



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 an industry professional through this feature article.



MEMBER NEWS

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



PROGRESSIONS & JOB POSTINGS

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



SAIL AMERICA

MEMBER

NEWS

FEBRUARY 2016



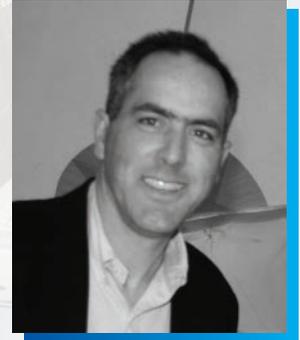
Promoting the health and growth of sailing.



MESSAGE FROM THE ASSOCIATION MANAGER

Dear Sail America Member,

We are pleased to announce two new Board members have joined the Sail America Board of Directors—Chris Doscher, Beneteau America and Kevin Murphy, National Marine Manufacturers Association (NMMA), Ex-Officio. Both new members bring a different industry perspective and background to the Board. I look forward to working with them.



I want to thank you all for your support in locating a new and permanent home for the Strictly Sail Pacific Boat Show. This was both important to the future of the show but also the industry on the West Coast. As we approach the 21st Annual Strictly Sail Pacific Boat Show, we are happy to announce our 2017 Strictly Sail Pacific show dates and hope that you will join us April 6 - 9, 2017 at the Craneway Pavilion and Marina Bay Yacht Harbor in Richmond, CA.

This year's show is looking to be one of the best ever! With many new marine exhibitors joining the show and several long time exhibitors increasing their floor space, the Craneway Pavilion and Marina Bay Yacht Harbor will not disappoint the consumers attending the show. As usual, consumers continue to attend the show from up and down the West Coast including Washington, Oregon, California, and Arizona, but also from across the country from Michigan, Florida, Iowa and Wyoming and as far away as Ontario, Canada.

In an effort to promote Strictly Sail Pacific's move to Craneway Pavilion and Marina Bay Yacht Harbor for 2016, Sail America has increased our already extensive Strictly Sail Pacific marketing efforts. This year we continued to add to the print, radio and television promotions while increasing our social media and email efforts, in addition to working with a new group of writers and bloggers in the region.

On behalf of the Sail America Board of Directors and Staff, we would like to invite Strictly Sail Pacific exhibitors to the Exhibitor Floor Party on Friday, April 8th from 6:00 pm - 8:00 pm on the show floor. This is a great opportunity to network with other exhibitors and Sail America board members, while we show our appreciation for your support in the show.

Please remember to bring your show credentials for admittance into the party. You should also plan on attending the Sail America Industry Breakfast on Friday, April 8th from 7:30-10:00 am. Sally Helme along with a panel of industry professionals will discuss the 2016 State of the Industry Report.

I look forward to seeing you in Richmond next week.

Good Sailing,

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

Peter



JK3 Debuts New Models at Strictly Sail Pacific 2016 in Richmond, CA

San Diego, CA

Join JK3 Yachts at Strictly Sail Pacific 2016, April 7th – 10th. Experience German quality, engineering, and innovation at our extensive display of Hanse, Dehler, and Moody Yachts. The Moody 54 Deck Saloon will be making her Northern CA debut at this year's show. Moody's "Living on One Level" concept is German design at its finest. A truly unique and revolutionary design, with highly regarded British pedigree combined with German innovation and design at its finest, this beauty combines everything you didn't even know you wanted in a cruising sailing yacht. Highlighted by its "One-Level-Living" concept, and complemented by many mega-yacht features, this exceptionally functional design provides excellent seaworthiness on a platform that is both a joy to sail and the ultimate in luxury entertainment and accommodation. With amenities you would expect on a mega yacht, everyone is talking about this boat; this one is a must see! Making its BIG North American premier at the show, the new model Dehler 42 has a distinctive design and a wide range of innovations, both large and small, offering a well-balanced ratio between cruising comfort and swift performance. Designed to fill the space between the wildly successful Dehler 38 and the powerful Dehler 46, the Dehler 42 is perfectly suited to those sailors who crave performance without sacrificing any comfort. Dehler's 50 year tradition of success in design, construction, performance, and quality continues, highlighted by unique features including the Uni-Door Head, Carbon-Cage structure, and the ability to upgrade the boat with serious competition packages.



