



S A I L A M E R I C A

# MEMBER NEWS



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# January / February 2015

## MESSAGE FROM THE ASSOCIATION MANAGER

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

## WAYPOINTS COVER STORY

Sail America talks to Brad Read, Executive Director of Sail Newport.

## OCEAN FACT OF THE MONTH

Sailors for the Sea Ocean Facts!

## MEMBER NEWS

Sail America Presents 2015 Board of Directors; Beneteau Seeks Continued Expansion in U.S.; Sailing Eliminated from Paralympic Games; American Sailing Association Announces Banner Year in 2014; Sirena Marine appoints Berthon USA, Newport RI to represent their Euphoria and Azuree yacht brands in the U.S.; Industry Mourns BoatUS Founder; US Sailing Unveils New Project Pipeline Initiative; Beneteau Secures New U.S. Financial Deal; Sail America Member Referral Plan.

## BOAT SHOW UPDATE

Strictly Sail Pacific; Sail America Industry Conference (SAIC).

## 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 Peter Durant:

[pdurant@sailamerica.com](mailto:pdurant@sailamerica.com)



Monthly Highlights

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Dear Sail America Member,

Last year we were talking polar vortex, this year seems to be the record snow levels in the east. Unfortunately, the snow pack and rain still eluded the state of California. On the positive side, people have been flocking to industry shows - with consistent increases in consumer attendance across the country, which is great news for our industry.

I mentioned we are seeing consistent increases in consumer attendance across the country at industry shows and I'm also seeing a renewed enthusiasm from exhibitors at these shows. The response to present and past exhibitors making space sales of our Strictly Sail Pacific Boat Show has been super. A number of exhibitors have increased their floor space and many new exhibitors are joining the show this year. In addition, we have had a great response from the manufacturers and dealers and we have many new and premiering sailboat models on display this year.

We continue to evolve our marketing plan this year to better reach your target customer and, initial reports show its working. Last year we put more emphasis on online ticket purchases and aggressive marketing through social channels, including Twitter and Facebook to help create and drive traffic to our sites. In addition, our exhibitors leveraged their customer databases to offer their customers a branded promotional ticket discount. This helped to drive the cost of consumer acquisition down for the show, allowing us to use those financial resources to better target and reach consumers that want to see your products at the show. Enhanced data capture will also allow us to continue to expand the Discover Sailing database, a value-add for our members who leverage this database as part of their marketing mix throughout the year!

We are busy planning for the 2015 Sail America Industry Conference in Newport, RI June 22-24. B&G is returning as our title sponsor for the Conference. Registration should be available in a few weeks so keep your eyes out for our Conference notice.

I look forward to seeing you in Oakland in April. I hope you will attend the Sail America Industry Breakfast on Friday morning to hear Sally Helme present the *Cruising World/Sailing World, The State of the Sailing Industry: 2015 Sailing Market Study*. If not then, plan on Newport, RI in June!

Good Sailing,

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

Peter Durant

## Waypoints



If you are one of the many racing enthusiasts who has clicked onto the Volvo Ocean Race (VOR) blogs during the past few months, you'll agree the drama and excitement of the race is addictive. Can't sleep at 3 a.m.? Let's see what's happening in the VOR trek around the world.

Thanks to the efforts of Brad Read, Executive Director of Sail Newport, we will have the opportunity to get up close and personal with our favorite team members when the teams sail into Newport—the only US stopover for the VOR. Though it is hard to believe Read can do one better than the 2012 America's Cup World Series (AWCS) event held at Fort Adams State Park, he has some big plans, including kicking off the May 5<sup>th</sup> to May 17<sup>th</sup> celebration with a Cinque de Mayo party. Let's all be sure to get our boats in the water, show our support and pray to the weather gods for blue skies in May.

Here's a glimpse of the man behind the scenes and what we can expect from the event that promises to set the tone for the summer season—an act that will be tough to follow.

***First, a collective "thank you" for bringing the excitement of America's Cup racing back to Newport. During the World Series, in conversation with the Prada team, they expressed how impressed they were with the beauty of Newport, the quality of the sailing and the enthusiasm of the crowd. What was the experience like for you?***

We had so many wonderful comments from people like veteran America's Cup sailor Rod Davis, the Italians, the Swedes, the Koreans crews. They all loved being here in Newport for the event. I think it also became apparent to the state leaders that these large marine events are economically viable events for the state of Rhode Island—not just for Newport, Fort Adams, and Sail Newport, but for Rhode Island. The state did an economic impact

study after the America's Cup World Series which showed nearly a 40 million dollar bump in direct spending due to the ACWS, and that was a conservative estimate (see commerceri website). The results of that study, along with the tremendous support from the Senate President of RI, Teresa Paiva Weed; the governor's office; the administration of Providence; and the Speaker of the House, Nicholas Mattiello brought home the realization to all involved that though Fort Adams is a state park, it has a place in large scale marine events. When we were preparing the bid, we approached these leaders who willingly wrote letters of support, which we presented to the Volvo Ocean Race committee and on February 2, 2013, we were awarded the bid.

