



S A I L A M E R I C A

MEMBER NEWS



Promoting the Health and Growth of Sailing

Strictly Sail Pacific

April 9-12, 2015

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November / December 2014

MESSAGE FROM THE ASSOCIATION MANAGER

A message from Sail America's Association Manager, Peter Durant.

WAYPOINTS COVER STORY

Sail America talks to Lee Tawney, Executive Director of the National Sailing Center and Hall of Fame

OCEAN FACT OF THE MONTH

Sailors for the Sea Ocean Facts!

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BOAT SHOW UPDATE

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PROGRESSIONS AND JOB POSTINGS

News about the movers and shakers in the sailing industry.

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 Katelyn McSherry:

kmcsherry@sailamerica.com



Monthly Highlights

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Dear Sail America Member,

It is hard to believe that the 2014 is drawing to a close! The last two months have been busy working to promote our members businesses and sailing industry. In addition, we are making plans for the New Year.

We just returned from the St. Petersburg Power and Sailboat Show where Sail America Cruising Seminars and Discover Sailing allowed us to engage with nearly 2500 consumers over this four-day show. Sponsored by Cruising Outpost and West Marine, this attendance is a significant increase over prior seminar series and indicative of a trend we are seeing in an increased interest in sailing. Skipper's bags were handed out to each participant in the Discover Sailing program and created great buzz and visibility for our seminars. The bags were supplied by West Marine and filled with the recent issue of Cruising Outpost, and additional items supplied by Sailology, Harken, Florida Sailing and Charters, ASA, and Florida Yacht Group.

As part of our strategy for promoting sailing at larger boating events, in January, we are travelling to both the Providence Boat Show and the San Francisco Boat Show to help create and build a presence for sailing. In Providence, Sail America will run a seminar series intended to engage the sailing public with practical skills and tips that they can implement on their own boats. In San Francisco, Discover Sailing will again provide an experience for the sailor. Our hands-on training courses have helped to drive traffic to local sailing schools and to improve the skills of longtime boaters with training in anchoring, docking and experiencing a catamaran for the first time!

I have just returned from the Recreational Boating Leadership Council (RBLC) meeting in Chicago. The RBLC was created in 2011 to guide the recreational marine industry's efforts to increase participation in boating and overcome barriers that would prevent increases in boating participation. The RBLC is comprised of representatives from all segments of the recreational boating industry, including bankers, big box retailers, consumer organizations, dealers, distributors, insurance companies, boat, engine and accessory manufacturers, marinas, boat yards, trade associations, publishers, yacht brokers, marine representatives and government groups. Sail America continues to be the voice for the sailing industry at these important meetings.

The Sail America staff and the Boat Show Committee have been hard at work planning for the 2015 Strictly Sail Pacific Boat Show – the sailing industry's only all-sail show on the West Coast. Specifically, we are focused on increasing and improving our marketing reach to grow show attendance. We are improving our messaging as well as broadening and extending the reach of our promotions up and down the coast. Last year, we drew attendees from all 20 western states and we hope to improve on that! We are working hard to attract new model introductions with both US premiers and West Coast debuts for new boats. In addition, we are developing template materials for our exhibitors to use to help promote the show and your presence within the show. Grassroots marketing balanced with a coastal and regional media buy will help to drive traffic to the show floors.

I look forward to seeing you all in the New Year!

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

Good Sailing,

Peter Durant

Waypoints

Sail America talks to Lee Tawney, Executive Director of the National Sailing Center and Hall of Fame.

“Sailing has charted a course through America’s heart and history....” —Walter Cronkite, Former Honorary Chair, National Sailing Center and Hall of Fame
Founded in 2005, the National Sailing Center and Hall of Fame works on the principle of preserving America’s sailing legacy and engaging sailing’s next generation. Though there is no physical facility yet, in 2011, the NSCHOF inducted such famous sailors and designers as Dennis Conner, Ted Turner, Rod Stephens, and Ted Hood. But, the NSCHOF stands for more than just honoring the past. Much of the nonprofit’s time centers around getting kids involved in sailing, thereby capturing a younger audience and, in part, ensuring a future for the industry.

