



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 Spotlight



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

MARCH 2016



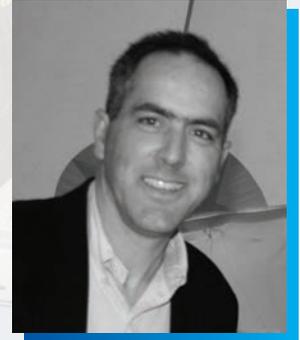
Promoting the health and growth of sailing



MESSAGE FROM THE ASSOCIATION MANAGER

Dear Sail America Member,

The 21st Annual Sail America's Strictly Sail Pacific (SSP) and the first show in our new home in Richmond, CA is behind us! Despite the move, the cancellation of the new San Francisco Show and some inclement weather, the show brought out our core audience who helped drive exhibitor sales over the four-day event. I hope everyone that experienced the show feels the same way and left wondering how we can grow the show.



I would like to thank Sally Helme and The Sailing Company for her State of the Industry Report and participating in our Industry Panel discussion at the Friday morning industry breakfast. In addition, I would like to thank panelists Matt Hyde, CEO West Marine; Jeff Johnstone, CEO J/Boats; Jeff Brown, Owner JK3 Nautical Enterprises; and Dan Lockyer of Dream Yacht Charters for helping to bring Sally's industry statistics and numbers alive. The panel helped provide better depth and color to the industry numbers while sharing what they see in their industry space. It was a valuable discussion.

Thanks to all of you who have sent feedback and comments about how to improve the show. We appreciate the input and are pleased to know that the hard work of the team and the various Committees paid off. We will be distributing our post-show survey, so please keep an eye out for it. As we begin planning for next year, it is critical that we incorporate your thoughts into our planning process. As we move forward, we will be reaching out to some of you to serve on committees and task forces to focus on different elements of the show.

Finally, I would like to congratulate the winners of our Best-in-Show Awards, sponsored by Weems & Plath. More than 220 great booths and displays were evaluated by our expert panel of judges, and in the end, the following five awards were presented:

- Best Booth Display under 201 sq ft: Torqeedo
- Best Booth Display over 200 sq ft: Whitecaps Marine Outfitters
- Best Boat Display fewer than four boats: Lagoon America
- Best Boat Display Four or More Boats: JK3 Nautical Enterprises
- Best in Show: JK3 Nautical Enterprises

I look forward to seeing you in Newport, Rhode Island in September for the Newport Boat Show and exploring the possibilities that the future holds for the sailing industry.

Good Sailing,

Peter



The 150th Anniversary of the Spinnaker

Theo Stocker
March 16, 2016

The spinnaker is widely credited to have been first used in a regatta in 1866, but where does the name come from?

The Albert Cup in 1866 is thought to be the first time a yacht flew what is now known as a spinnaker, the large balloon-like three-cornered sail used for extra sail area downwind.

Yacht racing in the Solent 150 years ago was dominated by large yachts with even larger crews. The Royal Albert Yacht Club had just been founded in Southsea and the prize of its Albert Cup was attracting serious competition. In 1865, the cup was won by Niobe, a 40-ton cutter owned by William Conway Gordon. He had been testing out a full-bellied foresail for downwind sailing. Some suggest that the name of the sail was under debate at this point. While Gordon wanted to call the sail after the boat, a crew-member said: 'Now there's a sail to make her spin,' which soon became 'spin-maker,' and Gordon became known as 'Spinnaker Gordon'.



“ The Albert Cup in 1866 is thought to be the first time a yacht flew what is now known as a spinnaker, the large balloon-like three-cornered sail used for extra sail area downwind. ”

The alternative theory suggests that it was in fact his rival, HC Maudsley, the following year, who also flew a revolutionary downwind sail on board the 47-ton Sphinx to win the Albert Cup. The yacht's name was, apparently, pronounced as 'Spinx' by many and the foresail called the 'spinx-acre' for its vast size.

In either case, the sails were large, full-bellied, three-cornered and flown from a detachable boom or pole. The name quickly became accepted as the 'spinnaker,' and it is this design that is still used today on yachts of all sizes. Happy 150th birthday to the spinnaker.