NEWS & EVENTS

“ The Dehler line-up at Strictly Sail Pacific will be the biggest in North America with the Dehler 38, 42, and 46 all available for viewing in the same convenient location! ”

Also featured in the lineup is the popular Hanse 385 and Hanse 455. For those who haven't had the opportunity to sail a Hanse, getting aboard a Hanse will be a refreshing look at what yachting can be - easy handling, fast sailing, innovative, and easy to maintain. And last, but certainly not least, don't miss the Dehler 38 and the Dehler 46, offering extraordinary performance and premium cruising amenities.

The Dehler line-up at Strictly Sail Pacific will be the biggest in North America with the Dehler 38, 42, and 46 all available for viewing in the same convenient location! Whether you're an ambitious racer, want comfortable cruising or you're entertaining family and friends, JK3 has got you covered. Be sure to stop by and say hello! For more information contact the JK3 Northern California office at 510-227-2100 or visit us at www.jk3yachts.com

Social Media & Your Business



NETWORKING

Whether it's an interesting piece of advice from another professional in the film and media community, or an exciting event that you or your followers can benefit from: sharing is caring. On most social media platforms these days, it's relatively easy to share content and information about upcoming events. With the increased access to share buttons and the presence of raw URLs you can really push events that you believe in.

BRAND RECOGNITION

One of the best ways to grow your following and increase engagement on social media is to be there consistently. The first step is to put the right systems in place to keep your posts relevant, interesting and valuable for your audience.

AWARENESS

Visual content can act as a "gateway" to more valuable content. When planning visual content to post on social platforms, think in terms of how it can drive traffic back to your website, products and services.



Merger of WindRider and Nickels Boat Works

Minneapolis, MN - WindRider International has merged with Nickels Boat Works to provide a more comprehensive product and service lineup to the sailing community. Nickels Boat Works, with a 30-plus year history of quality boat building, is the manufacturing division for WindRider and will now build nine models of sailboats at the Flint, Michigan plant, plus import five models of sailing trimarans from Astus in France. WindRider distributes parts and accessories sailboats and now www.windrider.com will be the exclusive supplier of Nickels Boat Works parts, including parts for the Lightning, Buccaneer, Mutineer, and JY15.

Nickels Boat Works is a world-renowned builder of one-design sailboats and other fiberglass products. It is the prime supplier of the 19 foot Lightning, whose class has over 15,000 boats built since its introduction, and also builds the JY15, Buccaneer, Rebel, Mutineer and Snipe. Innovations at Nickels Boat Works include approved class refinements in hull shape and refined deck layouts, resulting in World, Pan American and North American victories. WindRider trimaran models include the WR17, WR16 and WRTango; plus Astus models 16.5, 18.2, 20.2, 22 and 24.

About WindRider: *WindRider encourages people to Go Sail™ by providing products and online information resources that simplify the sailing experience for sailors in all stages of life. From accessible, fun sailboats and accessories to their communities of sailors interacting on-line and on-water, WindRider has everything you need to Go Sail™. Visit www.windrider.com for more information.*



NEWS & EVENTS

CHANGES AT THE TOP OF RONSTAN

Published on February 1st, 2016

Ronstan, the Australian based supplier in Sailboat Hardware and Architectural markets, has announced a number of changes to top level management, the most significant one being the promotion of Scot West who will take over from long time Managing Director, Alistair Murray.

Murray is stepping down after 19 years in the role and will take over as Ronstan's Chairman. "I have spent a long time developing a magnificent team at Ronstan and I am thrilled to have the talent to choose from at all levels to take the company on to even greater success," remarks Murray. "Scot will do a great job."

West has been in charge of Ronstan's USA operation for 11 years during which time Ronstan has grown into a market leader. Reflecting Ronstan's further internationalisation and enormous potential in the northern hemisphere, West will remain based at the Rhode Island, USA office.

"I am thrilled to take over as Managing Director at Ronstan," West reports. "Alistair has been a dynamic leader here for a long time and as a result we have had some great success. Now I am looking forward to getting some fresh eyes on our biggest challenges and opportunities. More than anything, I have worked with the other senior managers at Ronstan for over 10 years and they give me the confidence to know we can and will do great things at Ronstan."

"...we can and will do great things at Ronstan."

