



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.
- 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

NOVEMBER/DECEMBER 2015



Promoting the health and growth of sailing.



MESSAGE FROM THE ASSOCIATION MANAGER

Dear Sail America Member,

It is hard to believe that 2015 is drawing to a close! The last two months have been busy working to promote our members businesses and the sailing industry. In addition, we are making plans for the New Year.

At the Industry Breakfast in Annapolis, we generated over seventy unique marketing and special event ideas from across the group. Those ideas were then presented several weeks later at the Craneway Pavilion and Marina Bay Yacht Harbor site visit. The top ideas agreed upon by both groups were reviewed internally and the Boat Show Team began the task of making those ideas come to fruition. There is opportunity here for exhibitors and other organizations to get involved this year to help run and produce special events. Information on some of the many Strictly Sail Pacific events and how to get involved will be a feature in next month's newsletter.

We also formed a Millennial Marketing Committee that includes several successful millennials within our industry. With their help, we have generated innovative ideas to reach the next great generation of sailors! This group of talented individuals will continue to meet regularly with our Special Event and Marketing teams.

I recently attended the St. Petersburg Power and Sailboat Show where we ran the Cruising Seminars and Discover Sailing programs sponsored by Cruising Outpost. This year we introduced a new for pay seminar series which was lightly attended in its first year. We again partnered with Captain Dave Amann and his crew at Sailing Florida Charters to help deliver our Discover Sailing program and introduced a new "Lap of Luxury" program, where participants were able to enjoy an evening cruise followed by spending the night aboard the boat berthed at the Vinoy Renaissance.

In January, we are travelling to the San Francisco Boat Show to continue to promote sailing at larger boating events. Our hands-on training courses have helped drive traffic to the local sailing schools and to improve the skills of longtime boaters with training in anchoring, docking and experiencing a catamaran for the first time!

Finally, I would like to invite you to join us Wednesday, February 3, 2016 at 7:45am at our first Industry Breakfast in Seattle. During the breakfast we plan to update you on Sail America and the Strictly Sail Pacific boat show venue as well as provide an update to the sailing industry across North America.

On behalf of the Board of Directors and the Sail America Staff we wish you all a wonderful holiday season and a Happy New year!

Good Sailing,

Peter Durant





WAYPOINTS

LAURENT FABRE |

President of Beneteau

Following up on Sail America's interview with Todd Hess, the President of SailTime, we decided to find out what Beneteau President, Laurent Fabre has to say about the joint program, using Beneteau boats with the Sail Time program, the sharing economy and his views on the industry in general. We caught up with Laurent at the Ft Lauderdale Boat Show where brokers were kept busy posting "sold" signs on the models at the show, testimony to a promising future for this French boat builder. Laurent makes some interesting points, read on.

Jumping on this wave of popularity regarding the sharing economy, Beneteau has joined forces with SailTime and created a program using Beneteau boats, this is an exciting experiment. But let's begin with your own impressions of this "share" economy, for starters do you see this sharing economy as a worldwide phenomenon, for example it is as popular in Europe as in the US?

Popular, yes growing as fast as US, no. This is due in part to legal restrictions and the protest from taxi drivers. In France, the sharing economy has been blocked by backward thinking people, people who are stuck with an old way of thinking and the old way of how the economy should work and it doesn't work that way any longer. If we want the economy to start working again, we need to accept and embrace this new economy. Eventually it will have the same success. In France we do have something called "Blah, Blah" car, our own Uber, it is a little different because it combines people in route sharing. If someone is driving to Provence, they post it on the internet and if anyone else is going to Provence, they can join in on the ride, it has been so successful it is spreading now throughout Europe.

So your observation, with a firsthand view from your own teenage children, is that this generation seems to be more tuned into the idea of sharing?

It has to do something with the environment and the way they approach the world. They are still materialistic, there are things they still want to own, my son will spend a fortune on his IPHONE and technology, computer; but big investments, they are much more supportive about the sharing.

With the younger people the sharing economy is the GoPro, they want to go sky diving, surfing, sailing, they put it into their computer memory; but do they need to own the equipment to do these things, no. It is more about having the experience than the material object. And that's our job, here at Beneteau, to bring the experience to them.

Do you feel then one of the solutions might be to make the sport more affordable?

