



### 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.



### 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

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# MEMBER

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# NEWS

MAY 2016



Promoting the health and growth of sailing



# MESSAGE FROM THE ASSOCIATION MANAGER

Dear Sail America Member,

It is with a heavy heart that I write this final Association Manager letter informing you of my departure from Sail America. After much thought and reflection the timing is right for me to move on to the next chapter in my career. I leave a role where I have worked with such a fantastic and supportive team, but most importantly a great membership.



As Association Manager, I have spent the past three and a half years partnering with Sail America's board of directors to promote the sailing lifestyle, strengthen member businesses and sustain and grow the membership. I am pleased with what we have been able to accomplish and am optimistic about the future health of Sail America.

To highlight several examples of what we have accomplished in a short period of time:

- Strengthened Strictly Sail Pacific by relocating to Richmond and providing a new long-term home for the show.
- Expanded the Discover Sailing and Seminar programs by adding programming and creating a broader network of speakers.
- Hosted two successful Sail America Sailing Industry Conferences providing educational and networking opportunities that directly aided in creating new business opportunities for our members.
- Added new members through the newly created Affiliate Corporate Membership program.
- Created new and strengthened old partnerships across the boating industry to help solidify Sail America's voice as the leader of the sailing industry.

While these are the most visible accomplishments to the members they run much deeper. We had added and refined software to improve the boat show registration process and scrubbed and cleaned the Discover Sailing database to make it easier to segment and reach the customer you are looking to reach. Both of these examples have saved members valuable time allowing you to focus on your business.

I wanted to take this opportunity to express my thanks to all of you who have made my time with Sail America such a great experience on both a professional and personal level. A special thanks to the board of directors of Sail America, I have enjoyed working with and getting to know each of you. To you, and to our expanded membership, I offer best wishes for your future success.

Good Sailing,

A handwritten signature in black ink that reads "Peter Durant".

Peter Durant





## WAYPOINTS RIVES POTTS |

*Rives Potts sets out once again aboard Carina in the Thrash to the Onion Patch, (Newport/Bermuda Race) hopefully putting another victory under his belt, Or is it his boom? We talked about the male bonding that makes this race so particular, a look back at his America's Cup experience with Dennis Connor, life aboard Tenacious in the 1979 Fastnet race when so many perished in the storm and of course, "so what's it like to be Commodore of the New York Yacht Club" (sometimes he has to pinch himself) and more...*

**You're getting ready to set off again in the Newport/Bermuda Race. How long is it now that you've been sailing? Seems a lifetime, true?**

I've been racing for close to 60 years, I started as a child with small boats in Virginia, where I grew up. My father picked up sailing after the war and I sailed in Penguins, Jet 14's, 505's. But in my life I have been lucky enough to sail on a lot of great boats and great programs and I've had a great time. It certainly helped me in my career and in the quality of my life in general. Then it seemed like in the 1990's things were starting to change. Guys weren't delivering boats, they were being shipped. The racing programs were not the same. And ocean racing wasn't as prevalent as it was in the past. There was another factor, I was always sailing with other people, which was very nice but I realized I couldn't take my sons. So when they became of age, I decided to get a boat myself, Carina.

**So what makes for success? Is it the boat or the crew?**

It's a combination of the two, but most of it is luck.

**How many times have you done the Newport/Bermuda Race?**

Twenty-three times. And no, it never gets stale. It's great fun and something you look forward to every couple of years. There certainly are a lot of people who have full on racing programs, whatever that means but most of us like to take our friends and family. It's not just a race. You get to go to Bermuda for about three to five days, race while you're there, catch up with old friends, it really becomes a vacation. Some of the guys have been doing this race together for 20 to 30 years. The real reason you do this, when you get to be my age is we're afraid we will be forgotten if we don't keep doing it! You walk down the dock, you don't know anybody! We are already has-beens! When you sail with good people you get better. The fun thing I think about my group, is most of what I will call the grownups all came from pretty good sailing backgrounds, for a lot of the kids this might be the only racing they will do for the year, they don't have it in their blood like the old guys. We don't see each other for 738 days and then we get together for a week. It's like a reunion every two years. They are 31 and 32, all grown up.

# ABYC NAMES CRAIG SCHOLTEN TECHNICAL VICE PRESIDENT

Buford, GA

Annapolis, MD – The American Boat & Yacht Council (ABYC) announced that industry veteran Craig Scholten has joined the association as technical vice president. With 33 years of experience, Scholten will further support ABYC's mission of being the essential source of technical information in the international marine industry.

Scholten will oversee the ABYC technical department and will be responsible for ABYC's relationship with the International Organization for Standardization (ISO) and compliance with Europe's Recreational Craft Directive (RCD). Scholten will also work with the membership department to help add value to new and existing members from a technical resource perspective.