Ronstan is headquartered in Melbourne, Australia and is owned by its management team. The company has manufacturing facilities in Australia, Denmark and Indonesia and a global network of distributors, active in sailing and architectural markets in 45 countries worldwide.



IN THE NEWS

SAIL AMERICA PRESENTS 2016 BOARD OF DIRECTORS

Board adds two new directors to 2016 roster

Warren, Rhode Island - Sail America, the trade association for the U.S. sailing industry, elected two new members to its 2016 Board of Directors: Chris Doscher, Beneteau America and Kevin Murphy, NMMA, Ex-Officio.

The new Sail America Directors will join Scot West (President), Ronstan and Jeff Johnstone (Treasurer/Secretary), JBoats. Additionally, they will join existing Board Members Erin Schanen (VP Association), SAILING Magazine; Greg Emerson (VP Shows), Marlow-Hunter, LLC; Jay Stockmann (VP Marketing), Vetus Maxwell; Stanton Murray (Past President), Murray Yacht Sales; Kevin Coughlin, New England Ropes; Jack Gierhart, US Sailing; Lou Sandoval, Karma Yacht Sales; Reagan Haynes, Soundings Trade Only; Jim Abel, West Marine; Mark Pillsbury, Cruising World; Bob Ross, Sail Northwest and Kimo Worthington, North Sails.

New Board Director profiles follow:

Chris Doscher grew up sailing on Barnegat Bay along the New Jersey coast. In the years since, his love of the sport has only grown stronger. Chris campaigned for the 1980, 84, 88 and 92 Olympics in the 470 class. Since then, he has owned, sailed, raced and campaigned on some of the best high-performance sailing yachts in the world including the Mumm 30 and Farr 40. Not surprisingly, Chris can also proudly claim his share of wins in the sport, including the Southern Ocean Racing Circuit. After graduating from Kent State University, Chris formed, managed and grew his own highly successful private aviation business. Recently hired by Beneteau as their Sailboat Sales Manager for North America, Chris brings to the position not only a long and expansive knowledge of the product he will be selling, but a sharp business acumen.

Kevin Murphy is a devoted husband and father of three and has spent over 20 years as a show manager with National Marine Manufacturers Association (NMMA). Prior to his time at NMMA, Kevin received his Business Management Degree at Allegheny Community College and Florida Atlantic University. Immediately following, he earned a series 7 and 63 licenses and worked as an investment broker associate at Stuart James Investment Company. Along with his expansive knowledge of the boating industry, he brings many years of experience managing boat shows to an already strong Sail America board. Kevin's passion for building and developing opportunities for success for both the small business owner and the large boat manufacturer within the marine industry is exemplified in his day-to-day show planning, budgeting, production and implementation of the Strictly Sail Miami, Tampa and Atlanta Boat Shows.



WAYPOINTS

Interview contributed by Grace Trofa

MICHAEL MOORE |

Maritime, Art & Aviation Law

As a maritime lawyer for the past 40 odd years, Michael Moore is the “go to” guy among the rich and famous for all issues regarding boats, planes and art. But he also wears another hat, as Chairman of SeaKeepers. Trust me, between the two topics, law and oceanography, (not to mention his recent trips to Cuba) it doesn’t take long for a simple question to segue into interesting stories. Here’s what he had to say as we enjoyed a few drinks at his club and favorite hangout, the Coral Reef Yacht Club, in Coconut Grove, Miami.

So what is your overview of the yacht world of today?

When I was first introduced to the yachting world, there were these broad outlines of yachting, which still exist; guys that wanted to fish, cruise, sail. These were the categories, and that was the yachting world. But today, I feel it is a world within a world. You can almost remember the first time you heard the expression the toy garage, “that sounds like fun”, it was personal water crafts like jet skis, but now as yachts get bigger and time evolves, the most recent toys are submarines, or small fishing vessels, luxury tenders and even escape vessels. These are the vessels that will go 80 miles an hour for five miles; by the time you get to where you want to go, the bad guys are four miles behind you. But all these are iterations; tenders and toys and now the ultra brands, like jewelry and watches, have entered the yacht world; it is as if the world came to yachting at the same time that yachting came to the world. Maybe the pinnacle was when Tiger Woods sued over his privacy. The irony of his lawsuit is, there is no privacy any longer. You can go on the Internet and look up the owner of any boat. If you really want to be private in this world, you need to go into a cave in Afghanistan and not leave.

