



S A I L A M E R I C A

MEMBER NEWS



Promoting the Health and Growth of Sailing

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May 2015

MESSAGE FROM THE ASSOCIATION MANAGER

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

WAYPOINTS COVER STORY

Sail America talks to Terry Nathan.

OCEAN FACT OF THE MONTH

Sailors for the Sea Ocean Facts!

MEMBER NEWS

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BOAT SHOW UPDATE

Sail America Industry Conference (SAIC).

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



Monthly Highlights



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Dear Sail America Member,

The 2015 Sail America Industry Conference is June 22-24, in Newport, RI. This is your last opportunity to [register](#) for this important industry event!

Presented by B&G, this year's event is built on the theme of "Growing Your Business, Growing the Industry," and we will hear from experienced marketing professionals who will apply the principles of Modern Marketing as well as engage attendees in a dialogue on the future of sailing. We know that the business models that we have lived with will never be quite the same. We must adjust, adapt and innovate to engage with today's potential customer.

This year's speakers include Jeanne Hopkins who has more than 20 Years of sales experience and is currently Chief Marketing Officer and Senior Vice President at Continuum Managed IT Services, Michelle Girasole with 25 years of corporate and entrepreneurial business development strategy and Nate Fristoe who will let you in on the business lessons learned in the Ski Industry. [Click here](#) to view detailed seminar descriptions for our 15+ educational sessions.

This is your last chance to [register](#) to learn detailed tools and tactics that will benefit your business, engage in brainstorming sessions on the latest industry trends and best business practices, and network with sailing industry professionals including manufacturers, dealers, retailers, charter companies, sailing schools, publications, and marine services.

Finally, there would be no Sail America Industry Conference without the generous support of this year's Title Sponsor B&G; Regatta Sponsor West Marine; Platinum Sponsor New England Ropes; Diamond Sponsors FSE Robline, Groupe Beneteau, J/Boats, Ronstan, The Sailing Company and Vetus Maxwell; General Sponsors Gill, Imtra, Murray Yacht Sales, North Sails, Novabraid, Sailing Magazine, Sailors for the Sea and US Sailing; and Partner YBAA/CPYB.

By attending, you will be armed with new ideas and information you can take back to your workplace and implement immediately within your own operation. [Register today](#) to continue your commitment to your company, yourself, and the sailing industry.

Good Sailing,

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

Peter Durant

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Waypoints



The Newport boating community is justifiably proud of the International Yacht Restoration School, witness the crowds that come out to cheer on the students at the graduation boat launchings, not to mention the deep pockets of supporters that engage in bidding wars at the annual IYRS summer fundraiser.

One of the major challenges for the marine industry is the rapid changes in technology. For the industry to survive and experience growth, it's imperative that we train our current and future workers. Though IYRS has an established reputation in the field of yacht restoration, they have introduced new programs in a continuing effort to have the best qualified students entering the job market. Sail America sat down with Terry Nathan, President of IYRS to get his perspective on the future on the industry and gain some insight into the students who will become our future

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leaders in the industry. We discuss why he feels the key to success is innovation and introduce the new Making Anything Possible Fund.

When you came onboard as President of IYRS in 2004, your career path up to that point was not typical of what we would expect of someone in this position, how did it come about?

By education or experience, I am not an educator. Before coming to IYRS, I had spent about 24 years in the software world and my boating experience was purely recreational, at the time I had a Hinckley Bermuda 40. If you remember back in 2004, IYRS was considered a start up. The combination of my experience with start-ups along with my boating interest was what the board was seeking at the time; someone who understood the mission and had the experience of growing organizations. I was fortunate enough to be in the right place at the right time.

The goal of IYRS is to prepare students who will go on presumably to become the backbone of the industry. From your perspective, where do we stand right now, is it a period of growth or stagnation?