***Like the ACWS, the VOR is a high profile international event. Take us behind the scenes. How did Sail Newport prepare for the presentation?***

It was a two-year process. We worked for probably six months on the bid to get the Volvo Ocean Race to come to Newport. In fact, we had already approached them in 2008-09 to have Newport host the US stopover in 2011-12 race. Ultimately, it did go to Miami. However, since that time we have had it on the back burner. When it was time to submit the bid, we already had all the documentation ready and really presented a great plan for Volvo to come to what I consider a sailor's paradise. Whether regionally or locally, we have so many people who are so in tune with the marine environment and we certainly have the fan base to help Volvo Ocean Race achieve its goal of not only village participation, but also of ensuring that corporate partners are entertained, impressed by our gorgeous surroundings and just enjoying Rhode Island in the way that we know is possible.

***Acknowledging the strong sailing community in this part of the country, not to mention our reputation as the sailing capital of the world, how can the community contribute to the success of this event?***

We realize the time frame of early May as opposed to the high season in July, can present a challenge. We are really lobbying boatyards and sailors to get their boats in the water early so that they can enjoy coming to Newport.

We have been working with the local marinas, at this time of year when they have capacity, and we can assure boaters that they will not have to pay the full summer rate to be at the docks or moorings. We are encouraging boaters from the surrounding areas such as Long Island Sound or Marblehead to come to Newport with the assurance that moorings and dock space will be available. This event, happening in May—the shoulder season—will provide an economic bump for Rhode Island, jumpstarting the season earlier this year. Events such as the VOR can really help the marine industry, not just the support businesses. The boatyards now have the opportunity to spread out the load, get those boats out in April and early May as opposed to having everyone wait till the spike of nice weather around Memorial Day, when everyone wants their boat in the water. When I was in the sail making business, we used to call that time Hell Week, with the demand from so many boaters for sails for Memorial Day. Hopefully this will transfer into something more

than just a blip. Maybe it can be a more significant stimulus to get boats into the water sooner and expand the season.

***With such a major event, what has been your marketing strategy?***

First of all, when you enter Rhode Island via the airport, train station, bus station, it becomes clear that something very special will be happening here in May. We have branding on buses, signage—you may have noticed the sign at the bridge announcing the event. We've already started that type of marketing.

We are not solely marketing this event to the usual suspects, the sailing world. We are trying to really focus our attention on the day trippers from Boston to Hartford and halfway down to Connecticut to New York, urging them to come by train, bus, and car and to see and experience this carnival atmosphere in the village. There will always be something going on up until the 8 p.m. closing. I can't wait for this event to happen.

***Newporters are very sensitive to the issue of traffic on the island. How do you plan to transport the large number of expected visitors?***

Once entering Fort Adams, signage will direct visitors to parking on one of the two soccer fields—weather permitting—and more parking in the south lot and west lawn. We have also worked with our partners in Old Port Marine and Connecticut Marine Services to make sure we integrate cross-harbor shuttles and water taxis early in May. We would like to get the word out of our need for launch drivers. Typically these jobs are taken by college students. However, in May they will still be in school. If the success of the America's Cup World Series is an indicator, we think we can get 2,500 to 3,000 people per hour from Perrotti Park in town to Fort Adams State Park. We have reached out to RIPTA; shuttles will be bringing in VIP guests since many are staying in Providence. We are also exploring the possibility to transport people from Quonset to the village through the Vineyard Fast Ferry. Also under consideration is the utilization of the Block Island Ferry, working with Interstate Navigation, to potentially provide a direct link to Fall River on the busy racing days of the VOR event which will be from May 14th to 17th.

Of the seven subcommittees, the logistic teams are the largest. But, we have had a lot of support from Rhode Island government. The Commerce Department has proved invaluable when it comes to advising us regarding security and sanitation and ensuring everything is done properly.