"I have worked with Craig for over 14 years, never has someone been more qualified to further the ABYC mission than Craig," said John Adey, ABYC president. "His expertise in applying our standards to production boatbuilding gives him a unique perspective to increase the value of an ABYC membership both nationally and internationally."

Scholten joins ABYC from Rec Boat Holdings, LLC, where he most recently served as production engineering/product compliance manager. In this role, he provided the global product compliance and



“ His expertise in applying our standards to production boatbuilding gives him a unique perspective to increase the value of an ABYC membership both nationally and internationally. ”

certification of Four Winns, Glastron, Scarab, Wellcraft boats and trailers. His additional industry credentials include: National Marine Manufacturers Association (NMMA) Standards Compliance Specialist; Outboard Marine Corporation (OMC) Product Compliance Manager; Genmar Director of Product Compliance; ABYC Master Technician and ABYC Technical Board Chairman.

"I am excited to join ABYC's talented team as technical vice president and to continue the tradition of outstanding member service," said Scholten. "I have a passion for global compliance and will draw on my years of experience to provide positive contributions to the industry. I am honored to represent one of the most trusted organizations in the world and look forward to enhancing your membership experience for many years to come."

## Social Media & Your Business



### NETWORKING

Better company updates for LinkedIn  
With LinkedIn, there is not a lot of room to get creative, but you can create more compelling company updates with this simple trick: Post rich media! The majority of companies and individuals on LinkedIn are only sharing links. However, an easy trick to enhance your content is by sharing images, YouTube video links, and SlideShare presentation links.

### BRAND RECOGNITION

Customize your business's branding on Twitter. Consistent branding not only helps define your small business's identity, it's also an easy way to establish a professional appearance. While most social media platforms don't allow users to customize the look of their profile, Twitter does. You can customize the wallpaper background, tweet text, hyperlink and hashtag in a specific color that matches your brand.

### AWARENESS

Put a positive spin on things. Rather than joining angry mobs, say something positive and uplifting about important issues that your audience cares about. Social-media users are more likely to follow you if you share happier updates. Emotions are contagious and people enjoy optimism.

## USA. Maryland Governor and General Assembly Provide \$1 Million for New Facility

**BYMNews.com**  
**May 13, 2016**

The National Sailing Hall of Fame is pleased to announce that Maryland Governor Larry Hogan, Speaker of House of Delegates Mike Busch and Senate President Mike Miller through the Maryland State Legislature have provided a grant of \$1 million toward the goal of \$10 million that will fund construction of a new facility.

“We are planning a signature national facility on Annapolis City Dock, anchoring community activities, water access and expanding our school programming, thereby preserving America’s sailing’s legacy and engaging sailing’s next generation,” said National Sailing Hall President Gary Jobson. The new facility's additional space will enable expanded programming for interactive exhibitions, STEM (Science, Technology Engineering and Math) Sailing, public presentations, the Tom Morris Library, boat exhibitions, Recovering Warrior Regattas, free sailing program and promotion of environmental stewardship.



***“ We are planning a signature national facility on Annapolis City Dock, anchoring community activities, water access and expanding our school programming, thereby preserving America’s sailing’s legacy and engaging sailing’s next generation ”***

“We are grateful to Governor Larry Hogan, Speaker Mike Busch, President Mike Miller and the General Assembly for their support for our efforts,” said Gary Jobson. “We look forward to working with them, our local community, and national supporters to provide a public attraction, educational programs and a home for American sailing.”

The National Sailing Hall of Fame envisions an America where people of all ages, backgrounds, and abilities can participate in sailing and fully appreciate the life lessons it offers. We believe that sailing teaches critical life skills, including athleticism, teamwork, leadership, self-reliance and responsibility. We believe that what you see on the water will change the way you see life on land. We believe that people who don’t sail are missing something. We believe we can change that.

If you are interesting in helping us build the new facility contact Lee Tawney: [lee.tawney@nshof.org](mailto:lee.tawney@nshof.org)

**News Presented by Cathy McLean**



## New Yachting and Classic Boat Channel on YouTube

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***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.

Click here to check out the new website.

Article from [www.yachtingmonthly.com](http://www.yachtingmonthly.com)



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## ***Littlefield & Crew bring home 4th from the Hospice Regatta National Championship***

Prescott Littlefield led a team of Mudhead sailors in the 2016 Hospice Regatta National Championship, in Galveston, TX. His crew included: Matthew Littlefield, Claudia Koerting, Liz Sistare and Matt Wilson. Littlefield's team raced beautifully in the first few races in their group's nine race qualifying series earning five bullets on and finished fourth over all .