I think everyone knows that we've come out of a very difficult economy for the last 5 years. Typically the marine trades, like a lot of other recreational industries, are early into a recession and late out of it, because people get conservative with their discretionary income. But I feel there has been a really nice spurt of growth in the last year or two.

The biggest concerns that we see in the marine trades is a combination of two things; one is that the institutional memory of the industry is slowing going away because you have all these long term, experienced people who are retiring, basically the aging of the workforce and the loss of all that experience. Finding new workers to enter the industry with the level of understanding and know how to be able to take their place is a tall challenge. The other factor making it even more challenging is the velocity of the technological changes, one example is digital electronics. So how do you stay current? When I talk to people who are doing new builds or service work the

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concern is having adequate expertise coming into the industry and having a mechanism for training people who are already in the industry for this rapid change.

Was it this need in the industry that prompted IYRS to expand their training programs beyond what seems the foundation of the school's curriculum, namely restoration?

We actually had created the new programs first and foremost because IYRS needed to grow its enrollment, broaden our training programs in order to get to the point where the school was economically sustainable on an operating basis. Obviously we have a long history in the marine trade so we looked at programs that would be valuable and support our marine trade partners. Thus in addition to the original program of boat building and restoration in traditional materials, we introduced a program in marine systems and another in composites, both relevant marine trade programs.

Though most of us are aware of IYRS, we may not be so cognizant of what actually goes on in the teaching programs, provide us with a little more detail into the curriculum.

IYRS offers 3 programs, the boat building and restoration program is two academic years while both the marine systems and the composite programs, are introductory programs with duration of 6 months. In the composite program we teach students how to take an existing design and build it into a prototype. Students learn how to use equipment like routers and milling machines, learn the properties of different composite materials, how to make a mold, how to actually build a product. We are really taking something from design through production. Marine systems is like drinking water out of a fire hose at IYRS, we cover a lot of ground. The program deals with all the general areas of systems aboard a vessel from electrical and electronics to propulsion and steering, potable water; all the areas of operation.

Looking at the marine industry as a whole it appears that there has been more advances in technology in the past 5 years than, say the previous 15 years and the pace is unlikely to slow down any time soon, what are your thoughts?

No doubt there have been many changes across the board in the industry, in materials, application of design, changes in technology, and the velocity of the changes are just as

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significant. What is interesting are the ramifications of that, particularly on the systems side. The more sophisticated technology developed for larger yachts, with budgets for R&D is being applied successfully to the creation of production yachts, call it the trickle-down effect. In the past that sort of change was inherently slower, now with the rapid evolution of technology it is happening more quickly with new materials, etc, it creates both an opportunity and an interesting challenge. The technology is being utilized more economically by the manufacturers of production boats. A boat builder might think differently, but for me, this seems to be one of the more obvious benefits.

All of this passion for new technology raises the question, how relevant is classic boat building, has interest waned in the program?

We have been at capacity in the boat building and restoration program now for the past 7 or 8 years, which surprises people. There is the assumption that as we move further away from the classics and the history there is less interest. But in fact there is a lot of significant interest and it has been consistent. I think the increased interest developed in the 1980's and 90's in part by people like Elizabeth Meyer, one of the co founders of IYRS, with her restoration project of the J boat Endeavor.

The reason I feel we have been at capacity in the boat building and restoration program has a lot to do with the fact that the skills the students acquire in the program are really high, gold standard skills and capability, which makes the students attractive across a wider swath of the industry than just wood boat building and restoration. Armed with the skills acquired, students have the ability to go outside of the marine industry, as some of them have, to do other traditional work like building fine furniture, historic home restoration, just one of the reasons why IYRS consistently has had full enrollment classes in that program.

If you think about boats they are great metaphors for building anything because they are so challenging, the shape of the hull alone is a challenge. If you are successful in training someone to be able to work with traditional materials like wood, on structures that are so complicated like boats, which live in such hostile environments as the water, then they are going to be able to apply those skills to other careers, like fine carving on furniture. I don't want to minimize the connection we have with the boat community because many of our students do go on to work in

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restoration yards on extraordinary projects, but I also think we attract people who recognize that an education in this program will serve them well whether they stay in or move outside marine industry.