***How many people do you expect to attend the events at Fort Adams?***

Is it going to rain? It's not going to rain. It's going to blow out of the south and it is going to be beautiful. We are prepared for 120,000 people to come through the village over the course of the 12 to 13 days. We will open it on Cinque de Mayo with a big party. We are expecting the boats in around that time. If they are delayed, we are still having the party!  
*Can you create for us a visual of what we can expect when we enter Fort Adams?*

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We want everyone to know that admission to the event is free to the public. There is only a fee for parking at Fort Adams. In the parking lot near the fort, some Volvo elements will be on display—trucks, buses then a welcome area, badge screening and then once inside, you will see elements of Volvo Ocean Racing. This includes sponsor pavilions, team pavilions, team bases and other sponsor activation, like Volvo cars and construction equipment, including a giant engine in the Volvo pavilion. We will have a media center for accreditation, and the race boats will be on the new, 240 foot north pier currently being built. The team bases will be along the back. The Sailors Terrace which is a coffee shop, two stages, leader board, Musto tent for clothing, and Dogfeng will have a pavilion. Hopefully Vesta will also—if they can make it back into the race. The Education Exploration Zone will be next to the large private VIP structure, much like the Club 45 from the America's Cup races, but now called Ocean Race Club. There will also be other elements that Volvo brings along to the various stopovers. Once again there will be a pier bar at the water's edge, hopefully a champagne tent. And, Heineken has some great ideas for their setup. Food vendors for the public will be on the north lawn along with a tent for public dining. Crew catering, volunteers area and volunteer catering will be inside the fort. There are still other activities to be finalized including the potential for concerts to make up for loss of the Yachting Center venue for the concerts, which we had planned to have downtown.

***Are there opportunities for the public to meet and greet their team favorites?***

Unlike the set up with AC races—with the path along the side of the team bases—this time at Fort Adams, the team bases will be open. You can walk up and talk to all the team members.

During the race days—Thursday the 14<sup>th</sup> thru Sunday the 17<sup>th</sup>, racing will be inside Narragansett Bay. Out front, just like the arrangement during the ACWS, within full view of spectators. The boats leave on 17<sup>th</sup>, but they will do some loops, just north of the bridge, to set up that iconic shot under the bridge, a few loops in front of Ft Adams and then they will head out to Lisbon.

***The Volvo Ocean Race is like a traveling circus. The amount of equipment shuttled to stopovers around the world is mind boggling. How do they manage this setup?***

One hundred containers get leap-frogged around the world. One hundred containers start off in Alicante, set up team bases, then they go to Abu Dhabi. Another set of the same stuff goes to Cape Town. The Cape Town containers go to China and the Abu Dhabi containers go to Auckland. The China containers go to Brazil, and the Auckland containers go to Newport. One hundred containers and every one of the buildings/containers needs a building permit and an architectural stamp on the drawings. A logistic challenge, but a fun challenge.

I went to Alicante and brought along Evan Smith who is the President of Discover Newport. He was blown away by the number of people in attendance, the level of organization in the village and the amount of detail. For example, in the departure ceremony, VOR does this wonderful ceremony with a parade of sailors. Each team has a theme song. They are

greeted by the dignitaries and then the teams make their way down the dock where there is an official transfer of the host city flag to a dignitary. In our case, from Newport to Portugal. The pomp and ceremony is wonderful and very well-choreographed. Volvo is not the VOR sponsor, it is the VOR owner, which is the difference between this race and other races. There is continuity, having the ability to repeat the program every three year, they just roll it back out. The one design boats in this race, the Volvo Ocean 65, have certainly helped reinforce that continuity. One boat design with the ultimate victory dependent on the skill and luck of the crew.

***How will the local sailing community be involved?***

It is early in the Newport sailing season, so not many boats are in the water. Eli Dana and the folks over at the Newport Shipyard are organizing a lobster boat race. The North American Moth Fleet, about 18 to 20 of the foiling moths, will act like a warm-up act, if you will—entertaining the public out on the water in front of the spectator area. We'll have the Volvo Academy, which is youth team racing. Also, we will be incorporating many of our sailors on our big Opi racing program, which is called RIOT (Rhode Island Opi Team). It will be fantastic. Then on May 8<sup>th</sup> or 9<sup>th</sup>, we will have a big youth regatta for any kid who wants to participate. The stand up paddle board community is getting involved and though it may still be a little chilly, we plan on having some stand up paddle board races, as well as other classes of boats that are calling us, "we want to be involved." We have to be sure that it is properly vetted and we have to do it without losing our minds! It's a lot. We added four people to staff, full time. But, there will be hundreds working when the time comes.