Social Media & Your Business



NETWORKING

Many businesses make the mistake of neglecting the “social” aspect of social media marketing. These platforms are where brands can connect with customers and prospects on a personal level – not just a way to market your products or services. To capitalize on this, you should be actively engaging with your fans and followers rather than focusing on marketing to them. Answer questions, participate in discussions and show people the personality behind your brand.

BRAND RECOGNITION

If you want people to come to know and trust your brand, you have to provide them with the same experience regardless of where and how they interact with you.

AWARENESS

Your customers and prospects have certain wants and needs. The most effective way to attract them and keep them coming back for more is to provide content that addresses those wants and needs. That's also the best way to encourage social sharing, which will ultimately get you more brand exposure and increase your following.



ED DUBOIS



Published on March 28th, 2016

EIGHT BELLS

One of the world's top yacht designers, Ed Dubois, principal of one of the leading boatbuilders, Dubois Naval Architects, died March 24, 2016 at the age of 64. His legacy is the many fine and technically advanced yachts he designed, which now sail the world.

Born in London to a non-sailing family in 1952, Dubois began designing and building model yachts at an early age, sailing them on the pond in Kensington Gardens. He recalled being on a rented boat on a pond in Regent's Park and as a child understood the feeling of what he called "being propelled by the wind across the water." The family later moved to Surrey.

Dubois trained as a naval architect at Southampton and went on to design several small yachts, making his mark with an offshore racer, Police Car, a 42-foot craft that raced in the two-ton class, for Australian owner Peter Cantwell. She debuted in the 1979 Admiral's Cup as part of a winning Australian team.

After that, Dubois was invited to design his first superyacht, the 37-meter sloop Aquel II, which was built in New Zealand. A long career in yacht design followed. Before his death, Dubois was working on a yacht due for launch in spring 2017 — the 190-foot Royal Huisman Ngoni, whose nickname inside the Dutch shipyard was "The Beast" due to her towering 233-foot rig. He also designed the highly successful and seaworthy Clipper 68s, the tough boats used by Clipper Ventures to take hundreds of rookie sailors with seasoned skippers around the world for four ocean races from 2005-2012.

Sir Robin Knox-Johnston, founder and chairman of Clipper Race, said: "All in the Clipper family will be sad to hear of the death of Ed Dubois, the internationally renowned yacht designer. He designed the very successful Clipper 68s, and all those who sailed in the 68s know how seaworthy the boats were and are. We extend our sympathies to his family and his team at Ed Dubois Design."

As well as sailing yachts, the company was renowned for many sail and motor-powered superyachts, such as the 152ft Feadship Kiss, launched last year.

Eddie Warden Owen, chief executive of the Royal Ocean Racing Club, said: "Police Car threw him into the yacht racing limelight which his upbringing and personality was more than equipped to enjoy and exploit so that throughout the 1980s, he became one of the designers of choice for those who wanted to win the Admiral's Cup.

"His design of Victory of Burnham for Peter de Savary, which was a team member in the British team that won the 1981 Admiral's Cup, propelled Ed Dubois into the heady world of the America's Cup, designing a 12 meter yacht for De Savary's 1983 America's Cup campaign.

"Not only was he a great designer, but he was also a very competent sailor, and enjoyed offshore racing. He oozed charisma and charm, which those whom he met could not fail to enjoy. I will miss him, and I know that all RORC [Royal Ocean Racing Club] members who will have met him will have good memories of a man who had time for everyone, especially sailors."

His company said that following a period of illness last year, Ed had been in better health and had been working as normal until he was admitted to hospital last week. He died on Thursday.

The company added that the business would continue. Peter Bolke, who is senior designer and has been with the group for 23 years, has become managing director with immediate effect.

The company said: "With one of the industry's most innovative 58-meter yachts currently in build and a number of similarly ambitious projects in the design stage, Ed left the business at an exciting moment in its development." "Peter and his team will be supported by Ed's great friends, Richard Cunningham and Andrew Prynne QC."

A regatta named after Dubois is also part of his legacy. The two-day Dubois Cup, established in 2007, sees classic designs from the studio compete every two years.

Dubois was awarded an honorary doctorate in design by Southampton Solent University in 2004 and was a fellow of the Royal Institute of Naval Architects and Royal Academy of Engineering. A lover of music, art and travel, Dubois leaves a wife, Honor, and four children. Funeral arrangements are pending.