"It was a real honor to represent the Mudheads at this year's National Hospice Regattas Championship. Getting to know sailors from other parts of the country who are actively supporting Hospice care was a highlight of the event." said Littlefield.

The Hospice Regattas National Championship was the first U.S. charity sailing championship to promote local regattas' efforts to support hospice programs. The event offers three days of sailboat racing for one winning skipper and crew from each local hospice regatta that has completed at least two regattas. For more information, visit [www.hospiceregattas.org](http://www.hospiceregattas.org)

"Some on the water memorable moments were having a fish jump out of the water and briefly land on the bow of our Sonar during a race, as well as, losing our spinnaker halyard up the mast despite having taped the shackle, only losing one position on that downwind leg, and then climbing the mast after finishing to retrieve it to the cheers of the Sea Scout Base Galveston support staff and Race Committee," said Littlefield.

The National Hospice Regatta Alliance (NHRA) is a 501(c)(3) association of hospice regattas that independently raise money and awareness for hospices in their communities. It supports a rapidly expanding nationwide network of regattas that publicize hospice care. NHRA is an all-volunteer organization helping hospice regattas grow and learn from each other, and promoting hospice care nationally. Since the first Hospice Regatta in 1982, more than 20,000 sailors, sponsors and volunteers have raised over \$12 million to provide hospice care to terminal patients and their families without regard for ability to pay.

Locally, the Mudheads work with the Center for Hospice Care - a community based, nonprofit organization serving Eastern Connecticut since 1985. It provides end-of-life care to over 700 patients and their families each year regardless of age, disease or ability to pay. This year's Mudhead Benefit Regatta is July 16. For further information, visit: [www.mudhead.org](http://www.mudhead.org)

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## ***Offshore Sailing School Appoints New Director of Operations***

Ft. Myers, Fla (May 31, 2016) – Offshore Sailing School announced today that Robert (Rob) Brooks, formerly of Austin, Texas, has joined the Offshore Sailing School executive team as Director of Operations. “His background and successful career in sailing education and racing makes Rob the ideal leader in developing new programs, faculty, branch and resource management as we continue to grow our business,” states Offshore Chairman and Founder, Steve Colgate. Brooks will oversee all aspects of the Company’s systems and programs, working closely with the Colgates and the management team.

He has over 32 years of professional sailing instruction and coaching experience, and began sailing at Santa Barbara Yacht Club’s Youth Program at age seven where he later went on to direct that program. In the early 80’s he began offshore racing on various IOR boats with top finishes in the Newport to Ensenada Race (Presidents Cup winner), Transpac , Pac Cup, Coastal Cup, and San Diego to Puerto Vallarta regattas.

Brooks holds many racing honors including World Champion in the Mumm30 class; National Champion in the Melges24, Santana 20, Capri 30, and Holder 20 classes; and North American Champion in the Mumm30, Melges24, J24, J80, and J35 classes. He recently won the overall Mackinac Cup 2015.

He has performed multiple International seminars in Canada and Mexico and coached the past six Offshore/NorthU Race Weeks, as well as corporate Team building seminars on various past America’s Cup yachts including 12 Metres and the IACC boats.

He has also been very active in women’s sailing, coaching top level Women’s Rolex and Woman’s Keelboat Championship teams. His onshore talents include sailmaking, rigging and new boat commissioning.

For the past eleven years Brooks has been a commercial real estate agent in Austin, Texas and recently relocated to Offshore Sailing School’s headquarters in Fort Myers, Fla with his wife and daughter.