That is the first point. That is the Beneteau philosophy. If you look at the price of the boats we have been making for many years, we always made it more affordable for you to go at sea. If you look at the price point, a 30 ft boat for the last 20 years has been going down in price just like what is happening with cars and computers. We make it much more affordable now for anyone to buy a 20 or 30 foot than it has ever been. Plus we are always thinking about the user friendliness. How can we make it easier for you to own your boat and enjoy your boat immediately? We have turnkey solutions. Notice the way we designed the boat layout (we were sitting on a boat with a constant flow of interested buyers) so that you feel at ease immediately, the openness.

>> [READ THE FULL ARTICLE HERE](#)

Building Adams Cup History

The Mrs. Charles Frances Adams Cup, or “Adams Cup” for short, was the competition for the United States Women’s Sailing Championship. The Adams Cup was first held in 1924 and was raced annually until the event was retired in 2011. Run by US Sailing, eliminations were held throughout the country, and the finals were raced in a different type of boat each year to eliminate any advantage a sailor from any particular class might otherwise have. Competitors sailed boats provided by the host club, and teams were required to race each boat at the event once so that nobody will have an advantage in terms of equipment – similar to high school and collegiate sailing. The Mrs. Charles Frances Adams Trophy is now on display in the Reading Room of the Tom Morris Library at the US National Sailing Hall of Fame.



“ The Adams Cup was first held in 1924...”

A reunion of Adams Cup participants was held in October during the 2015 US National Sailing Hall of Fame Induction ceremony, and now the Hall of Fame committee is working to identify all participants in the Adams Cup and their stories. Those who participated are encouraged to let

the Hall know how to contact you and others with whom you may be in touch to help build the network and enhance the Adams Cup web page. If you have any information on former Adams Cup competitors and/or stories, please contact Sam Healy at Sam.Healy@nshof.org



Social Media & Your Business



CREATE A BUZZ

Get the word out about your products and services in a way that promotes online conversation. Once folks start talking, selling is easy!

GET PERSONAL

Use a variety of social media, and you’ll build relationships with customers and potential customers. Trust comes through honesty and sincerity.

SAVE SOME MONEY

Social media marketing shouldn’t cost a small business nearly as much as traditional advertising. And, if you do it yourself, it might not cost a dime. However, it will cost you time. Depending how much your time is worth, it might be worthwhile to hire someone to help with the social media marketing. But, all in all, social media marketing is just a fraction of the cost of traditional marketing and advertising.



NEWS & EVENTS

I DON'T WANT TO RACE!

From The American Sailing Association Journal
Authored by Pat Reynolds

We know you don't. BUT, let's talk about it. We've found racing sailboats is one of those things that can be slightly controversial. Odd as it sounds there are some sailors who not only don't like to race in a sailboat, they resent it – it bothers them. “Why would I ever want to sail around a triangle, stressing out, trying to go a half knot faster than someone else who is also white-knuckled and experiencing a bunch of his own stress? I want to relax when I sail – that's why I sail!” Yes, we get it. You left out the part about intentionally trying to cut each other off and scream at one another.

It's true that yacht racing allows for this type of behavior and the goal is definitely trying to get that small edge on your competitors, but put that aside for a minute and be open to a different view on why participating in some races might be a great thing to do.

First, forget about that whole white-knuckle stress thing...it doesn't have to be that way, even if that is a perception. What about this – get some friends together and announce that soon you are interested in losing your first yacht race and that you need their help to ensure you do. Have fun preparing for your imminent loss. Let the crew know that you will be rounding the weather mark and you fully expect them to botch the spinnaker set and will be upset if they don't. Enjoy the experience. Laugh. However, during this horrible first outing on the race course, you will notice that by virtue of being forced to make many turns, set sails often and attempt to sail consciously and well – there is an enormous and accelerated learning experience happening.

Nik Vale, ASA Certified Sailing Instructor “I didn't have a great interest in racing when I first started,” said ASA instructor Nik Vale who has raced thousands of miles all over the West Coast. “It was an

opportunity to get out on the water in a consistent way. I didn't have a boat, but I liked to sail – lots of people need crew so I was able to sail every weekend because of racing. During that time, I learned an enormous amount and, in the process, got hooked.”

“During that time, I learned an enormous amount and, in the process, got hooked.”

Not everyone who races is driven by a competitive nature – many just have fun getting together with friends as they learn more about sailing. It's also cool to enjoy the teamwork aspect of the sport – win or lose. But perhaps most relevant is the idea that racing is a mandated excuse to get out on the water, keep the boat up to snuff (if you're the owner) and get experience on the fast track.