NEWS & EVENTS

Springline Yacht Sales adds Canadian broker

Posted on March 28th, 2016

Connecticut-based Springline Yacht Sales is expanding to Lake Champlain and Quebec with the addition of yacht broker Julie Garneau.

Garneau and others at the sailboat dealership will bring Elan, Island Packet and Blue Jacket yachts to the region.

“We are thrilled to be expanding and bringing our brands and Julie’s expertise to our Canadian clients. We look forward to seeing Julie out on Lake Champlain with happy clients at the helm of an Elan, Blue Jacket or Island Packet,” said Springline Yacht Sales owner and president Rick Dieterich.

Garneau’s experience includes being a lake sailor, offshore sailor and megayacht crewmember.

“ We are thrilled to be expanding and bringing our brands and Julie’s expertise to our Canadian clients. ”

Mark Turner to Lead Volvo Ocean Race

Alicante, Spain

Mark Turner has been appointed Volvo Ocean Race CEO, stepping down after 23 years at the helm of global sports marketing company OC Sport.

The Briton, who competed in offshore sailing's leading international event as a Whitbread Round-the-World sailor in 1989 and masterminded the Dongfeng Race Team project in the 2014-15 edition, will take up his new position in succession to Knut Frostad as of June 7 this year.

Turner, 48, said: "There probably isn't any other post in sailing that could have attracted me today, after taking OC Sport through so many different areas of the sport over the last two decades. It is a significant responsibility for me to take over the leadership from Knut, who has done such an excellent job of transforming the race in to the sport's biggest and most commercially viable top-level event. As the race with the most significant global footprint in both media and business-to-business terms, and a fascinating history dating back to 1973, there is a huge responsibility not only to the numerous stakeholders, Volvo, and the other team and event partners, but also to the sport of sailing in general. It's a platform that can really help shape the future of the sport."

"I certainly hope I can add some value and vision to the excellent work of the great team already in place in Alicante, and through that, help to inspire and engage more and more fans, sailors and sponsors in the future."

Henry Stenson, chairman of the Volvo Ocean Race board, said he was delighted with the appointment. "It has been a long and thorough process,



but I know that in Mark we have found the right person to take on this very challenging role. We need a man with the expertise, determination and vision to take the event to the next stage after all the great work done by Knut, and Mark has all these attributes in abundance. The future under his guidance looks very exciting indeed."

Turner has competed in many of the sport's leading events including the Transat Jacques Vabre and the Mini Transat, but really made his name in the sport by mastering Briton Ellen MacArthur's successful Vendée Globe race in 2001 when he finished second. He then oversaw MacArthur breaking the solo circumnavigation of the world record in 2005, taking the sport to a wider audience than ever before, both in their native United Kingdom and also around the world.

Turner went on to launch the very successful Extreme Sailing Series with OC Sport as well as many other leading adventure sports events.

He added: "My personal chapter with OC Sport is now ending, but the spirit and achievements will continue, I'm sure, with the strong team I'm leaving behind. It has been an honour to work with so many motivated and talented people over the years and to have been able to use the sporting platforms we've created to inspire

"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."

people from all walks of life. OC Sport has enabled me to challenge the norm and innovate in many areas — something that I'm sure the company will continue to strive to do."

Turner has stepped down fully from OC Sport as both board director and shareholder.

Turner, who is also a very keen cyclist, swimmer and skier, will now undertake a period of leave before taking up his new responsibilities with the race, ahead of the 13th edition in 2017-18, which starts in October next year.

Short biography

Born: Isle of Wight, England in July 1967

1985-90 – Lieutenant, Seaman Officer, Royal Navy

1989-90 – Competed in Whitbread Round the World Race on British Defender

1989-92 – Operations, Sales and Marketing Director, Winning Winches

1992-98 – Marketing Director, Spinlock

1993-2016 – Founder and Executive Chairman, OC Sport

June 2016 – CEO, Volvo Ocean Race



BoatUS 50th Anniversary Member Appreciation Event

D. Scott Croft

It was 50 years ago that Boat Owners Association of The United States (BoatUS) got its start as the result of one man's desire to make recreational boating better for boaters, sailors, and anglers.

To celebrate this milestone, the nation's largest recreational boat owner advocacy, services and safety organization announced today the first in a series of local celebrations to say 'thanks' to its over a half million members.