***One of the primary objectives of Sail Newport is to get young people involved in sailing and that translates into developing an appreciation and respect for the ocean. At the village, what is the program called Exploration Zone?***

***We live on an island and every kid should have that link to the water that we sailors have, that is Sail Newport's primary mission, public access to the water.***

We are once again doing an exploration zone for marine education, using oceanic interactive exhibits that tell the story of the health of the ocean and the role it plays within our climate. We are working with area nonprofits and schools to ensure an amazing experience; it was a big hit during the ACWS.

SCA's all-female team will be one of the primary sponsors of our exploration zone. It is a perfect match. This Swedish paper company, the 3<sup>rd</sup> largest producer of paper products in the world, has one of the most sustainable programs in the world, due to their forestry practice. 11<sup>th</sup> hour racing, one of our philanthropic sponsors of the VOR stopover, are our leaders in the exploration zone. They will link with Sailors for the Sea, Newport public schools, URI Graduate School of Oceanography and other nonprofits such as Oliver Hazard Perry Rhode Island, the International Yacht Restoration School, and a host of other organizations—such as Save the Bay—which are dedicated to the health of our bay, to showcase what Rhode Island does in oceanic responsibility and programming. Fisheries,

climate change, ocean resiliency. These issues will be featured in our exploration zone. It also dovetails into our web-based education initiative on [volvooceanracenewport.com](http://volvooceanracenewport.com), which has all sorts of lesson plans where you can follow the race and learn all about the ocean, follow the race and study geography, follow the race and do math. It is being picked up by classes all over the country and in some other parts of the world. I am just so happy to have Thompson Middle School be able to talk to Charlie Enright, skipper aboard Team Alvimedica, when he is halfway around the world in China; and to potentially linking a school in China with a school in Newport.

***How can we encourage sailing as a sport? What do you perceive as the barriers?***

Up until the mid to late '80s, without joining a yacht club or owning a boat, it was definitely an economic barrier. Community sailing programs like Sail Newport and Community Boating Inc. Boston—the early leaders in community sailing—have paved the way for many new programs across the country. But, the economic barrier is still huge. For this reason, we reach out into Newport and greater Rhode Island to identify community programs that could utilize our public access programming. Then we find the funding for the program. If you have a summer program—for example, the Met School or the Martin Luther King Center—we supply the instructors and boats at no charge. Their vans bring the students here and we take them sailing. We do the same with Thompson Middle School. Public schools make sure programs are free. We have financial aid programs for general dingy and keelboat programs, so if a family can't swing it, we have programs they can apply to. The other barrier is the mindset. "I don't think I can do it" or "it's too foreign." But, once they start getting out on the water and feel a link with nature, the experience becomes therapeutic.

***You mention SCA. Many are watching this 11 crew, all-female team make their way across the oceans. SCA is only the 5<sup>th</sup> all-female team to enter this race in its 40 year history. Why do you think more women are not involved in offshore racing?***

Christ Museler touched on that subject in his recent article in the NY Times. His baseline theory has been that the women teams have typically been an add-on. The B team. If you ask the crew or Sam Davies who is in charge, "hey, how are you going to get this thing going, you've got to turn this thing around," you discover that they feel the same way. They want to win this thing. They don't want to compete just for the sake of competing. They know they have some work to do and that they have to get better. The women can be pigeonholed as the "women's team," but they are sailors before anything else. They are GREAT yachtsmen. Some members of the team have less experience than others. Sara Hastreiter grew up in Montana. She was a rower, and then later became a sailor, doing class 40 events. She worked her way up and started doing deliveries on canting keel 50 footers, deliveries on big super yachts, anything she could do to get on the water. She made sure she clawed her way up the ranks. And, look where she is today. She's on a Volvo Racing team. Then you have helmsman Sally Barkow, an Olympian from Wisconsin. Although an

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incredible match racer, dingy racer and college sailor, she didn't have as much offshore experience. But, she's garnered the support and is an integral part of the team.

*I've said this a million times, I usually say 8 to 80, sailing is not specific to a certain age, people start at 35, 40 and end up doing circumnavigations.*

We had a woman come into Sail Newport—a recent widow in her 60's who really wanted to learn to sail. She took some lessons and is now racing on Wednesday nights. She's also become involved with charters in the Virgin Islands. It has opened up a whole new life for her.