Sail America caught up with Lee Tawney about the National Sailing Hall of Fame:

The National Sailing Hall of Fame inductees were compared to a fantasy football team in *Sailing* magazine. How does a Hall of Fame for sailors translate to getting young people involved in sailing?

It’s an aspiration for young people to be a Hall of Famer. Look at any sport; they have a Hall of Fame. After we held our first Inductee Ceremony, Google saw 3500 hits on ‘sailing hall of famer.’ In sports, people always talk about future Hall of Famers. Now, sailing can say that too.

These inductees will eventually be honored within a \$19.5 million facility in Annapolis. What is the status with the new building plans?

We started this project in 2008. We wanted to put it all into a building on the waterfront adjacent to the US Naval Academy and Annapolis City Dock to connect with people and make sailing both educational and interesting. The building will include a gallery that honors hall of famers and showcases the science and spirit of sailing. It will also include multimedia and interactive installations, such as indoor virtual regatta boats, and a sailing library. We’re raising capital; we still have a ways to go. But, we’re seeing a lot of interest and continue to raise money from private sources.

You also have a Marine and Maritime Career Fair that attracted such marine industry organizations as American Boat & Yacht Council, the Landing School, the International Yacht & Restoration School, and BoatU.S. What’s the level of interest and what does this mean?

The first year we tried it, we were startled by the number of kids showing up with their parents. We thought, 'we're on to something, we have to keep this going.' The notion that they showed up, they came with their parents, demonstrated there's a market for this type of thing. It can be replicated around the country. Many of the groups at the fair are recruiting kids to the program; there's no reason other regions can't do something like this.

Over 2,000 high school students have gotten involved in your Science, Technology, Engineering & Math (STEM) program. How does this program help you connect with young sailors?

When students can interact with subject matter, it makes learning enjoyable and brings lessons to life. Based on the premise that students would find math and science more interesting and less abstract if concepts were tied to practical applications of sailing, the NSHOF is developing an educational program that can be replicated in schools, community sailing programs, and junior sailing organizations nationwide. This works on the principle of Performance Based Learning (PBL). We're extending it to math and science teachers as well—developing a group of local math and science teachers who can sail and effectively assist with the development of curricular ideas and best practices for teaching through sailing. The Anne Arundel County Public Schools [Maryland], where we have practiced these principles, have indicated in writing that the partnership with the NSHOF far exceeded their greatest expectations.

What does this mean for your recent partnership with Discovery Education?

Discovery Education, the largest provider of curriculum materials, came to us. They are present in 75% of schools, the number one provider of K-12 broadband digitally streamed educational content in US schools. Once we have materials, they are the vehicles to get our materials into the hands of teachers around the country. They provide an opportunity for us to create a national platform.

Along the lines of creating a national platform, the NSCHOF did establish a National Consortium in 2010 to further the advancement of teaching math and science through sailing. Where does that stand?

The National Consortium of sailing and educational organizations shares curriculum and best practices in order to promote similar programs throughout the country. To date, 93 organizations are involved and we're developing pilot programs to test our curricula.

You recently mentioned that you have provided free sailing to nearly 2,000 people, 75% of whom had never sailed before. And, you don't have a fleet of boats. How did you achieve that?

We provide free sailing through boats donated from other people. A great example of that are the *Bull* and *Bear* sandbaggers we use for a FreeSail program. We offer sailing to the community, along with our STEM program, in the summer. People donate boats for us to

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use. Look at any marina in the country. Boats are sitting in the marinas. If we could get people on a national level to take one day...one day...to get a kid on a boat to show them what sailing is all about, it would make a real difference. I have a quick sidebar: A friend's son is captain of the sailing team at Villanova University and they had an activity sign-up sheet. One hundred and thirty people signed up, only 20 of them had sailed before. Corinthian Yacht Club in Philadelphia provided space for boats from Villanova, University of Pennsylvania, Drexel. That's 110 new sailors on the water. What could happen if every yacht club offered space? In the end, we have to get butts on boats.

