

SAIL AMERICA NEWS

Monthly News for
Sail America Members



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MESSAGE FROM THE ASSOCIATION MANAGER



As we move forward with expanding and improving the Discover Sailing Learning Center Program and the Seminar Series this year, we are launching several new opportunities to deepen the contact between consumers and our members.

This year the Discover Sailing Tour will be sailing to four locations across the country: Newport, Houston, St. Petersburg, and Oakland. We are looking at additional opportunities to either go to additional sites or partner with beginning programs to bring them into the fold and expand the reach of the Tour.

The Discover Sailing program has two main goals.

- First, to provide an experiential hands-on opportunity for people seeking to experience the sport and lifestyle of sailing through an introductory sail.
- Second, to provide an experiential hands-on opportunity for experienced sailors to try new boats, new types of equipment, and new types of sailing.

The Discover Sailing Program creates an opportunity for Sail America Members to market their new products and equipment in a real-time, hands-on user experience for consumers. Consumers would have the opportunity to try different products or designs to help make a more informed decision before they buy.

In addition, we are expanding the Discover Sailing Learning Center to include a dockside hands-on learning experience for our members to provide a course of their own. Splicing, electronics demonstrations, and basic boat maintenance are just a few of the potential learning experiences that boat show attendees are seeking that they may not get with a static display.

I encourage you to reach out to Gary Edelman (gary.edelman@cox.net) or me if you are interested in participating in this year's Discover Sailing Tour.

Good Sailing!

—Peter Durant

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Waypoints Cover Story



Katie Pettibone was 20 years old when she joined the first all-women team to race in the America's Cup in '95 aboard *America*³. She has also raced in the Tour de France a La Voile and in the Whitbread and Volvo Round-the-World Races as well as two more America's Cup campaigns, and raced the Sydney Hobart along with many other inshore and offshore championship events. Pettibone has been sailing and racing for most of her life in dozens of regattas, mostly in Michigan and Florida, where she learned to master a number of crew

positions on boats ranging from 19' to 80'. She is now the Legislative Director for the Civil Justice Association of California and is Co-Founder of the Rising Tide Leadership Institute, an organization that equips women around the world with leadership skills to help them compete in the global economy. Pettibone has been on national talk shows, such as the [Jeff Probst Show](#), and will be speaking about High Tech Sports, Business & Leadership on August 19 at the International Sailing Summit in San Francisco, California.

Sail America: Can you talk about your background in sailing and how you got into competitive sailing?

Katie Pettibone: I was competing in many different sports and got involved in racing through friends and family. I enjoyed it because it was coed and it was with people of a wide variety of ages. It took me to beautiful spots and it was quite simply fun.

SA: How did learning to sail in Michigan prepare you or affect your training for ocean sailing?

KP: The lakes of Michigan are like mini oceans and the weather can change in an instant. Racing there prepares one to watch the weather, be able to sail in all kinds of conditions, and handle storms. Being a lake sailor makes one an overall very adept sailor. The only thing lacking is tides but we have strong currents in Port Huron so even then lake sailors get trained to look at what the water is doing.

SA: What made you decide to be involved in the *America³* team and how did that come about?

KP: Just like any sport, the pinnacle had always been the America's Cup, so when I heard there was a female team I really wanted the opportunity to try out. I was in college and due to hard work, got an opportunity to try out. I made the team and took a year off for college to be part of the first-ever all-women's team. I was the youngest on the team.

SA: At the risk of asking too broad a question...what was it like to be part of something so groundbreaking?

KP: Being part of the all-women's team was extremely fulfilling. At the time we were competitors wanting to be the best we could be and simply win and probably didn't truly appreciate the magnitude of what the team was achieving then or the fact there would be such a vacuum of female participation in the much later years. It was a special year.

SA: What are some of the specific skills you acquired while training for high-performance sports? According to one of your online bios you played soccer. Do those skills translate? Do you participate in other sports?

KP: I played volleyball, basketball, and track as well. The skills acquired are critical thinking, thinking on your feet, adapting to quickly changing circumstances, dogged determination to constantly learn and become better, ability to communicate with a team, understanding your own strengths and weaknesses, These are all skills that can be learned in high performance sports, but sailing really highlights the skill set to adapt and deal with changing circumstances that you can't control.

SA: How do those skills translate to the business world?

KP: The skills I mention are completely applicable to a boardroom, courtroom, or any other setting. Rarely does one act in a vacuum and working with others is a key to success. High-performance sailing is a gender-neutral sport, which opens minds to people to having both sexes at the table and encourages leaders of both genders to work together—something this world needs.