***On a more personal note, your brother Ken once described himself as being as American as Wonder Bread. Yet here you both are, two brothers, sons of a dairyman in Seekonk, and now prominent players in the international world of sailing. What was in that milk?***

My dad is the best sailor in our family, by a good chunk. He just celebrated his 80<sup>th</sup> birthday. He taught us the right way to go sailing. We were lucky enough to have a dad who liked to sail. My mom went along willingly—although sometimes not so willingly—but, she was there every step of the way when we started learning how to race. Both our parents were very supportive. We were of the generation where if you did not belong to a yacht club there was no opportunity to sail. Well, we didn't belong to a yacht club. But, Barrington Yacht Club was eight miles away, so we would ride over on our bikes—two kids from Seekonk—and that yacht club really taught us the values of sailing,—it's fun!

***Did the two of you dream and scheme during your youth, reading magazines by flashlight under the covers?***

We dreamed about boats a lot. But Kenny and I are very competitive, whether it is hockey or tiddlywinks or sailing. I was fortunate enough in 1980 or 81, to make it to the double handed national championship, the Bemis finals, at the Cleveland Yachting Club. Kenny had never qualified for nationals. He tried a few times, but was always blocked by this guy from Hingham, Massachusetts who was a very good sailor. But, I made it to the nationals and I think that was one of those defining moments—when I actually made it further as the younger brother! He was always very competitive. He could have played hockey at Boston University but chose to sail. Me, I always wanted to sail. We both utilized the college sailing experience to improve as sailors and we were the first brothers I think to be College Sailor of the Year. Ken I think won that title in 1981 and I was Boston University College Sailor of the Year in 1986.

***With so many paths you could have chosen in the sailing world, what brought you to Sail Newport?***

I had been a member of Fort Adams Sailing Association, which is what it was called in the 1980's and then it merged with Sail Newport in 1985. My mom was a volunteer when it was just an events management company. Remember, Sail Newport was formed in 1983 to

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bring special and international events to Newport after the loss of the AC. It only morphed into what you see today in 1985/86 when it merged with Fort Adams Sailing Association. I mean, I knew where the key to the hoist was, we used to hide it, so you could put your boat in the water at any time.

After college I became a sail maker, and I worked with my brother as a sail maker through 1997. When my son was born—have a son and a daughter—I made a call to make a lifestyle change. I was spending 18 to 20 weeks away being a very successful sail maker at North Sails, selling one design sails to J24, J22, J35—all the different one designs. I came to Sail Newport and took over for Lynn Shaw, who was a gold medalist for the US in Olympics, and who wanted to go in a different career path. It just fit. The right time. I was 33 years old and had never run a business, but the board took a risk and we have made some pretty good progress.

***Describe the Sail Newport of today. For example, what is the current enrollment?***

In 1998/1999, there were about 160 kids that went through a program. Now, we are nearly a thousand. Our budget back then was about \$180-220,000 a year. Now, it is 1.5 million per year and with the Volvo event it will be considerably higher. We've gone from not having endowment and scraping for scholarship and financial aid funds to over a million dollars of endowments. The place is becoming a bit magnetic. We have grown quite a bit. We bought new boats last year—we now own 140 sailboats—and we have our youth program, an adult program consisting of safety, boat, and regatta asset management. We also have a new building. Maybe all these things have contributed to our growth.

***What is your goal for Sail Newport?***

I want the infrastructure that we are creating at Fort Adams State Park to support international, regional, and local sailing events. Check! We are doing a pretty good job with that. The new building and the Volvo ocean race education program are a springboard to a new oceanic education program that we will be linking in with our recreation programs. So many great models are out there—New England Science and Sailing, the Sailing Hall of Fame, US Sailing's Reach program, all the different STEM-based education programs. We are not trying to re-create, but rather implement. That is one of Sail Newport's opportunity. How we get that into schools is the hard part—but *the pinnacle, the 32,000 feet that I see is that every single kid on this island, in any school, when they are in 3rd grade somehow we get those kids in for two or three days a week in the fall and spring, to ensure that part of their general program is being on, around, and learning about the water.* Just like we use to do when I was a kid, learn-to-swim classes, through school. Why not through us? We live on an island. We live in an incredible community. Let's utilize the assets we have and one of our biggest assets is experiencing Narragansett Bay.

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This Volvo Ocean race provides us with an opportunity to get people inspired by this race, by the stories, by the women on SCA, by Charlie from Bristol, the team from Netherlands, the incredible story of getting Vista off the reef. Get inspired by the race and then bring that to your experience and get out on the water thru Sail Newport. That is our primary reason for linking Sail Newport to the race. Use the race to inspire people. Use that inspiration to get people to come and try sailing—adults and kids; people from New York, New Hampshire, Connecticut, Vermont, Maine and elsewhere; all come and get inspired and hopefully go back and take up sailing wherever they are in the country.

