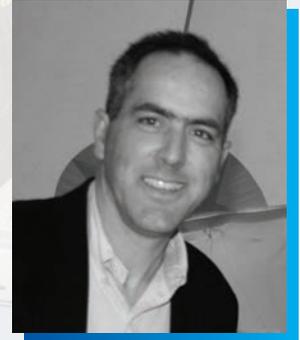
Promoting the health and growth of sailing



MESSAGE FROM THE ASSOCIATION MANAGER

Dear Sail America Member,

One of Sail America's goals is to connect our members with consumers. While the most obvious way is through boat shows, one of your many Sail America membership benefits is your free listing in our annual Professional Sailing Resource Guide. This guide serves as an invaluable resource to those who desire access to professionals and companies that provide products or services to the sailing industry. Currently, we are collecting information for the new edition, and you should have received an email from Stephanie Grove the week of May 16th. If you did not receive your email, please reach out to her at sgrove@sailamerica.com. To be included in the Professional Sailing Resource Guide, you must return your completed form by June 15, 2016. Your brand will reach over 15,000 consumers through the Guide's web-based and interactive design.



Sail America's second goal is to contribute to the growth and success of member businesses. We accomplish this with educational events and networking opportunities. We are working to finalize the dates and location for the 2017 Sail America Sailing industry Conference and hope to announce them soon. Please keep the third week of June 2017 open on your calendars!

Lastly, I would like to thank all of you who have provided feedback by responding to the 2017 Strictly Sail Pacific Exhibitor Poll. I appreciate your honesty and candid feedback. It is my hope that we will be able to improve upon the great new show location that was universally liked by both exhibitors and consumers. We have collected survey data for both attending consumers as well as previous attendees. We hope to learn as much as possible from both groups to see where we can make improvements and respond positively to their feedback and remarks.

Good Sailing

A handwritten signature in black ink, appearing to read "Peter".

Peter





WAYPOINTS

KEVIN HUTCHINSON |

CEO, MyTaskit

It's no surprise Kevin Hutchinson was able to raise \$11 million for his new venture, MyTaskit, given the success of Surescripts—a startup he jokingly refers to as his “baby”—that allows doctors to send prescriptions directly to pharmacies. When Hutchinson, who has worked with both former President George Bush Jr. and President Obama on the build-out of a national health information network, talks, people listen! Hear what he has to say about past projects and about his latest success, MyTaskit, which focuses on the coordination of the wide range of tasks in service businesses, starting with the boating industry. After learning what MyTaskit can do, it is no wonder the product was recognized—for the second year in a row—with the Boating Industry Top Products Award.

I'm curious what prompted the decision to base the business in West Palm Beach?

It was part personal but also a business decision. We had been living in the Washington, D.C. area for 12 years, building companies, and I was doing some boating in the Chesapeake area, but we just felt it was time for a change; we wanted to explore the Southeast, the Bahamas and the Keys. From a business standpoint, it has been a win-win situation with Ft. Lauderdale, Miami, and Palm Beach hubs for the marine industry. But it wasn't until we opened our office in West Palm Beach that we discovered there exists also a rapidly growing technology hub. Everyone knows Silicon Valley as a techno hub. Then there is Seattle. Boston is huge in technology . . . New York, Washington, D.C., but when you start moving toward the Southeast, it is limited. Maybe North Carolina. Atlanta tried, but it never really got off the ground. But once we saw what was going on in Boca Raton, Delray, Miami, we realized there is a movement here in early stage, growth stage companies. We created this new group called the Palm Beach Technology Association (I am on the board) to bring all these technology early stage companies together to drive the state—from Palm Beach to Miami—into becoming the Southeast Silicon Valley, if you will. One of the things that will help is this new high-speed train system between Miami, WPB [West Palm Beach] and Orlando [that is] due to launch later this year. Remember, Florida does not have a state income tax; when you add in the factor of the quality of life, you can understand that the area has become quite the draw as a business destination.

Your hometown of Pauls Valley, Oklahoma is a long way from the fast-paced startup world of Washington, D.C. You started with IBM and worked for the company for 10 years with a focus on new business development. What made you leave the security of a company like IBM for the unsettled world of startups?