The inaugural BoatUS "50th Anniversary Member Appreciation Event" will be held Wednesday, April 6 at Clearwater Yacht Club in Clearwater, FL, from 6 - 9 p.m. BoatUS President Margaret Bonds Podlich will host the informal, festive event with music, hors d'oeuvres and prizes – including a Star Clippers cruise for two.

"It's a way to gather and thank our BoatUS members for their continued support over the years and to get with other boaters to talk boating," said Podlich. Local TowBoatUS Captains will also attend.

Additional celebrations will be announced soon. The events are open to BoatUS members as well as any friends of the association. All event details and history information is posted at our website.

“ It's a way to gather and thank our BoatUS members for their continued support over the years and to get with other boaters to talk boating. ”



WAYPOINTS

K BRIAN DORVAL

Founding Partner, Think First Serve

For the past five years, K. Brian Dorval has been working on a project to define the skills necessary for beginning boaters to remain safe while engaging in recreational activities on the water. I teased him that his job is to make sure the parties involved “play nice,” but that is only part of the equation. Read on to hear what we can expect in the future from “On-Water Standards,” a project made possible by a Coast Guard grant awarded to US Sailing.

Let’s start by describing the services your company, Think First Serve, provides to organizations.

We are a management development company that specializes in helping organizations with how to grow. At the heart of our approach is innovation, creativity and problem solving. We can help organizations figure out how to structure themselves to release the creative talent inside the organization, so they can get more innovation from the company. We help build core capabilities inside the organization for things like leadership, how to create the internal working climate for innovation and change, and the processes to release and channel the creative properties of people. We bring all of this together through research, training and consulting to help us design, organize and build internal capabilities and figure out what the customers really want from the company.

In our current business climate, how much do corporations appreciate the creative aspect and what it contributes to their business?

Some companies have found a way to really appreciate the creativity inside of their people. They have come to realize that it is that creativity that is going to allow them to grow, to solve problems, to keep themselves vibrant and alive and ahead of the competition. When they find ways to release and channel that creativity, they do phenomenal, while other companies that do not recognize and tap into this valuable source will, over time, become stagnant and have trouble. And, there is a lot of research that proves this is the case.

Our perception is that creative people are the risk-takers and the ones that promote innovation; they are the ones that come up with ideas and are more fearless. Is that true?

Exactly. The cool thing is there are different kinds of creativity. The classic creativity is outside the box — people who do things very differently — and it stands out and is very visible. There is also the innovation and creativity inside the box, which involves ideas that allow for continuous improvement in quality and things that involve creativity but are of a different flavor, not as revolutionary. Everyone has some kind of creativity in them; the important question is what does it look like when they try to use it? That is the goal or should be the goal of most companies — how do we release that full spectrum of talent?