Many a non-racer has, through a drunken promise at a yacht club or some other circumstance, found themselves competing in a race and finding that it's actually not what they thought – that it is still, in many ways, a relaxing and enjoyable day on the water.

One last thing to consider is about the offered events in your given location. For those looking to start out easy, explore the variety of races that are out there and pick one that's more suitable for the novice breed. Some places actually have races designed for first timers, but short of that, ask around and enter one that's not overly serious.

We say, give it a shot – don't compete for a trophy, compete for who has the most fun on the boat. If you try that, you just might find the odd race here and there is a cool way to spend the day and get some good learning in. By the way, there's no way to prove that ‘who has the most fun’ thing, so you're bound to come out ahead!

MEMBER NEWS



NOVEMBER/
DECEMBER
2015

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 401.289.2540 or sgrove@sailamerica.com.

MEMBER HIGHLIGHT

Discover Sailing:

Find sailing resources in your state and add your organization to the list so consumers can find you! Hosted by the National Sailing Hall of Fame, the Sailing Resource Locator allows sailors and non-sailors alike to see at a glance what sailing resources are located in their area. For more information visit http://www.nshof.org/index.php?option=com_wrapper&Itemid=67

“ The ocean is our greatest treasure, but receives only 2% of fundraising dollars to help protect it. Discover how you can be the momentum behind the sea change. ”



Learn more at sailorsforthesea.org



M E M B E R

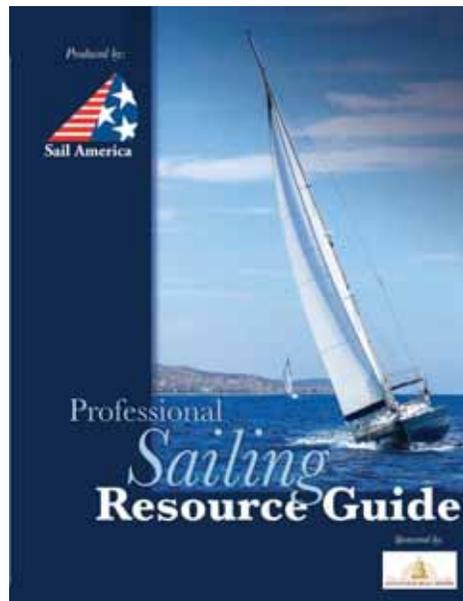
NEWS

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. 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 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. 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 Chelsey Barton-Karnes: ckarnes@sailamerica.com



NEW MEMBER SPOTLIGHT



GREG KUTSEN |

Owner of Mantus Anchors

Greg Kutsen of Mantus Anchors is a force to be reckoned with. Practicing ER physician by day and marine entrepreneur by nights and weekends, Greg has his mind set on innovating the industry and creating an anchor to ensure you sleep soundly through any squall. We had the pleasure of chatting with Greg by phone and realized right away that Greg is completely dedicated to Mantus anchors when he informed us that he had just finished an overnight shift at the ER but would be more than happy to speak with us about his company. A life spent in boating has shown Greg what doesn't work and he plans on making sure that Mantus Anchors creates the best anchor available on the market. Here's a glimpse into Mantus Anchors' products, Greg's business and his vision for the future.

Where did it all start?

I had no plans of starting a company. I had a lot of time on my hands, and at the time I had a lot of money, not anymore. I had decided to take a year off of practicing medicine to embark on a sailing adventure to South America. I was enjoying myself, but I am often restless and am looking for different projects to keep me busy. Something possessed me that I could design a better anchor if I started from scratch. I started playing around with plywood prototypes and testing them out on a beach in Cartagena, Columbia. I made several steel prototypes and actually cruised on them for another year. I finally came back and had to get back to work, but continued to improve on the anchor design. When I felt like it was finished and was using it regularly, someone in the marina suggested that I just start selling it.

It sounded like fun, I didn't know what I was getting into. There is so much that comes with starting a business - website design, manufacturing. My mom told me that I was an idiot and that she paid for med school and I should be pursuing that career and not playing around. Ever since then I have been trying to prove to my mom that I am not an idiot for starting this company, this company makes sense and I could start this anchor company. Fear of failure is a big driver, there have been a lot of sacrifices to try to grow this into something that is real.