I was still in college when I was recruited by IBM, still young at the time. Every year I would get a performance appraisal, all positive, all leading to the next promotion, but I was always ‘dinged’—“needs to show more patience.” At IBM and most similar companies, everything moves at a snail's pace in terms of how decisions are made; I am not like that. I like fast-paced. Get the ball rolling faster. That's the kind of guy I am, and I could never get that going at IBM. Don't get me wrong, they gave me a great training. I am grateful for the wonderful foundation as a leader and business person, but it was time for me to go. I have always been about improving processes through the use of technology; that has always been my mind-set. I did it at IBM. With my customers, I started getting more into their businesses than with my IBM tasks—always looking for ways to improve their business through the application of technology. Technology itself doesn't improve anything; it is how you apply the use of it into your business where the marriage is at its best. I got focused on that and it brought me into startup environments.

Gill & Ontario Sailing Announce New Partnership

Buford, GA

Gill North America (www.gillna.com), the exclusive distributor of Gill branded technical apparel in North America, is excited to announce a multi-year partnership with Ontario Sailing, as official technical clothing supplier.

Ontario Sailing is the governing body for sailing in Ontario. Their mission is to develop participation and competition in the sport of sailing. The Ontario Sailing Team is comprised of Ontario's top level athletes systematically achieving world class results at the highest levels of competition.

All team members and coaches will be supported with Gill podium gear as they pursue victories afloat. Athletes and coaches will also have complete access to the entire range of Gill state of the art technical gear for all of their on and off the water needs.

Gill North America President, David Pritchard, notes "Gill is delighted to be working with some of the best sailing athletes in Canada who are part of the Ontario Sailing Team.



“ Gill is excited to be working with some of the best sailing athletes in Canada who are part of the Ontario Sailing Team. ”

Through this multi-year agreement Gill plans to support the team needs, win championships and develop innovative new products for the masses.”

Helping our athletes compete and win.

This isn't clothing. It is equipment.

Gill NA, with headquarters near Atlanta, GA is the exclusive importer and distributor of Gill-brand foul weather gear in North America including Caribbean, US and Canada. Gill is a worldwide apparel and accessories brand serving the marine industry with over three decades of experience . Gill specializes in high tech, breathable waterproof clothing. The company develops and markets a variety of performance-oriented, award-winning apparel and accessories for virtually every type of boating activity with product lines that include foul weather gear; interactive layering systems; footwear; gloves; bags; junior gear; scholastic gear and team wear.

Social Media & Your Business



NETWORKING

If you haven't done so, take a moment to check out the free content publishing feature on LinkedIn called Publisher. It can increase your exposure to your target audience and help build your credibility as an expert in your industry.

BRAND RECOGNITION

The problem with social networking sites like Facebook and Twitter is that you're a little fish in a big pond. Users have millions of companies, brands, and pages they can follow. *What's going to make them engage with you?* You have to give people a reason to engage with you, and a great way to do this is to host a giveaway or contest, or offer coupon codes and discounts.

AWARENESS

If a type of content is popular with the audience of your competitors and colleagues, it's reasonable that a similar post will be popular with your audience. You should not be copying their content, it's about crafting content around a similar topic, but with a different slant.

Strictly Sail Pacific boat show in historic Richmond about friendships

Examiner.com
April 11, 2016

The Strictly Sail Pacific boat show, not to be confused with the Hardly Strictly Bluegrass Festival, enjoyed its annual Saturday night party for friends old and new, under the blessing of the water gods. Spring rain fell on Friday and all day Saturday on the show's new venue, during the first of five years at the historic Richmond waterfront. Friends old and new enjoyed free Papa John's pepperoni pizza and Bud on draft at the annual celebration hosted by Bob Bitchin and Jody of Cruising Outpost magazine. Some started dancing indoors in the few square feet left in front of the band at Assemble restaurant, relaxing to the live music of Eric Stone. New comer Dainuri Rott of Dual Jet Marine in his dapper hat single handedly got the dancing sailors on their feet, commenting happily that one sailing party is worth twenty physics parties.

The new location on the Bay would seem to allow visitors to experience the camaraderie also on the open water, of what sailing on the Bay feels like, the breathtaking views and the adventure. Those who came to the new location would be more likely to experience the thrill of feeling a salty breeze on your face and the bay breeze in your lungs while you take in spectacular scenes any direction you look, a bonding experience for anybody. Charlie Patterson of Emeryville came with his girlfriend Sara and seemed thrilled with their armload of new purchases, Charlie carrying a shopping bag under each arm into the party after the show.