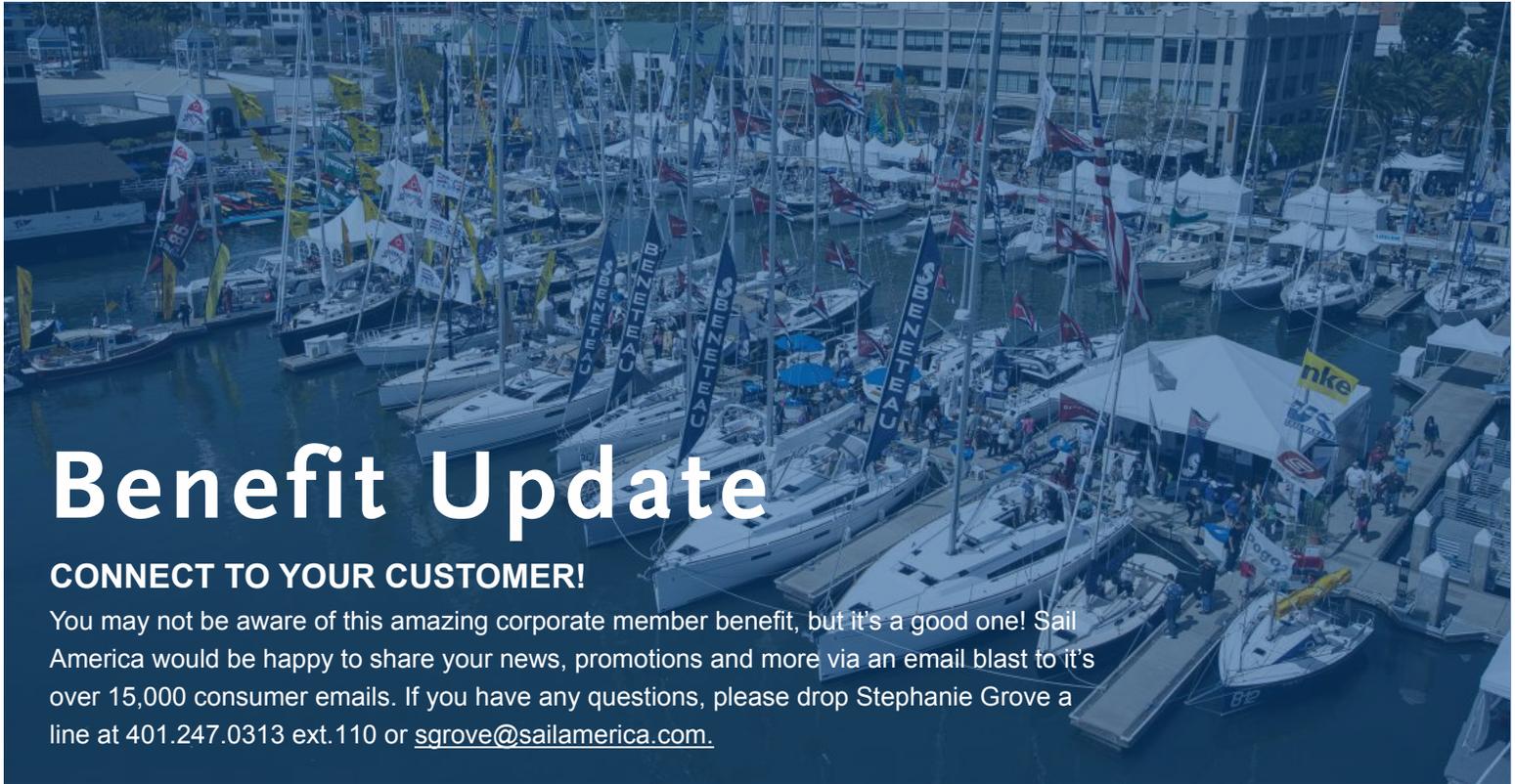
Look at the Wright Brothers. The original airplane was a big step change, a revolution. But over time, today if you were to fly in a 757, there are lots of continuing improvement from those days of the early Wright Brothers; they are both creative but different in flavor. People love to use their creativity, but when there are business goals and objectives in place, it needs to be purposeful creativity. We talk to management and even train them how to understand and appreciate creativity, develop training programs that will fit different levels of management —whether sponsoring or managing it or using it — and then we try to help them understand the level of creativity at that level, so everyone understands its value.

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

MEMBER NEWS



MARCH 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 it's over 15,000 consumer emails. If you have any questions, please drop Stephanie Grove a line at 401.247.0313 ext.110 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:

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



“ Despite having only explored less than 5 percent of the ocean, as much as 40 percent of the oceans are heavily affected by human activity...” ”



Learn more at sailorsforthesea.org



NEW MEMBER SPOTLIGHT

CAREFREE BOAT CLUB

OF SAN FRANCISCO BAY



Carefree Boat Club was founded in Virginia in 2002. Since their inception, Carefree Boat Club has become the premier boat club operator in the U.S. and Canada. Everything they do is based on operating at the highest standards in the industry. Their membership ratios are strictly maintained (10 members for every 1 boat), as are the quality and upkeep of their boats. Their goal is to provide their members with the highest quality boating experience, to provide a safe and easy introduction to boating for new boaters and to offer the best variety of boats and ports possible. Their ultimate goal is to make boating fun, easy and affordable.

Carefree Boat Club of San Francisco Bay is a new alternative to buying or renting a boat in the San Francisco Bay Area. With a membership to their exclusive club, you don't have to worry about maintenance, storage, trailering, moorage (or wait lists), dock fees, insurance, covering or even cleaning. You have unlimited access to not just one boat but their entire fleet of boats and unlimited on-the-water safety training.

Carefree Boat Club strives to provide their customers an affordable boating experience that is fun, easy and safe. They take care of all the time consuming chores that come with boating so you don't have to. Carefree Boat Club is revolutionizing the way the Bay Area enjoys boating.