The way our ideas are born is when we recognize that something is missing from the market and we create a wish list. Having this company is cool because now I have a way of making my wish list happen and bringing the products to market. I started with anchors. There were a few companies that made a decent product, in particular Spade and Rocna. Still there was a shortfall in the ability to get an anchor set in the really challenging conditions. It's rarely encountered, but when you do, the existing products at the time just really weren't working. So we have worked hard to solve that issue and I think we have a really good product. We started adding products like the chain hook and the swivel. Every time we notice a gap in the market that hasn't been filled, we try to go there. That's kind of how we got here.

We started the company in 2012. We've had a pretty good run, but we are still a growing company, so the company is still using up a lot of money in it's growth. That is one reason that I am still practicing medicine. I don't think I will ever leave medicine. I spent a lot of time and energy to become a doctor and right now I get to practice at a level that I can enjoy it. Before I was working 70 shifts a month and it was a chore. Now, I feel like I can work and enjoy it and come back and design for Mantus and enjoy it. Life is fuller.

READ MORE ABOUT GREG AND MANTUS ANCHORS HERE



J/22 Scholarship Boat Program

The J/22 US Class Association has revealed its Youth Scholarship Boat Program, modeled after the successful Lightning Class Boat Grant Program, which will award a fully outfitted J/22 (complete with trailer) to a promising youth team for the 2016 sailing season.

The award recipients will be expected to race the J/22 Scholarship Boat in several high profile, world-class J/22 regattas (including the 2016 J/22 Worlds in Kingston, Ontario); and participate in various Scholarship Program promotional events.

The Program is intended to encourage talented youth sailors (skippers aged 19-29) to experience the J/22 and its class community of one-design sailors at virtually no cost. More information on their program is available on the J/22 site.



JOB POSTINGS



SAILING CLUB ASSISTANT MANAGER

NY/NJ Sailing School & Club

New York Harbor

Offshore Sailing School, the leading sailing education company in the United States, is seeking two Sailing Club Assistant Managers for our New York City and Jersey City, NJ operations. Reporting to the District Manager, responsibilities include daily management of sailing club activity and new member acquisitions. Compensation package includes base salary and monthly commission based on achieving club revenue goals. Please send work and sailing resumes, with cover letter highlighting three key reasons why you are the right person for this position, to Steve Colgate, Steve@OffshoreSailing.com.

SAIL DESIGNER

Quantum Sails

Pt. Richmond, CA

Quantum Sails is seeking an organized and detail-oriented Sail Designer to focus on production products for racing and cruising clients. Responsibilities include designing sails and preparing production details as well as providing support to local loft production and sales and service teams. This position will be required to coordinate details with members of the Global Sales Team to ensure finished products meet client needs and with the Production Department to ensure accurate and efficient construction. Sail Designers report to the VP of Design & Engineering.

The ideal candidate will be proficient in AutoCad and/or AutoSketch, have strong sailing skills, excellent internal and external customer service skills, and hands-on sailmaking experience. Minimum experience of five years in a similar role is required. This person will train in Annapolis and will then work out of our loft in San Francisco.

Send resumes/CVs to resumes@quantumsails.com



Promoting the health and growth of sailing.

50 Water Street • Warren, RI • 02885 • 401.289.2540

WWW.SAILAMERICA.COM

JOB POSTINGS



MANAGER, ASST. MANAGER, INSTRUCTORS

NY/NJ Sailing School & Club

New York

Offshore Sailing School, the leading U.S. sailing education co., is hiring now for NY Harbor operations. District Manager has responsibility for overall management of schools & clubs, with focus on achieving revenue goals. Asst. Managers coordinate sailing club activities, with focus on member acquisition. Both positions are supported by Sales Associates & Instructors. Excellent sailing skills required for management & instructor positions. Seeking candidates who live in NYC and Jersey City, NJ proximity. Training is in Florida early winter for March prep & April opening. To review job requirements, visit <http://www.offshoresailing.com/about-us/employment-opportunities/>. Send sailing/career resumes to Kevin@OffshoreSailing.com.

DISTRICT MANAGER

NY/NJ Sailing School & Club

New York/New Jersey

Offshore Sailing School is the leading sailing education company in the United States. We are seeking a District Manager with management, sales and business development experience for our New York and New Jersey metro operations. Responsibilities include daily management of sailing school and club operations, with emphasis on building revenues and achieving revenue goals. Compensation package includes base salary and commissions, the latter based on branch revenues goals. Please send work and sailing resumes, with a cover letter highlighting three reasons why you are the ideal candidate for this position, to Steve Colgate, Steve@OffshoreSailing.com.



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