“ It is a significant responsibility for me to take over the leadership from Knut, who has done such an excellent job transforming the race in to the sport's biggest and most commercially viable top-level event. ”

Several sailing book writers presented their stories; and sailing journalists or photographers also mingled. Wendy Hinman the travel writer from Bainbridge Island in Seattle came with her soft cover book 'Tightwads on the Loose' about her adventures sailing with her husband in a seven year Pacific odyssey. She mentioned her new book will be out next year, a story about how her husband was shipwrecked when a child sailing the world with his family. Hinman autographed a book for visitor Nick, who mentioned his girlfriend is Kristin Haynes of KGO.

Speaking of women on the water, the new Strictly Sail Pacific takes place in an historic place next to the Rosie the Riveter Museum and a short distance to the East Brothers light station with a bed & breakfast, along with another historic experience the SS Red Oak Victory. The show's venue, the Craneway Pavillion, is the old Ford Motor plant. The venue runs the length of a city block in an otherwise industrial area, the long single story, with it's high industrial roof, paned with glass along each side to make a light and airy location. The on-the-water part took

place at Marina Bay Yacht Harbor which opens onto the Bay rather than an estuary as it did at Jack London Square, MBYH being a particularly windy spot with panoramic bay views.

Familiar faces appeared among the vendors, professionals providing not only gear and clothing but also impromptu practical advice to boat owners researching parts old and new. Ella Vickers who creates hand bags and other gear from sailcloth, both new remnants and used donated sails, noted the line includes custom made pieces and can create bags using your sail logo, the clew and even the hardware. The nice thing about the pieces has to be not just the race numbers but also the built in water and sun resistance. Trisha Montgomery from South Carolina where Vickers is based modeled a popular style of shoulder bag.

Latitude's editor and photographer Paul Kamen, a propulsion engineer and long time promoter of the Dragon Boats at Berkeley Marina, mingled. He is psyching up for the race to Hawaii again, the Pacific Cup, having competed about 18 times and once

Strictly Sail Pacific boat show in historic Richmond about friendships, cont.

single handed. There's actually a Pacific Cup Yacht Club to join for \$50 and membership lasts through the end of the race, held in July. Pacific Cup Yacht Club.

Captain Robert McCreary was on hand for those wishing to get their captain's license, a desk class. He recently gave up his cozy cottage and bought a nice boat he fell in love with. He works as an on-the-water instructor with Modern Sailing School in Sausalito as well. Modern Sailing School, which offers classes just for women, will host an open house on Sunday, May 22 from noon to five. The school will give visitors a tour of the fleet and offer music and food. The place can be tricky to locate exactly so call for help with directions. John Arndt of Latitude Magazine also set up a booth with his wife and others to promote Summer Sailstice on June 18, 2016, a global celebration of sailing.

Helmut's Marine Service somehow brought in hefty Viking strength Volvo Penta engines. The forest green beauties have no spark plug and start from pressure, the old ones even having a hand start crank. Helmut's Marine Service demonstrated how to bleed air out of the hoses and noted if an engine has trouble starting it could be bad fuel pick up or an easy fix such as tightening a hose clamp with a screw driver. If there is no smell the hoses are good but hoses sometimes develop pin holes which leak diesel fumes. Check out the spontaneous on the spot video about bleeding air out: Volvo Penta.

The show just wouldn't be the same without Jose' Lopez and his Rescue Tape. He's got a great schpiel and patter about how the tape fuses even under water so a sailor doesn't end up there. It's an electrical tape with heat resistance and has a cold brittle point of minus 65. Alternates would be heat shrink or zip ties for end caps and bundling but those get brittle he said. The tape wraps around lines to fix fuel and hydraulic lines but the tape cannot patch your inflatable or your bimini. He even showed how he made a baseball out of the tape to plug an open sea cock. He says the tape lasts 20 years.

Clark Beek the marine electrician out of Mill Valley presented www.boatcommand.com, with a new wonder which redefines rigging. His marine monitoring system checks and operates by remote all kinds of features on your boat such as the bilge activity, boat movement via GPS tracking, battery voltage, entry detection and even your spreader lights. You can turn on your lights before you get to the boat so you can see what you are doing when you arrive. He discussed packing kits for shaft seals after a specific question about a shaft seal style, bellows or cylinder. The packing kit is like clay and then grease he said, looking up sources and prices on line on his phone.