***What is the message you want to get out to the sailing community regarding the upcoming stopover for the Volvo Race?***

WE want to encourage people to get their boats in the water early. Come out and show your support. Let us be a great welcoming crowd on the shores and on the water. We are experimenting with a texting service, textcaster, and the link is on the Volvo ocean race Newport site, Volvo Ocean Racenewport.com as well as on Sail Newport's site. We plan to do quite a bit of texting, particularly as the fleet is coming in from Brazil. When the boats are 72 hours out from port, we'll send a textcaster, giving the time of the live stream.

I am counting on there being hundreds of boats out there greeting these teams, we want Sail America to help us get out that message. Get your boats in the water early. Help out your local boatyard. Get the thing painted. Get out there in May. Come to Newport. Call us and we will put you in touch with our partners in the marine industry who are opening their docks early for you. Jump onboard.

***Care to make a prediction who's going to win?***

Nah. When you have three teams that are tied for first, it's hard. Charlie (Enright) is learning, they are getting better with every leg; and SCA is also improving. I believe that Ian Walker and his team on Abu Dhabi are going to be tough to beat in the long run. Bouwe Bekking and his group on Brunel are just machines, hard core veteran sailors. Then there's the most surprising team so far, Charles Audrelier on Dongfeng. They are very impressive. I've talked to some sailors who say this is the fastest team—just plain fast. If you can be a couple of a tenths of a knot faster in certain conditions or be consistently sailing 22 knots versus going 23 down to 18, they just seem right now consistently faster. They have a gear that no one else has. And, remember this time all the boats are the same one-design, VO 65. They are just sailing the boat better, driving, and trimming and they have the skills. Those three teams are definitely teams to watch. And god, I hope Chris Nicholson (Vesta Wind) gets back into the race. Look what they did getting that boat off the reef. Fantastic job.

***Have you done a transatlantic onboard one of these speedsters?***

Yes, on Kenny's boat, Il Mostro, which was Puma's boat entry for 2008/09 and later on their training boat for the 2011/12 race. As they were starting the new boat, Mar Mostro, I

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sailed with his new team. I was just a helper to get it across the ocean, from Alicante to Newport, in late April/early May of 2010.

***How was the experience?***

I've done a lot of offshore racing. I sailed on boats like Speedboat, a canting keel 50 foot Privateer. But, the thing is, these boats are just monsters. They are incredible powerful. The noise down below is deafening. It is not a fun experience, as much as it is a very interesting experience. There are times when it is the best sailing you've ever done in your life. The boat just dances. And, then there are other times when these boats are just mean and angry and hard to sail. It's interesting. The guys are great and I learned a lot. I'd do it again..... now that it has been a couple of years!

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Monthly News for  
Sail America Members



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## OCEAN FACT OF THE MONTH

*Provided by: Sailors for the Sea*

In most areas of the ocean, you can find upwards of 46,000 pieces of plastic per square mile. Most pieces are usually tiny and barely visible to the naked eye. Up to 80% of the debris comes from land. The easiest way to stop this problem is to reduce single use plastics!

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[SailorsfortheSea.org](http://SailorsfortheSea.org)



# SAIL AMERICA MEMBER NEWS



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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 [pdurant@sailamerica.com](mailto:pdurant@sailamerica.com)



### Sail America Presents 2015 Board of Directors

Sail America elected two new members to its 2015 Board of Directors. Reagan Haynes from *Sounding Trade Only* and Lou Sandoval from *Karma Yacht Sales* will join the newly elected President of the Board, Scot West, Ronstan USA and Board Treasurer/Secretary, Jeff Johnstone, JBoats. Additionally, they will join existing Board Members, Erin Schanen (VP Association), *SAILING Magazine*, Greg Emerson (VP Shows), Marlow-Hunter, LLC; Jay Stockmann (VP Marketing), Vetus Maxwell; Stanton Murray (Past President), Murray Yacht Sales; Kevin Coughlin, New England Ropes; Laurent Fabre, Beneteau America; Jack Gierhart, US Sailing; Kyle Gross, APS; Ben Wold, NMMA; Jim Abel, West Marine; Mark Pillsbury, *Cruising World*; Bob Ross, Sail Northwest and Kimo Worthington, North Sails. The Sail America Board says farewell with thanks for their service to Jahn Tihansky, U.S. Naval Academy.