To learn more about the National Sailing Center and Hall of Fame, visit nshof.org



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www.sailamerica.com



OCEAN FACT OF THE MONTH

Provided by: Sailors for the Sea

Sea turtles have been present on Earth for over 110 million years- but today, all seven species are endangered due to human impacts.

Learn more about sea turtles and how you can help:

Sailorsforthesea.org



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We want to hear from you! Send us your press releases and we'll share them with Sail America's membership. It's a quick and easy way to reach out to others within the sailing industry. Send press releases and your company news to kmcsherry@sailamerica.com



[BoatUS President Margaret Podlich Named 2014 Darlene Briggs Woman of the Year](#)

Margaret Podlich, president of the Boat Owners Association of The United States (BoatUS), was named the 2014 Darlene Briggs Woman of the Year. Honored this year at the Marina Dealer Conference & Expo Awards Breakfast, the Darlene Briggs Woman of the Year Award is presented annually to an outstanding woman in the marine industry.

For the past 20 years, Podlich has served in various capacities for BoatUS, where she was named President in 2011. Back in 1994, Podlich was recruited by BoatUS to run its then-new, non-profit BoatUS Clean Water Trust. Beyond BoatUS, Podlich is very active with various organizations such as the Recreational Boating Leadership Council and the American Boat & Yacht Council, where she currently sits on the Board of Directors. Podlich is a lifelong boater and was raised in a sailing family. After racing in college, she competed in a wide range of national and international events. 2007 Darlene Briggs Award winner Marcia Kull states "Margaret's passion for boating is evident in all she pursues..."

More information: boatus.com

[SAIL Magazine Announces 2015 Best Boats Awards](#)

Sail America member *SAIL* Magazine has announced the winners of *SAIL*'s 2015 Best Boats Awards. *SAIL*'s expert team of Best Boats judges spent days poring over the fleet of 2015 Best Boats Nominees during the Annapolis Show. The team of judges was comprised of systems specialist Nigel Calder; *SAIL*'S executive editor Adam Cort; *SAIL* cruising editor Charles Doane; veteran new boat-reviewer Tom Dove; and *SAIL*'s racing editor David Schmidt. *SAIL*'s Best Boats program is sponsored by fellow Sail America member Raymarine.

More information: sailmagazine.com

[Groupe Beneteau Joins US Sailing Team as Sponsor](#)

Sail America member Groupe Beneteau has become a silver sponsor of the US Sailing Team Sperry Top-Sider — adding support to the national team and the ISAF Sailing World Cup Miami through 2016. Groupe Beneteau joins Sperry Top-Sider, Harken, McLube, Chubb Insurance, Gowrie Group and Yale Cordage as the team's commercial partners and will be a key partner in the effort to lead American Olympic and Paralympic sailors onto the podium in Rio 2016.

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More information: ussailing.com

West Marine Plans Exit from Canadian Market

Sail America member West Marine will close 10 stores in Canada during the next few years, ending its presence in the country. "We have some fantastic associates up in Canada. This was a very difficult decision for us," West Marine CEO Matthew Hyde told analysts. "That said, this is all about ensuring that when leases come up that we're making the right determination about where we invest our money."

More information: tradeonlytoday.com

Offshore Sailing School Celebrity Pro-Am Regatta - Party with a Purpose

Sail America member Offshore Sailing School is hosting a Celebrity Pro-Am Regatta January 8-10, 2015 to benefit the Leukemia & Lymphoma Society. This event will take place at the Pink Shell Beach Resort & Marina in Fort Myers Beach, Florida.