What is your client base?

I do boats, planes and art. That’s how I make my money. Clients will often do a deal, securing a loan with art as collateral. A lot of these empires fall the way they were built, they don’t necessarily have a solid foundation, it’s part of the risk taking. I have a client who lost 200 million dollars in three years, went from 200 million to nothing, but he has already started rebuilding. There is still some of that angst about being super wealthy, wealthy beyond comprehension, especially with the technology people who went into yachting. No doubt it could happen in any era, but the speed in which it is happening in my lifetime is breathtaking.

Not only am I very happy with the clients that we have, but I know of no other firm anywhere in the world that has the clientele that we have; it is a remarkable thing. One day Forbes magazine came out with a list of billionaires, and we represent 20 billionaires and probably 40 people in the 500 to 1 billion dollar range. With some of these people, I started with the fathers, and I am now representing the children. These clients are fun to know, have lots of money, and they are constantly getting into trouble. They are the perfect clients, and they become friends. I am pleased to say I enjoy being their advisor; I do anything and everything that has to do with their planes, boats and art.

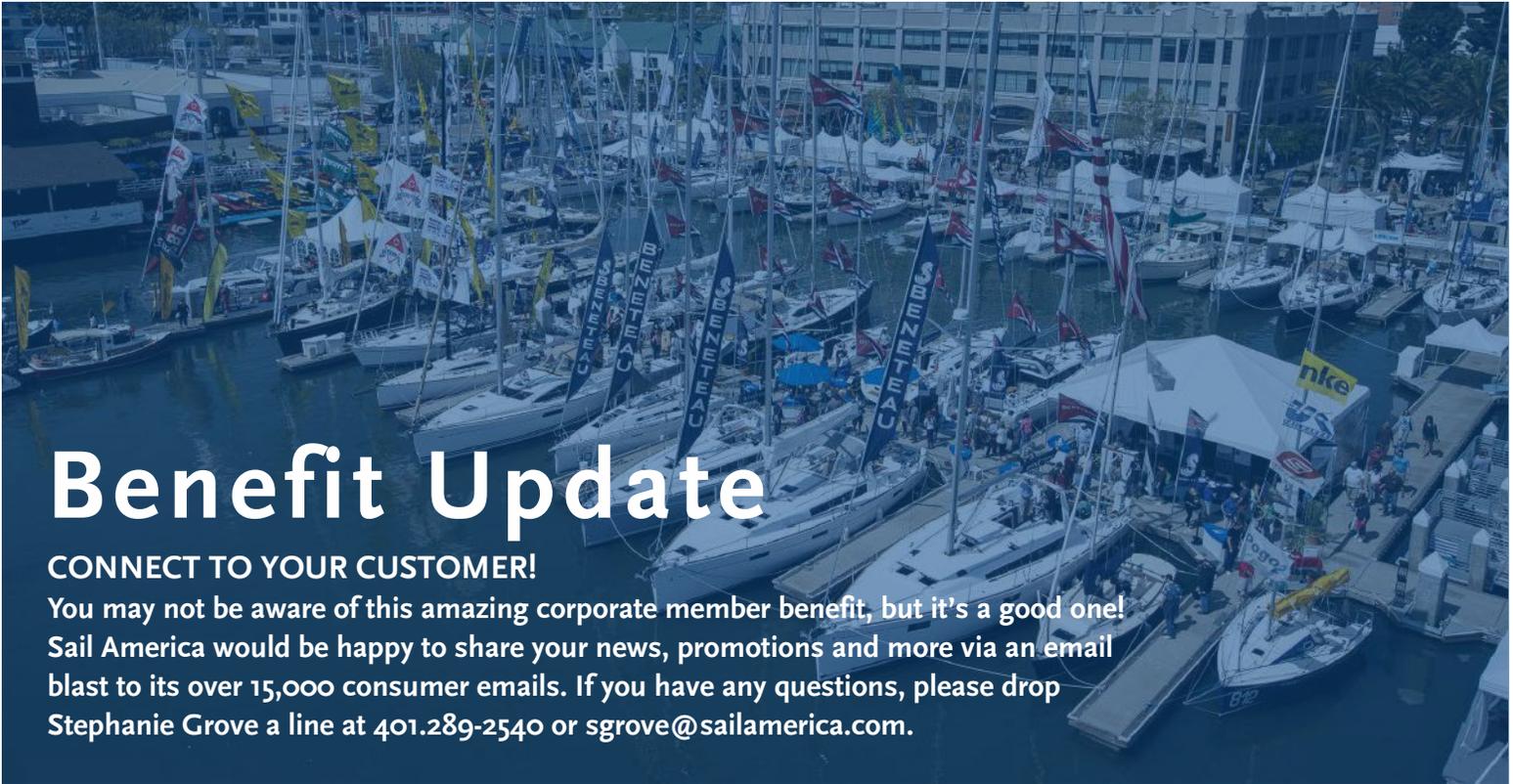
We have a client whose sizable tender on his yacht would be a yacht for most people. It does two things; it goes very, very fast and is completely encapsulated. This thing, built like a torpedo, will enclose his entire family, and it will go at a very high rate of speed. There is no weather in the world that can affect it and no vehicle that can catch it. It is a rocket, conceived and built to remove the entire family from a situation that they want to be removed from. They think about these things for good reason; there have been numerous times tragedies have visited these families.