### Beneteau Seeks Continued Expansion in U.S.

The Beneteau Group is continuing its push into North American markets and is planning to continue penetrating the North American powerboat market by deploying a wider product range. Beneteau presented its objectives for fiscal 2015 in its earnings report, saying that the company will benefit from the global development that it stepped up after the 2008 fiscal crisis. The boat business increased profits significantly last year, "Thanks to the growth in business and the positive change in the euro-dollar exchange rate, the boat division looks set to record 37 million euros in income from ordinary operations for fiscal year 2014 to 2015", Beneteau representative stated with high hopes in the continued expansion in the U.S.

More information: [tradeonlytoday.com](http://tradeonlytoday.com)

### Sailing Eliminated from Paralympic Games

Sail America member Sailing Scuttlebutt reported on the Paralympic Games eliminating sailing from its lineup.

"The International Paralympic Committee (IPC) has announced that the Tokyo 2020 Paralympic Games will feature 22 sports, with badminton and taekwondo included for the first time. At its meeting in Abu Dhabi, UAE, the IPC Governing Board approved a further six sports for inclusion in the Games, adding to the 16 sports that were ratified and announced after its meeting in October 2014. A maximum of 23 sports could have been included for

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2020. The two sports not included in Tokyo 2020 are football 7-a-side and sailing. Sailing was introduced at the Atlanta 1996 Paralympic Games as a demonstrative sport, using the triplehand Sonar, and then became a medal sport at the Sydney 2000 Games... The Board's final decision was not an easy one... [Football 7-a-side and sailing] did not fulfill the IPC Handbook's minimum criteria for worldwide reach."

More information: [sailingscuttlebutt.com](http://sailingscuttlebutt.com)

## **American Sailing Association Announces Banner Year in 2014**

Sail America member and America's sail education authority, The American Sailing Association (ASA) announced 2014 was a banner year. The Association, which has introduced more new enthusiasts to the sailing lifestyle than any other boating organization in the world, saw an overall annual increase of 10 percent in the number of new sailors who participated in its introductory sailing programs. The Association credits this growth to its progressive educational system, and its professional network of affiliated schools and instructors. "ASA's surge in the basic sailing genre is great news for the sailing industry in general, as these numbers predict an overall uptick in the number of new people coming into the sport," said Lenny Shabes, ASA's Chairman of the Board. "It also bodes well for future boat sales, for sailing apparel and gear manufacturers, and for the entire marine economy." Executive Director for ASA, Charlie Nobles adds, "Coupled with an effective marketing communications strategy, our schools are key drivers of growth because they are located on the front lines of student acquisition illustrating that sailing is fun, exciting and easy to learn, and a safe and surprisingly affordable experience." According to Nobles, ASA expects to continue to prove the industry pessimists wrong in 2015.

More information: [asa.com](http://asa.com)

## **Sirena Marine appoints Berthon USA, Newport RI to represent their Euphoria and Azuree yacht brands in the U.S.**

Sail America member Berthon USA, based in Newport RI, has been appointed the US sales agency for Sirena Marine of Istanbul, Turkey. Berthon USA is a well-established yacht dealership and has operated out of their Newport office for several decades with a well-deserved, unrivaled reputation for selling high-quality yachts.

More information: [en.sirenamarine.com.tr](http://en.sirenamarine.com.tr)

## **Industry Mourns BoatUS Founder**

BoatUS chairman and founder Richard Schwartz died after a short illness in February, he was 85. Schwartz created and grew the organization to become the predominant advocacy and boater services organization for the nation's recreational boat owners. BoatUS spokesman Scott Croft said, "[Schwartz] was a mentor to a lot of people. It's the end of an

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era." After retiring in 2013, Schwartz stated, "We've become the largest boat owners organization in the U.S. and fought major boating battles along the way, making life better and safer for boaters, and all the while creating the services that make the boating experience better... boating should be a pleasure, not a hassle. I am proud to have led this organization." Schwartz was one of the first to fight for legislation on behalf of boaters, and his efforts to shape national boating policy helped to secure passage of the Recreational Boating Safety and Facilities Improvement Act of 1979. Schwartz survived by his wife, Beth Newburger Schwartz, seven children and 16 grandchildren.