For more information please email sail@offshoresailing.com or visit offshoresailing.com

Sail America Member Referral Plan

As a valued member of [Sail America](http://SailAmerica.com), 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 Strictly Sail Pacific in Oakland, CA, April 2015.
- 2) Four complimentary tickets to Strictly Sail Pacific in Oakland, CA, April 2015.
- 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!

BOAT SHOW UPDATES

Providence Boat Show

Sail America will be hosting seminars at the Providence Boat Show January 23-25, 2015 at the Providence Convention Center.

Sail America produces high-quality seminar programs at boat shows around the country. Their goal is to promote the health and growth of sailing. Seminar presenters are expected to educate, inform and entertain the public about the joys of sailing. Leading industry experts will explore hands-on strategies and motivate you to problem solve the daily obstacles that may arise while cruising

For more information please visit, providenceboatshow.com



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THE WEST COAST'S ONLY
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[Click Here](#)

The West Coast's original all-sail boat show will sail into Jack London Square in Oakland, CA, April 9-12, 2015. Whether you are a "newbie" or a seasoned sailor, this four day sailing event is the place to immerse yourself in the world of sailing, check out new sailboats, talk to experts, participate in hands-on seminars, get on the water and have fun.



Strictly Sail Pacific is Moving Back Indoors!

We are pleased to announce the 2015 [Strictly Sail Pacific](#) Boat Show is moving back indoors into the Jack London Square Market Building (see below for layout details).

Our sales team has been hard at work contacting all of our exhibitors and converting the booths selected outside to the floor plan inside. If your organization has not been contacted to select a new indoor space, please contact [Sara Watson](#) at (401) 289-2540 ext. 4.

[Revised Site Plan & Outdoor Layout](#)

[New First Floor Plan](#)

[New Second Floor Plan](#)

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Interested in Being an Exhibitor at Strictly Sail Pacific?

The show is filling up quickly this year, not only with returning exhibitors but with new ones as well!

We'd like to remind you that the deadline for priority registration has passed, and space is now available on a first-come, first-served basis. View the [Strictly Sail® Pacific Exhibitor Center](#) for rate information and exhibitor requirements.



The Sail America Industry Conference will be held June 22-24, 2015 at the Hyatt Regency Newport in Newport, RI. The conference, sponsored by B&G, will feature more than 10 educational seminars, a regatta, and an industry dinner. Networking events and a raffle will also be included. Sail America's Industry Conference is *the* place for sailing industry professionals to learn about new topics and trends, receive updates, and network with over 100 participants.

Schedule-At-A-Glance

[Click here](#) to view the 2015 SAIC schedule-at-a-glance.

Sponsorship Opportunities

[Click here](#) to view the sponsorship opportunities brochure.

The brochure contains information on the conference, six sponsorship levels and benefits, and a sponsor contract. Download the brochure today to see how you can get involved, gain recognition for your company, and support Sail America.

Space is limited at each sponsorship level and the title sponsorship is already sold. Sign up today to ensure the sponsorship you want and to start receiving benefits!

PROGRESSIONS & JOB POSTINGS

JK3 Continues to Grow

Sail America member JK3 Yachts is proud to announce two new JK3 team members. David Wilhite joins the Seattle office and Charlie Underwood joins the Newport Beach / Marina Del Ray location. Both Wilhite and Underwood have years of experience in yacht maintenance, commissioning and systems from day sailors and racers to mega yachts. They are excited to bring their well-versed expertise and experience, along with passion for the yachting lifestyle together to help match buyers and sellers of fine yachts.

More information: jk3yachts.com

Let Sail America Help!

Sail America News is interested in your firm's job postings and progressions. Send any important company career moves, exciting additions to administration and/or any job postings you have to, Katelyn McSherry: kmcsherry@sailamerica.com

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Make sure to like, follow, and join all of our Sail America social media platforms to stay up-to-date with current SA News and information and to join in on the conversation! We encourage our members to post questions, comments and pictures to share with fellow SA members.



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*Happy Holidays from all of
us at Sail America!*