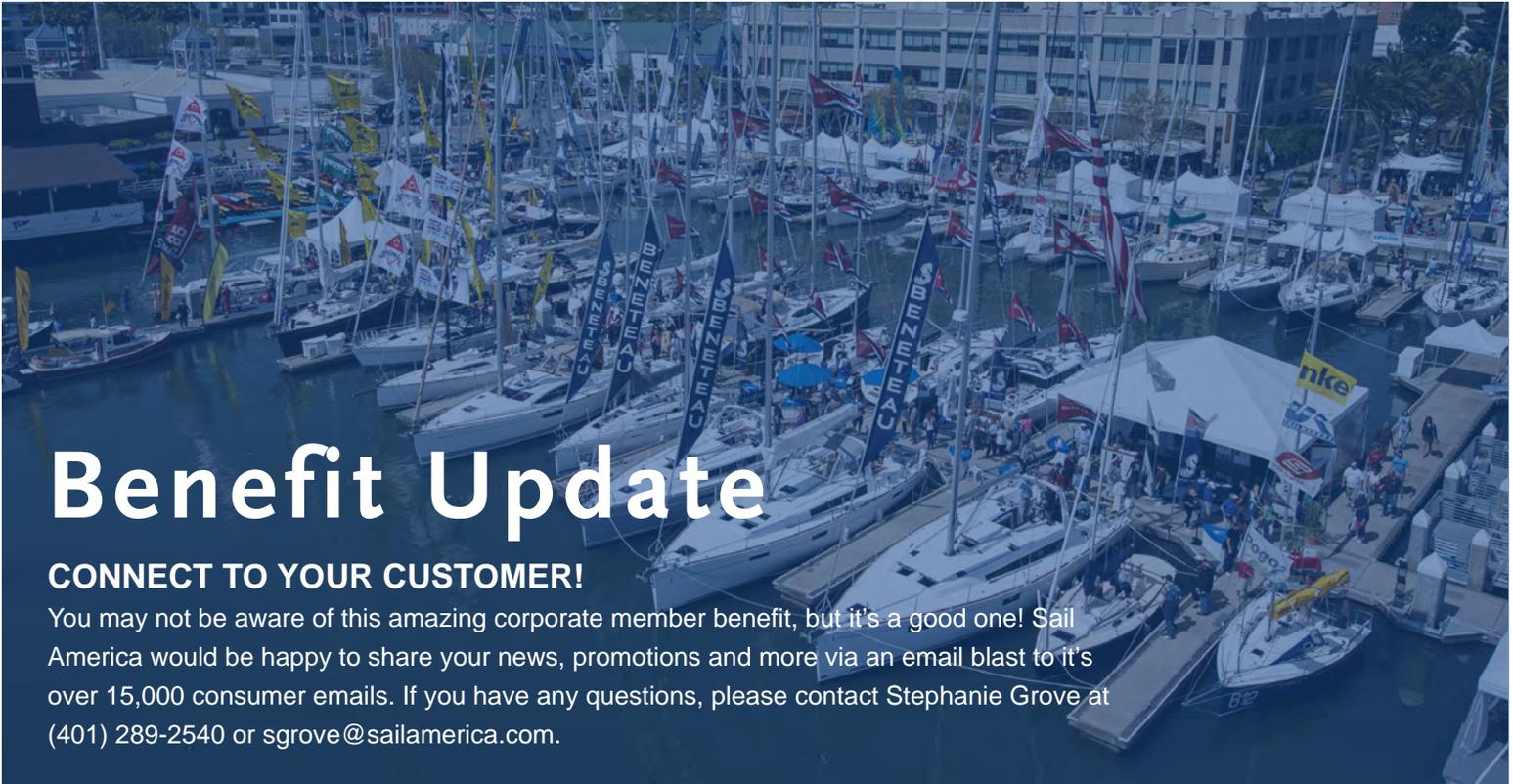
Offshore Sailing School was founded in 1964 by Olympian, America’s Cup Sailor and National Sailing Hall of Fame Inductee, Steve Colgate. The school provides a full range of sailing instruction with US Sailing certification – from beginning sailing to advanced cruising and racing – at seven locations in Florida, the British Virgin Islands, New York and New Jersey. In addition, the Company conducts team building programs for corporations and groups, and leadership training for universities, including Emory’s Goizuetta Advanced Leadership Academy. More than 130,000 adults and their families have graduated from Offshore Sailing School programs over the past 52 years. For more information and hi-res images, contact Beth Oliver, Director of Sales and Marketing – [Boliver@OffshoreSailing.com](mailto:Boliver@OffshoreSailing.com).

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# MEMBER NEWS



MAY 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 contact Stephanie Grove at (401) 289-2540 or [sgrove@sailamerica.com](mailto: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 [click here](#).

“ In the Los Angeles area alone, 10 metric tons of plastic fragments—like grocery bags, straws and soda bottles—are carried into the Pacific Ocean every day. ”



Learn more at [sailorsforthesea.org](http://sailorsforthesea.org)



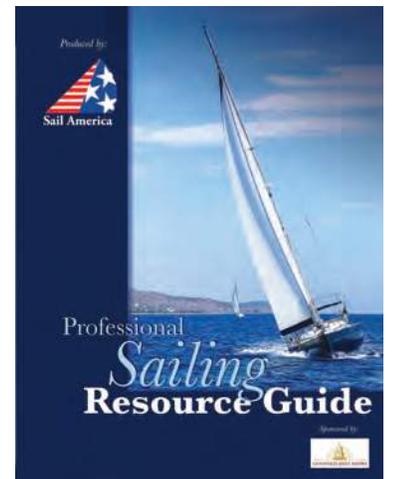
# MEMBER NEWS

## 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 annual 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. 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](mailto: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 Stephanie Grove: [sgrove@sailamerica.com](mailto:sgrove@sailamerica.com)