More information: [soundingsonline.com](http://soundingsonline.com)

### **US Sailing Unveils New Project Pipeline Initiative**

In an effort to improve the Olympic youth development system for sailing in the United States, Sail America member US Sailing and the AmericaOne Foundation announced a new initiative called Project Pipeline. The foundation will support Project Pipeline with a lead gift of \$5 million. "The top winning nations in sailing share the common trait of a well-formed talent development system," US Olympic Sailing managing director Josh Adams said in a statement. "This is critical to sustainable success in Olympic sailing. With the extraordinary commitment of \$5 million from the AmericaOne Foundation, we are in a position to launch a long-term initiative that will transform the way top young sailors train in the U.S." Project Pipeline will target American youth talent and lead them into high-performance boats earlier in their development. "AmericaOne is determined to do what it can to help the USA return to the Olympic podium," said Paul Cayard, a U.S. Olympian and director of the foundation. "Project Pipeline is a necessary ingredient in U.S. Olympic sailing and it is our hope that others will follow our lead in supporting America's youth."

More information: [tradeonlytoday.com](http://tradeonlytoday.com)

### **Beneteau Secures New U.S. Financial Deal**

Sail America member Beneteau Group said its preferred financing partner, SGB Finance North America, replaced its former source of funding with Shore Premier Finance – a Baltimore-based finance unit of Shore Bank focused on marine lending – to provide products and service to Beneteau Group dealers and customers. The partnership between Beneteau Group and Shore Premier Finance will support SGB Finance NA's exclusive partnership with Beneteau Group to provide retail and wholesale marine financing to the BENETEAU, Jeanneau, Prestige, Lagoon and Monte Carlo dealer networks in the United States. "We are thrilled by the opportunities this new relationship will bring to support our fast-paced growth." Beneteau finance vice president Emmanuel Arri said in a statement. "Giving access to innovative financing solutions is key to our development, and this comes at the right time to support our strategy in North America."

More information: [tradeonlytoday.com](http://tradeonlytoday.com)

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## 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](mailto:sgrove@sailamerica.com).

**Thank you for your continued support!**

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## BOAT SHOW UPDATES



A banner for 'Strictly Sail Pacific'. The text reads 'Strictly Sail Pacific' in large yellow letters, with 'April 9-12, 2015 • Jack London Square • Oakland, CA' below it. To the right is a photo of a sailboat. Further right is a yellow box with the text 'THE WEST COAST'S ONLY ALL-SAIL BOAT SHOW!' in red. A red arrow points to the text '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 Online Ticketing is Available NOW!**

Online ticketing for SSP is now available. Get the best deals and prices by ordering your tickets online in advance! Don't miss out on the west coast's only all-sail boat show!

[CLICK HERE TO BUY TICKETS NOW!](#)



A banner for the 'Sail America Industry Conference'. It features an aerial view of a waterfront building on the left and a sailboat on the right. Text includes 'Grow Your Business Grow the Industry', 'June 22-24, 2015 Hyatt Regency Newport, RI', 'Title Sponsor B&amp;G', and the 'Sail America' logo.

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.

## **PROGRESSIONS & JOB POSTINGS**

### **Navico Names Deputy CEO**

Sail America member and marine electronics manufacturer Navico named Marc Jourlait as deputy CEO. Navico is looking forward to the wealth of experience Jourlait will bring to Navico's top-tier executive management team. Starting immediately, Jourlait will take direct responsibility for the recreational marine and digital marine divisions, as well as manage the customer service and information technology functions within Navico. Navico President and CEO, Leif Ottosson stated, "Not only does Marc have the experience to manage the ever-increasing responsibilities of our growing brands, he exudes energy, enthusiasm and instills ultimate confidence from his colleagues at every level. We look forward to working with him during what is sure to be an exciting time for our company".

More information: [tradeonlytoday.com](http://tradeonlytoday.com)

### **Cruising World Announces Personnel Moves**

Sail America member Cruising World promoted two editors as the magazine marks its 40<sup>th</sup> anniversary. Herb McCormick was named executive editor and Jen Brett was promoted to senior editor in moves announced by editor-in-chief Mark Pillsbury. McCormick has held a variety of titles at the magazine, most recently senior editor. In his new role he will remain director of the magazine's Boat of the Year program and will oversee the popular "Hands On Sailor" content, as well as new boat coverage. Brett joined Cruising World as an associate editor and has helped develop the brand's digital offerings. In her new role as senior editor she will continue to work on digital projects while overseeing the "Underway" section of the magazine and working with contributing columnists.

More information: [tradeonlytoday.com](http://tradeonlytoday.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,

Peter Durant: [pdurant@sailamerica.com](mailto:pdurant@sailamerica.com)

# Sail America Industry Conference



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