They are located at the Marina Village Yacht Harbor on the Oakland-Alameda estuary across from Jack London Square. The marina is just 15 minutes from San Francisco and five minutes from downtown Oakland. The marina has ample free parking, shower and laundry facilities, adjacent shops and restaurants, and is located in a safe, secure environment.

To learn more about membership options, or to become a member of their club today, schedule a tour using the form on their website - <http://carefreeboats.com/locations/carefree-boat-club-of-san-francisco-bay/>



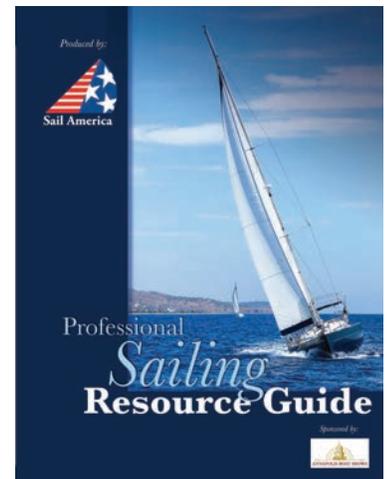
MEMBER NEWS

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 new 2015 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 who would benefit from Sail America membership. Marine representatives, sailing schools, riggers and manufacturers, by referring new member companies, 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 thank you with the following benefits:

- 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



Bruce Kirby Recounts the Birth of the Laser

87-year-old Bruce Kirby, the designer of the most popular sailing boat in history, has penned this piece on the early years of the Laser dinghy, after the death of the builder, Ian Bruce. Reading this article, one recalls that Kirby was a darn good sailing journalist as well as being a darn good designer.

The long story of the wee yacht that became the Laser began when a marketing offshoot of Canada's Hudson Bay Company asked Ian Bruce, a Montreal product developer at the time, to come up with proposals for a line of outdoor sporting equipment. Among the proposals listed as a "maybe" was a cartopper sailboat. As Ian had been building and racing my Mark III International 14 and was familiar with my earlier 14s, he called from Montreal and asked me to come up with the design of a cartopper. This was early October of 1969, and I was still editor of the old One-Design and Offshore Yachtsman magazine (now called Sailing World), and our office had just been moved from Chicago to Stamford, Connecticut.

Ian had been told by his client that the sailboat might never become part of the package, but as we talked on the phone, I was doodling ideas on a yellow legal pad. The tear sheet from this pad later became what we called the "million dollar doodle." Off the phone, I did some quick calculations for the little boat. I believe this sketch was the reason why so many people to this day say the boat was designed on the back of an envelope or on a restaurant napkin.

Not so. I took the sketch with its rough calculations home to my office drawing board and over the next few days developed it into a full set of lines in the normal naval architectural manner. The scale was 1 inch to the foot. Then I did a table of offsets for the hull, so it could be drawn full size on the builder's floor; and after that came a single drawing which included the sailplan, deck, cockpit, daggerboard and rudder drawings. I have recently had all this work digitized for later publication. The plans went off to Ian with a note suggesting that "if your clients don't want to build the boat, be sure to hang onto the drawings because it might make us a buck some day."

And it turned out that the client soon scrubbed the sailboat idea. So the drawing remained in Ian's drawer for several months. The big break came when the advertising manager of our magazine came up with an idea for a small boat regatta for new or almost-new products. Monohulls were to be priced below \$1,000 and multihulls under \$1,200. What a perfect way to introduce the new boat! It was now April of 1970, and I called Ian to ask him if he could possibly build a prototype of the cartopper in time for the October regatta. Ever the optimist, he jumped at the idea and said he would build two boats to tune them against each other.

In the end, he managed against all odds to finish one hull and pry it out of the mold a little earlier than it should have been "popped." But it held its shape in spite of the premature birth. Meanwhile, he had sent the sailplan to Hans Fogh in Toronto so he could come up with a trial sail. On midday Friday before the weekend event, he left Montreal with hull, mast, daggerboard, rudder and tiller and headed west to pick up Hans and the sail in Toronto. On they drove through the night, arriving at the Playboy Club after midnight. I flew in from LaGuardia on Friday, and on Saturday morning, the three of us put the boat together for the first time.