Patrik Swanljung of Aurinco in Anacortes, Washington, brought his solar panels and responded to a question about how to check the strength of very old solar panels on a sailboat. He said if a boat owner is considering renewing solar panels, one may check the strength with a battery charge controller. It hooks up between the panels and the batteries, with plus and minus wires inserted into the device. Isolate the charge to measure it. Get a multi-meter for \$30 at a hardware store to measure volts and amps. Start with volts by putting the probe to wires, 16 – 17 is good. Check the amps next and call a marine electrician as the next step. Even little questions were answered with respect. American Battery Company of Hayward recommended getting a water pump via Amazon for \$25 if one's current pump seems frozen because of a broken valve. This is the little black rubber ball used to squeeze distilled water into one's deep cycle batteries which run the house electricity on board.

Speaking of plugs, 'Forget About It' for boats set up a booth with it's probiotic tank treatment. The microbes multiply in the tank to remove odor and liquefy sludge, continuing to clean as long as water remains in the tank. It works with salt or fresh water systems. A bottle costs \$25.

KKMI brought along it's famous coat rack of corroded, burnt and broken boat parts for visitors to identify and diagnose. Visitors write answers on a card and KKMI draws from cards completed correctly, to award a bottom paint job. One young Scandinavian looking gentlemen identified each part swiftly and in detail, even noting the pen furnished wasn't writing well. Another visitor Ken Moller of Murphy, California in the Sierra foothills noted wryly how one part dangling from the rack symbolized man's inhumanity to man. Meanwhile the Scandinavian expert went on to compete in the bilge pump timed competition for a paint job, filling an overhead tank with water in 24 seconds. The next competitor, a 56 year old woman, rang the bell in 41 seconds and had her time recorded by Janice in the log. So far she was the only woman and it's unclear whether the test of strength had a women's division.

Check out Strictly Sail Pacific and make some new friends next April. Happy Sailing!

Source - www.examiner.com



NEWS & EVENTS

Calling on All Sail America Members to Sail One Weekend With All Sailors, All Sailing, All Together, Everywhere June 18/19.

Board chairman, Scot West of Ronstan, at the recent Strictly Sail Pacific breakfast, stood up to ask that the sailing industry sign up and sail for Summer Sailstice so we can all share and tell the story of sailing. Upon return to Newport, Scot and the Ronstan crew immediately signed up to organize an Ian Bruce tribute sail on Friday, June 17th of Summer Sailstice weekend.

“It’s difficult to find an ‘action item’ for all of us in the sailing industry to make a combined, nationwide contribution to bring positive publicity and attention to sailing. Summer Sailstice offers all of us a way to take the lead in growing sailing by doing something together,” said Peter Durant association manager for Sail America. “It’s simple; get your company to sign up, post their plans and go sailing. Summer Sailstice then helps showcase what the true world of sailing looks like. Then invite your customers to do the same.”

To help you invite your customers, Summer Sailstice has provided the

following copy linked here for you to use in your outgoing company emails.

For a great example of how Summer Sailstice encourages and supports exactly the type of outreach you’d like to see, check out the Open House at the Saratoga Lake Sailing Club. The more people doing this together the more publicity for sailing without huge time and money commitments from the industry.

Just do it. Have your employees and customers all sign up, post their June 18/19 sailing plans, hoist their sails and then spread the word. It’s an ideal way to spend the weekend and a perfect way to connect with our customers to share sailing in our social media world.

“ It’s simple; get your company to sign up, post their plans and go sailing. ”



New Yachting and Classic Boat Channel on YouTube

A new classic yachting website and YouTube channel has been launched by award-winning photographer Bob Aylott

A new classic yachting website and YouTube channel has been launched by award-winning photographer Bob Aylott. Myclassicboat.com features video interviews with classic boat owners, skippers and others involved in the sailing business. This unique channel is the first online site dedicated to classic boat owners' video stories.

Among the videos released is Royal Yacht Squadron artist Martyn Mackrill on his 31ft Maurice Griffiths gaff cutter Nightfall, Yachting Monthly columnist Dick Durham on his 1936, 26ft Wendy May and 98ft schooner Coral of Cowes on her last race.

Specialist pages include 'Nutty Knotter' Dick Kipps showing how to tie knots in easy steps, while for food lovers the 'Dock & Dine' section features expert chefs demonstrating how to cook great meals on a two-ring gimbal stove on a small classic boat. Other pages include a features section for general interest stories.

New videos will be published every month and viewers are encouraged to submit their own videos. The site was launched in March 2016.