SA: What are some challenges you've overcome, as someone who competes, as someone who lobbies for legal reform, and as someone who owns a business?

KP: Challenges include translating complex ideas into real, understandable action items or concepts that can be acted upon. For example, advocating on legal issues that are complex and translating them or effects of legal changes that everyday people can understand and appreciate.

SA: You're very much involved with helping women translate the skills required in high-performance sports into the skills required to advance in the real world, such as your involvement with Oman Sail and the Rising Tide Leadership Institute. In fact, you'll be talking a bit about that at the International Sailing Summit this August. Can you give us a preview?

KP: The world needs more leaders—both men and women. But countries are lacking in women leaders and yacht racing is a great development tool to encourage that development.

SA: What are some examples of what you teach people and what you hope people will learn?

KP: Self belief, work through the uncomfortable, figure out solutions.

SA: What are some non-gender-specific tips you offer, based on your background and training?

KP: Self-evaluate your weaknesses and strengths. Create action items on how to work on the weaknesses—what will help turn them into strengths. Train your mind and body to be strong...

SA: Can you talk about your decision to work with women and help inspire them to succeed?

KP: I have always thought that just by doing my own thing I can lead through example but at this stage I am realizing that there needs to be more than that—real effort to help encourage that development of women leaders is needed as the world marches into increasingly global and complex problems.

SA: Are you still sailing competitively?

KP: Yes. All over, racing F18s, a Formula 40 catamaran in San Francisco Bay, other types of boats. I was just part of the winning U.S. Women's Match Race Championship team and will continue to also match race.

SA: What kinds of advancements have you seen and are enthusiastic about within competitive sailing?

KP: Technology is always exciting—it allows the mind to expand, to encompass the various situations we face in racing, offshore or inshore. Certainly safety improvements like watch locators and targeting are great, while using lightweight sail material makes high-performance racing easier. Improvements in using sports psychology in the sport of sailing has been very helpful in the high levels of racing. A class that is going to be exciting to watch is the new Nacra 17 in the Olympics. I love that it is coed.

For more information about Katie Pettibone and the Rising Tide Leadership Institute, please visit www.4risingtide.org.

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America's Cup Update

Tickets are on sale for the America's Cup Summer of Racing in San Francisco.

July 4–September 21

Schedule: http://cdn.sparkart.net/americascup/content/documents/AC_Schedule_JUL4-SEP2013_V8.pdf

Where to watch: <http://www.americascup.com/en/sanfrancisco/where-to-watch>

Ticket Sales: <http://www.americascup.com/experience/spectator-tickets>

America's Cup is returning to network television for the first time in over 20 years. Take a look at the article and graphics regarding NBC's coverage, which begins with the semifinal races 3 and 4 of the Louis Vuitton Cup. [Watch the video here.](#)

Speaking of the Louis Vuitton Cup, check out this a link to President of the National Sailing Center and Hall of Fame [Gary Jobson's take on the Louis Vuitton races for a quick snapshot of what to expect](#) (Source: *San Francisco Chronicle*). If you're headed to the International Sailing Summit later this month, you could have the opportunity to watch the Louis Vuitton Cup Finals yourself on August 18. [Click here for more details.](#)

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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 jslemons@SailAmerica.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 the Industry Meeting in Annapolis, MD, October 2013, and 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 new website to be launched Summer 2013.

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

Dorade Wins Transpac Race

Dorade, the 52' yawl designed by Olin Stephens in 1929 and built by Olin's brother Rod in 1930, is one of the major forerunners in racing design. This July, she showed her mettle by winning the Transpac for a second time (her first win was in 1936). With the initial hull in place, *Dorade* beat the competition with



new masts and laminated aramid fiber sails, but the vessel's love for ocean racing stayed true.

For more information about *Dorado*, visit Dorado.org. (Be patient. The site is seeing many visitors and may load slowly.) In the meantime, you can read an interesting piece in the *New York Times* [here](#).

Photo courtesy of Rosenfeld Archive.

Frederick Emmart "Ted" Hood



May 5, 1927–June 28, 2013

From the National Sailing Hall of Fame:

It is with great sadness that we say goodbye to Frederick Emmart "Ted" Hood, who was inducted into the very first class of the National Sailing Hall of Fame just two years ago. Ted was 86. For nearly 20 years, Ted Hood was the dominant force in sailing. He was a distinguished American yachtsman and Naval architect. He started Hood Sailmakers in Marblehead, MA. Won the America's Cup in 1974 skippering *Courageous*, which he built in his Marblehead shipyard, after which he built a faster yacht and sold *Courageous* to Ted Turner, who beat him in it on his way to winning the 1977 America's Cup. More on Ted is available at his [Hall of Fame page](#).