For want of a better name, we had been calling the boat the Weekender, and Hans had put TGIF [thank god it's Friday] on the sail. Hans was the designated helmsman, and in the first race he finished second in light air to an adaptation of the Flying Junior dinghy with the sheer lowered and a stayed cat rig. The boat had been in production for three years. Hans was not happy with the sail/mast combination and took the sail to Buddy Melges' nearby loft and recut the luff curve that evening. Next day, with the sail looking great, he won the first race, and the regatta was called for lack of wind during the second race with Hans well in the lead.

With the few puffs of decent wind that he had experienced, Hans detected a bit too much weather at the helm. I took the boat for a short spin and found enough wind to confirm his opinion. But the boat had kicked up a fuss on the Playboy beach, and there were requests for dealerships and individual sales. But we knew we had work to do and the boat, which Ian had made a pale purple with a pink deck for the sole purpose of attracting attention, was cartopped back to his Pointe Claire shop 20 miles west of Montreal.

There followed a month of non-stop work for Ian, deciding on final fitting locations, vang type (I had drawn the vang above the boom as we see frequently today), but either to save time or to avoid experimenting with something entirely new, he rigged it the way that is so familiar to us all today. With the winter boat show season looming, we had no time to fritter away.

Bruce Kirby Recounts the Birth of the Laser, cont.

We needed a boat that was simple and easy to sail and handle ashore and afloat. I re-did my calculations for helm balance and realized that because the boat should be easy to keep flat upwind, I would not need to put the center of effort of the sailplan very far forward of the center of lateral resistance of the underbody. This just didn't work, and when I moved the sailplan forward on paper to give it the normal "lead" over the underwater shape, everything came into focus.

Working with Hans, we achieved this by shortening the foot of the sail by six inches, lengthening the luff a foot and taking several degrees of aft rake out of the mast. The sail area remained the same as on the original drawing. The mast step was moved 3 inches forward, but the center of effort was 7 inches forward — quite a lot in so small a boat. All this was done on paper and so was still somewhat theoretical. I sent via Federal Express successive drawings to Hans (no e-mail or FAX at the time) and then phoned the new numbers to Ian so he could prepare the prototypes for the new setup. He had built a second prototype with a moveable mast step to accommodate the development.

So the heavy lifting fell upon Ian, as it does at this stage in the development of any sailboat. As we would say today, "that's what builders do!" He did the physical work in the shop with one helper and then conducted testing on the water at Royal St. Lawrence Yacht Club. He had two or three assistant test pilots of differing heights and weights, including Janet Bjorn, one of the better woman sailors (and skiers) in Canada.

We had a final weekend of testing early in December of '70 and pinned down all the details. Hans and I sailed the boat for the first time since the America's Teacup, and the weather cooperated with nice medium air the first day and a few hours of sleet and 20 knots the next. We all agreed the boat was ready for the market. And that evening at a celebration at Royal St. Lawrence Yacht Club, a young McGill University science student named Doug Balfour suggested the name Laser, pointing out that it was well known to young folks, that it was truly international, and that the great Laser beam logo would only have to go on one side of the sail because it was symmetrical. Just after Christmas, Ian delivered the first legal Laser to me in Connecticut. Of the two prototypes, the first one, which had been sailed at the Teacup, was much too light at 109 pounds and would not have lasted long in a blow.

The second, with the moveable mast step, was also under target weight and of course had a deck marred by the weird mast step. My boat was right on the 130 pound hull weight we wanted. It was bright red/orange and saw a tremendous amount of action that winter as I took it to the many frostbite fleets along the Connecticut coast to show it off.

I'm happy to say it turned a lot of heads and precipitated a lot of questions.

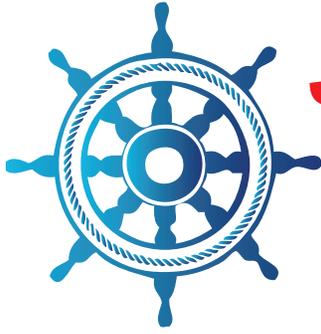
After a career of hard racing and rough use by many curious and possible buyers, that boat was donated to the Mystic Maritime Museum many years ago. It was the second non-wooden vessel in this incredible nautical showplace. By the time it left my hands, the sheen had come off the gelcoat, and for the last few regattas I entered, I listed the colour as "awful orange." Ian then got a boat into the New York Boat Show in early January of 1971. It really did take the show by storm. He sold 144 boats to individuals and dealers, which I believe is still a record for the event.