Bob Aylott worked as a press photographer for the national newspapers, Daily Sketch, Daily Mail, National Enquirer and Daily Star in a Fleet Street career which lasted almost 40 years. He was British News Photographer of the Year in 1968 and won the Colour Picture Story of the Year in 1971 for his images from the Cholera Camps in war-torn India. He also collected a World Press Award for his 1976 prison pictures of killer Charles Manson.

He has travelled the world on news and feature assignments including the Troubles in Northern Ireland (1969-71) and chasing the fugitive Great Train Robber, Ronnie Biggs, around Brazil (1974). He has worked in the Middle and Far East, India, Africa, USA, South America and the South Pacific. He is a Fellow of the Royal Photographic Society and was the features editor on a major national photographic magazine for seven years. He is also a regular contributor and photographer for Yachting Monthly.

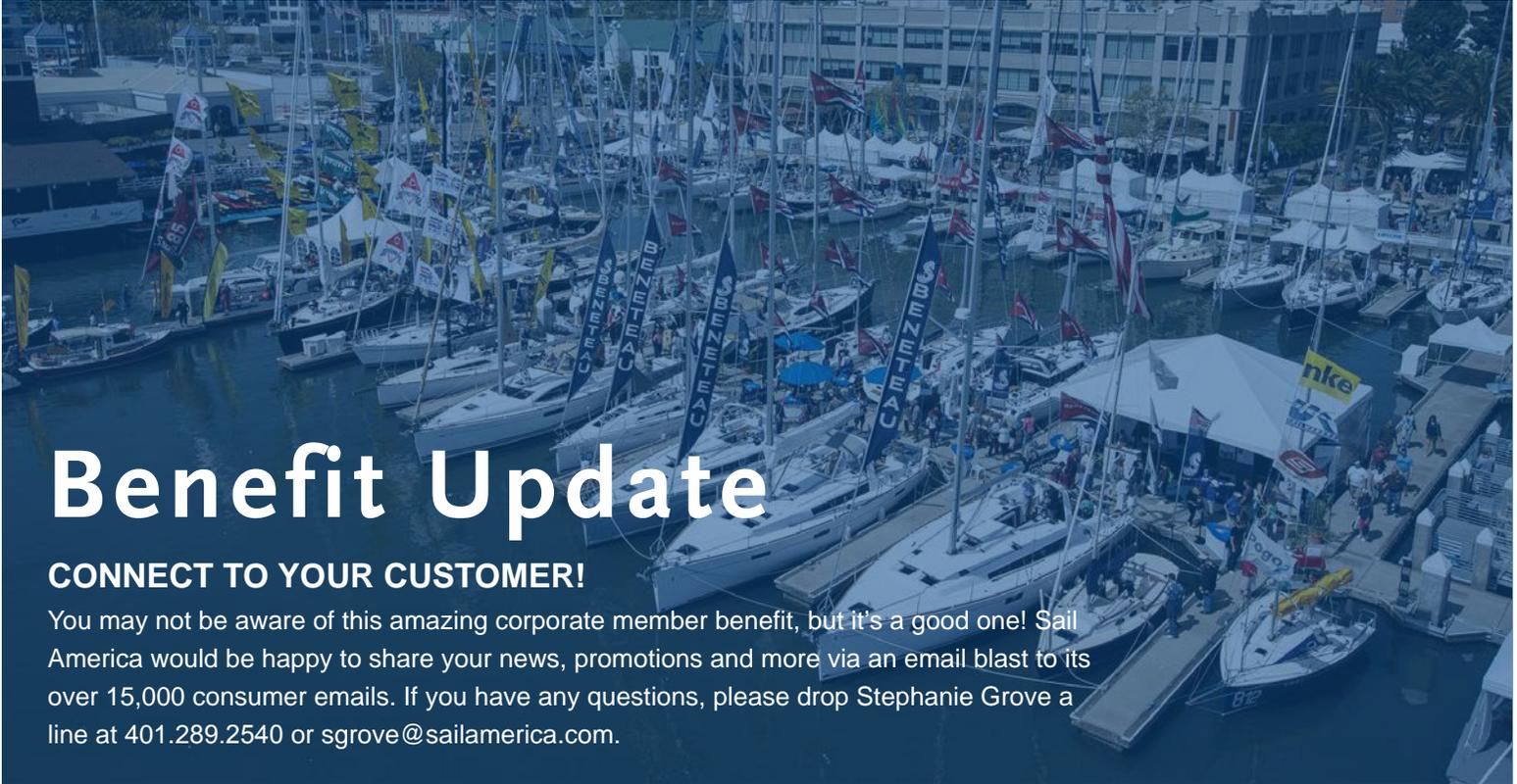
Check out the new site at <https://www.youtube.com/channel/UCDzgEpfq5UCYJOaJYXWHbbQ>

Article from www.yachtingmonthly.com

MEMBER NEWS



APRIL 2016



Benefit Update

CONNECT TO YOUR CUSTOMER!