>> READ THE FULL ARTICLE ONLINE AT WWW.SAILAMERICA.COM <<

MEMBER NEWS



FEBRUARY 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:

The Discover Sailing Pavilion is a consumer facing program that uses member's 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/>

Discover Sailing
The Ultimate Adventure™



“ 8 million metric tons of plastic waste enters the ocean from the land each year. ”

Learn more at sailorsforthesea.org



MEMBER NEWS

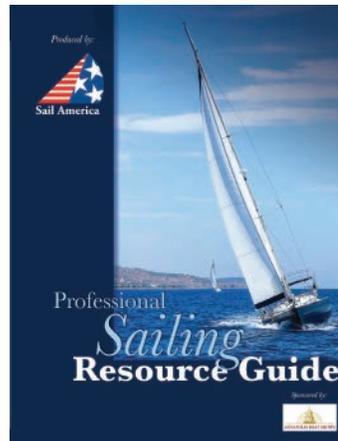
Benefit Update



Sail America has added a new benefit available to our members! As one of many Sail America membership benefits, Sail America recently published and distributed electronically our Professional Sailing Resource Guide, which 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 was 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 and download your 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 that would benefit from Sail America membership. By referring new member companies, marine representatives, 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 Strictly Sail Pacific in Richmond, CA, April 2016.
- 2) Four complimentary tickets to Strictly Sail Pacific in Richmond, CA, April 2016.
- 3) Recognition on Sail America's website.

Please contact Stephanie Grove, Sail America's Membership Coordinator, for more details. You can contact Stephanie at 401-289-2540 or sgrove@sailamerica.com.

Thank you for your continued support!

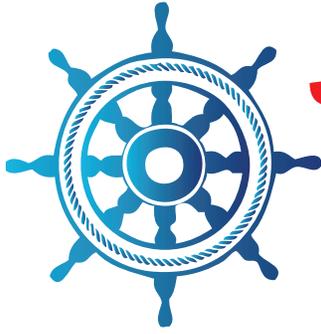


WAYPOINTS JANUARY CORRECTION

January's Waypoints article featuring Efrem "Skip" Zimbalist III was a bit confusing to read upon its release. We have remedied the issue and suggest that you take another look! It's a great interview!

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



JOB POSTINGS

Assistant Category Manager West Marine

Watsonville, CA

Under limited supervision, this position will provide analysis input to support the development of the Category seasonal strategies and prioritize the tasks to support the strategies for the Category. They will identify business opportunities and risks through analyzing sales performance and market data. They will interface and negotiate with vendors on price, product, promotion and exclusivity. They will perform other duties as assigned. This position reports to the Senior Category Manager.

Advertising Director 48° North Magazine

Seattle, WA

The advertising director is a full-time, salaried position responsible for contacting and negotiating with new advertising clients in addition to providing great customer care to existing advertisers. The advertising director supervises advertising staff: oversees all advertising sales, contract negotiations, in-house ad production, and the production of sales materials such as rate cards and media kit. While reporting to the editor for the daily operation of the magazine and website, the advertising manager and editor share responsibility for producing an end product that will appeal to readers while providing the sailing industry a trusted connection to that audience



Promoting the health and growth of sailing.