You can visit a memorial page at TedHood.com.

Sail America Industry Meeting Scheduled for October

Sail America is planning an Industry Meeting to take place on Friday, October 11, 2013, from 7:45 am - 9:15 am at the Marriott Waterfront Hotel in Annapolis, Maryland. Taking place during the US Sailboat Show, the breakfast meeting, sponsored by Annapolis Boat Shows, is open to all sailing industry professionals at no charge.

The Sail America Industry Meeting will include presentations on Sail America initiatives, 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 Sail America Industry Meeting, visit SailAmerica.com/sa-industry-meeting.asp.

Sail America Member Gill North America Launches a New Canadian Consumer Website

Gill North America has designed a website to provide a Canadian-specific presentation of Gill North America's products, services, and dealer support. An online dealer mall provides Canadian customers with a direct link to retailers featuring the most complete range of Gill product and services.

Colin Clark, National Sales Manager notes:

"We are very pleased to provide our customers with a site that expressly provides Canadian pricing as well as a national dealer locator linked with on line stores. Initial analytics indicate a high level of visits from regions throughout the country and we are confident that the new website will continue to generate a high level of interest while driving business to our dealer base."

[View the site here.](#)

Sail America Member *Great Lakes Scuttlebutt* Reports: *Healing Our Waters-Great Lakes Coalition supports U.S. Senate funding bill*

Abridged article by [National Wildlife Federation's Great Lakes Regional Center](#)

The Healing Our Waters-Great Lakes Coalition is supporting a U.S. Senate funding bill that restores funding to Great Lakes programs to pre-sequestration levels. The bill comes days after a House funding bill slashed core Great Lakes programs nearly 80 percent.

The draft funding bill from the Senate Interior-EPA subcommittee provides \$300 million for the Great Lakes Restoration Initiative—a 5 percent increase over current levels, which is around \$285 million. The \$300 million is what the Coalition has asked for and what 11 members of the Senate Great Lakes Task Force requested in a letter to appropriators in the spring. The letter was signed by Sens. Carl Levin (D-Mich.), Mark Kirk (R-Ill.), Tammy Baldwin (D-Wis.), Sherrod Brown (D-Ohio), Joe Donnelly (D-Ind.), Dick Durbin (D-Ill.), Al Franken (D-Minn.), Kirsten Gillibrand (D-N.Y.), Amy Klobuchar (D-Minn.) Charles Schumer (D-N.Y.), and Debbie Stabenow (D-Mich.).

The Senate bill also provides \$1.45 billion to help communities fix old sewers through the Clean Water State Revolving Loan Fund. This is an increase of \$69.68 million—or 5 percent—over current levels of \$1.37 billion.

The bill from the U.S. Senate contrasts starkly with funding proposed by U.S. House leadership. The House bill slashed funding for the Great Lakes Restoration Initiative from \$285 million to \$60 million, a reduction of nearly 80 percent. The appropriations committee has since increased funding for the initiative to \$210 million.

The House bill also cut more than 80 percent from the Clean Water State Revolving Loan Fund, from current levels of \$1.37 billion to \$250 million.

The Healing Our Waters-Great Lakes Coalition consists of 120 environmental, conservation, outdoor recreation organizations, zoos, aquariums and museums representing millions of people, whose common goal is to restore and protect the Great Lakes. Learn more at www.healthylakes.org or follow us on Twitter @healthylakes.

Sail America Member Icom America Donates Marine Radio Equipment to Medical NGOs for Upcoming "Missionary Wars" Television Program

Icom America is donating marine radio equipment to be used during the pilot filming of "Missionary Wars," a potential reality television program being produced by the creative team of Captain William E. Simpson and Rob Underhill. The show will feature the stories of non-governmental organizations (NGOs) working with people in the Republic of Kiribati. Icom radios will provide critical communications across Kiribati's unique island geography in the central Pacific Ocean.

"Missionary Wars" will be filmed on location at the extremely remote tropical atolls and islands in Kiribati. The show will follow medical NGO teams as they face daily environmental and logistical obstacles in a desperate effort to save lives. "Missionary Wars" will also highlight the unique culture and the struggles of the Kiribati people, who are suffering from a range of serious and potentially fatal medical and dental problems.

Marine products being donated for the humanitarian efforts of "Missionary Wars" include an Icom SSB radiotelephone and antenna tuner.