You may not be aware of this amazing corporate member benefit, but it's a good one! Sail America would be happy to share your news, promotions and more via an email blast to its over 15,000 consumer emails. If you have any questions, please drop Stephanie Grove a line at 401.289.2540 or sgrove@sailamerica.com.

MEMBER HIGHLIGHT

Discover Sailing:

Discover Sailing is a consumer-facing program that uses members products to educate and engage consumers. This is a great opportunity for Sail America members to highlight their equipment, a new boat, or new gear and electronic devices.

For more information:

<http://www.sailamerica.com/education/discover-sailing-events/>



“ Did you know 85 percent of petroleum that enters North American waters each year is a result of human activities including land-based runoff, airplanes and recreational boats? Don't be a part of this scary statistic. ”



Learn more at sailorsforthesea.org



MEMBER NEWS

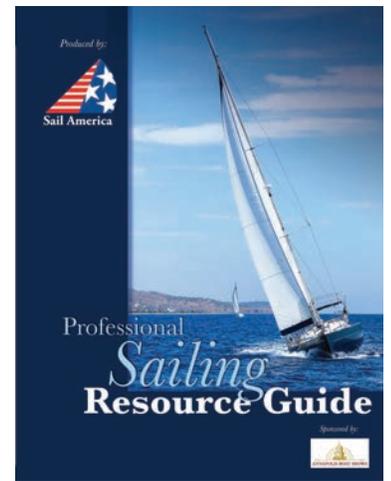
Benefit Update



As one of many Sail America membership benefits, Sail America will provide you with a listing in our annual *Professional Sailing Resource Guide*. This guide serves as an invaluable resource to those who desire access to professionals and companies that provide products or services to the sailing industry.

The guide will continue to be emailed to tens of thousands of consumers in the United States and posted on Sail America's homepage and is free to all! It will be updated annually to include new products and services available to the industry and consumers.

Click here to download last year's copy!



MEMBER REFERRAL BONUS

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 would like to offer you the following benefits to say thank you:

- 1) Acknowledgment at the Industry Meeting at SSP in Richmond, CA, April 2017.
- 2) Four complimentary tickets to Strictly Sail Pacific in Richmond, CA, April 2017.
- 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.

Thank you for your continued support!

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 Peter Durant: pdurant@sailamerica.com



WIND TOYS

WIND AND WATER SPORTS CENTER



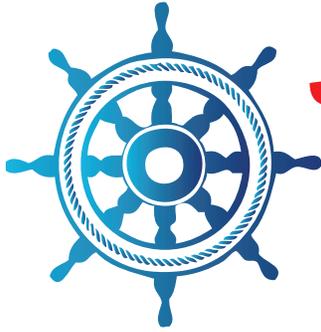
Wind Toys is Northern California's Largest Hobie Kayak and Small Boat Dealer for over 28 years!

Wind Toys specializes in small boats in Northern California. They are a Catalina Yachts dealer and the largest Hobie Dealer in Northern California. If you are in the neighborhood, head on over to Santa Rosa and visit their full line showroom.

Wind Toys offers new and used kayaks, kayak demonstrations and service, a full line of kayak accessories and car racks, new and used sailboats, all models and colors of Hobie kayaks in stock and competitively priced - new and used!

Call for an appointment to visit the NEW Sausalito demo center or for any kayak and small sailboat needs. 800.499.SAIL

To learn more about Wind Toys current offers and services visit their website - <http://windtoys.net/>



JOB POSTINGS

SAILING PRODUCTS COPYWRITER

APS

Annapolis, MD

APS is looking for an experienced and enthusiastic copywriter to write, edit and publish sailing product specific technical copy that drives engagement and sales on their ecommerce website. This position is part of their dynamic and empowered website content team.



Promoting the health and growth of sailing