Apart from the hard work Ian had done in preparing the boat for production, I believe his greatest contribution in those early years was in ramping up production in an unbelievably short time. He must have worked day and night. In a few weeks he was turning out 10 boats a day, and that increased to 20 the second year. He set up a building facility in England in early 1972 under the direction of Paul Davies, an International 14 and Flying Dutchman crew, whom we had both known through 14 sailing.

Then came a facility in Ireland, which was a tax haven at the time, and that plant was able to help the U.K. facility fill the tremendous demand then coming from Europe. Ian and Don Trask, a San Francisco Starboat champion, teamed up to open a factory in California to cut down on the shipping costs between Montreal and the burgeoning Laser market in the U.S. West. Don already had a small shop producing Stars. As the designer, my job had been done long before, but I stayed close to the program to help with marketing in any way I could. For two years, the boat was advertised only in our magazine — fully paid for, by the way.

I wrote and produced the ads with the magazine's art director until Ian had hired a great graphics man who turned out all the printed publicity from then on. After an unfortunate insolvency many years later, Ian lost the building rights, and I was able to make arrangements for production to move from Canada to the Pearson Corporation in Rhode Island. As a native-born Canadian, I was sorry to have to approve this move, but I had tried to find a Canadian builder whom I thought could handle the very high production then required.

It's been a long road, with a lot of hills and potholes, but the wee yacht has continued to prosper through grey skies and blue. Ian is gone, but his legacy of ferociously hard work, tenacity and creativity lives on. There are now more than 200,000 Lasers in 114 countries. I keep the 'million dollar' sketch on the office wall to remind me that acorns frequently become wonderful oak trees.



JOB POSTINGS

Office Manager North Sails

Sausalito, CA

As the hub for North Sails activity on San Francisco Bay, the North Sails loft in Sausalito, CA is enthusiastic about expanding their team. The San Francisco loft is hiring an Office Manager. He or she will be responsible for day-to-day office operations as well as various company-wide administrative projects. The office manager role is vital to customer relations as well as internal and external communication. Strong administrative, computer and communication skills are a must, as well as time management and the ability to multi-task in a high energy environment. This job includes a 401K and health and dental benefits, and a health spending account for all full-time employees.

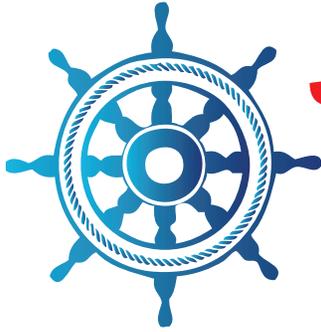
Replenishment Analyst West Marine

Watsonville, CA

The Replenishment Analyst is responsible for five key processes. Promotions including verifying on-time availability of promotional product and stock levels, execution of West Marine's Store-Level Inventory Management (SLIM) system, purchasing all ad product, and reviewing forecasts. The Replenishment Analyst is responsible for assuring proofing accuracy on all promotional media. Vendor Management including managing monthly and quarterly vendor collaborative calls, preparation for those calls, monitoring vendor compliance for shipping performance, and recommending initiatives for better vendor performance. The Replenishment Analyst provides support to his or her Assistant Category Manager on invoice (AP) reconciliation issues between West Marine and his or her vendors. Manage Assortments by ensuring accurate setup and management of West Marine's automated replenishment systems, and managing item/store start and stop date execution. Management of product lifecycle by executing plans for product transitions and ensuring accurate setup and management of West Marine's automated replenishment systems. Inventory management by monitoring and managing order fulfillment from vendors, reviewing forecast variance exception reports to understand trends and changes in the business, and ensuring that service levels are maintained.



Promoting the health and growth of sailing



JOB POSTINGS

Anchor Rode Associate Lewmar

Guilford, CT

This position is responsible for supporting in house Anchor Rode Production at the Guilford, CT facility. Individual should be familiar with the process of rope splicing and comfortable with use of rigging tools and procedures. Maintain all established processes, methods and controls of the function. This position will also be heavily involved in maintaining accurate inventory levels and physical inventory cycle counts



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