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Boat Show Update

International Sailing Summit

August 18–20, 2013, San Francisco, California

International Sailing Summit Organizers Gearing Up for Exciting Event

The twelfth International Sailing Summit (ISS) is just around the corner and Sail America is gearing up for a successful and exciting event. Taking place August 18–20, 2013 at the St. Francis Yacht Club in San Francisco, CA, the ISS is the networking event for the sailing industry.

This year's summit will include more than ten educational seminars, networking breaks and receptions, and a traditional ISS dinner. In addition, an optional Louis Vuitton race viewing afternoon is available. Session topics include the future of sailing and boating, sailing growth, engaging with your customers through social media, and entrepreneurship. Speakers include Thom Dammrich, President of the National Marine Manufacturers Association, Efreem "Skip" Zimbalist III, Chair and CEO of Active Interest Media, and David Graham, CEO of Oman Sail as well as Tom Ehman, Stan Honey, and Iain Murray from America's Cup Race Management.

The ISS dinner on August 19 promises to be a great networking event and entertaining evening. During the dinner author Frank Savage will present *Navigating the Waves of Business and Life*. He'll share his inspirational voyage from his first splash into sailing to becoming a noted sailboat racing campaigner.

Prior to the start of the summit, Sail America will offer an optional America's Cup Louis Vuitton race viewing on the afternoon of Sunday, August 19. A special, roped off area for ISS participants to gather, network, and watch the races will be provide for \$80 per person.

Registration for the ISS and dinner is \$395 per person. To learn more about the ISS, view a full agenda and seminar descriptions, or register visit SailAmerica.com/sailing-summit.asp or call 401-289-2540.

The ISS is sponsored by West Marine, BIC Sport, FSE Robline, Henri Lloyd, New England Ropes, Ronstan, AIM Marine Group, and Gill.



International SAILING SUMMIT

August 18-20, 2013
St. Francis Yacht Club
San Francisco, CA

The ISS has become the networking event for the sailing industry, cementing itself internationally, with a total of eleven summits taking place around the world, attracting many of sailing's industry and sporting legends. The ISS is organized by Sail America.

www.sailamerica.com/sailing-summit.asp 

Sponsors  **West Marine®**
For your life on the water.™



Save the Dates

[Newport International Boat Show](#)

September 12-15, 2013, Newport, Rhode Island

[US Sailboat Show](#)

October 10-14, 2013, Annapolis, Maryland

[Strictly Sail Long Beach](#)

October 24-27, 2013, Long Beach, California

St. Petersburg Power & Sailboat Show

December 5–8, 2013, St. Petersburg, Florida

Strictly Sail Chicago

January 23–26, 2014, Chicago, Illinois

Strictly Sail Miami

February 13–17, 2014, Miami, Florida

South West International Boat Show

March 27–30, 2014, Texas

Strictly Sail Pacific

April 10–13, 2014, Oakland, California

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Progressions and Job Postings

Imtra Names New Chief Financial Officer

Imtra, the marine products manufacturer and importer, has hired Jeff Vancura to be the company's next Chief Financial Officer (CFO). A finance veteran with 20 years of experience as a top executive, Vancura has held similar roles for Double E Company, TPI Composites, and Mettler-Toledo Thornton. In addition to his financial duties, Vancura is also a member of Imtra's strategic planning team. Vancura was selected following an extensive search after Ned Rogerson, Imtra's CFO for over 23 years, announced he would retire. The two executives will work closely to ensure a smooth transition and transfer of knowledge throughout the rest of the calendar year.

Mark Gorrell Joins Springline Yacht Sales

Mark Gorrell returns to New England after sailing his Island Packet 465, At Last, around the world with his wife, Janet, over the past two years. Prior to his circumnavigation adventure, Gorrell enjoyed a successful career of over 30 years in health care. For the last 20 years of his career, he served as a Chief Information Officer managing IT resources for large health care systems in the Texas, Washington DC and western Massachusetts areas. The departments he led received national recognition as one of the top IT organizations in health care around the country.

Now Gorrell is focusing on his passion for sailing having recently fulfilled a longtime goal to circumnavigate; and he is turning his sailing passion into a career. He has come full circle and is now working with Rick Dietrich—who secured Gorrell's dream seven years ago by selling him his Island Packet, At Last. Additionally, his Springline team mate, Andy Baker, helped deliver At Last to the Caribbean on the first leg of circumnavigation.

Gorrell caught the boating bug while in college sailing on the lakes of central Texas. Twenty years ago he set a goal to learn all he could about sailing with plans to eventually buy a sailboat on which he could do some extensive cruising. Now that he has successfully sailed 40,000 miles through charters, deliveries and his circumnavigation, he is eager to help others find the right boat to fulfill their boating dreams.