By now IYRS must have many ambassador alumni out in the field, fortifying the school's stellar reputation, what are some of the career paths chosen by former students?

The first graduate was in 1998 and I think currently we've passed 500 graduates. Not only are they good ambassadors but they are also great evangelists, including the very first student who graduated, currently working out in California. It's been interesting to watch, across all three programs, the diverse paths chosen by graduates. We've had a number of students go on to further education in design schools like Pratt in New York, engineering schools like Rogers Williams, the Web Institute, Oxford; IYRS being a key point in their educational process towards their career choice.

Many go directly from graduation off to great jobs. Scott Wilmouth graduated about 7 years ago from the boat building program. He had a fair amount of skills before he came to IYRS and upon graduation he was hired by Rockport Marine at a time when the yard had high visibility projects such as Bolero and Adventuress, today Scott is carpentry foreman at Rockport. Most of the workers on the Coronet restoration project are from IYRS. The restoration of Santana, Humphrey Bogart former boat, has many IYRS graduates on the project, including East Passage Boatwrights which is owned by two IYRS graduates, Seth Hagan and Carter Richardson, Seth is also the first IYRS graduate on the IYRS board.

Back to boat building program, do people donate boats, how does the program work?

In the second year of the program, larger teams than exist in the first year of the program work on historically significant restorations, or, the building of a replica of a historic boat. All of the restoration work is done on donated boats; we don't fix boats, or take boats in for repair. Our intent is not to take work from the industry but rather to provide the industry with a good labor pool. Once the boats are restored we are usually successful in finding homes for them. Typically we do not work on boats larger than 38ft because we want to ensure that the students working on

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these projects will have a beginning, middle and an end experience, the entire project including the important launch of the boat, which of course is a celebration for them.

What about the Beetle Cats?

These are boats that we build in the first year of the program, working in teams of three students. Beetles are exceptional educational tools; they have a lot of different challenges that happen in a short period of time. When you think about an educational experience you want students to have exposure to a lot of different things. These students also get to launch their Beetles at the end of the first academic year. We have a license to sell those boats and they are offered for sale at \$12,500 with a new sail.

An important topic among Sail America members is how we increase interest and participation in the sport of sailing. There are a number of programs for children to introduce them to the sport but we need participation across the board, with single adults, families, how can we meet that challenge?

I am not in a position to give an expert opinion, but only my observations. I know that yacht clubs are struggling like a lot of recreational clubs. Both the demographics and our method of engaging the demographics are changing. With organizations that I feel are vibrant and relevant like Sail Newport and Oakcliff Sailing, what they are doing is making the sport fun, educational and preparing people to be successful in the sport. Seeing that success, sailing becomes more relevant to a wider group of people. People react with wow that looks like fun; sailing is fascinating, interesting not boring. We need to keep investing in making people more successful in the sport; many Americans like sports, let's capitalize on that interest.

The fact that the America's Cup got really creative, I like that. I know many people were skeptical because it was disruptive, when something is struggling, like the interest in sailing, you have to be willing to take risks and be disruptive. Having stadium racing, catamarans that go fast, having the 45ft pre Cup series; these are all the things I think make it interesting to a broader reach of people. Starting with the young people who are engineering and geeky oriented because of the technology and engineering fascination of these boats, to the young people who like extreme sports. Racing on a 45ft cat looks like it might be the risk young people crave. This does

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not mean I think we should not still promote monohull sailing. It just means that a wide berth of activity is a way of making sure that sailing remains vibrant and interesting and in the minds of the next generation coming up.

With the recent success of the Volvo stopover and the renewed activity in the America's Cup, how relevant do you think these races are today? The expense is prohibitive which creates an uncertain future for these extreme races.

How relevant is climbing Mt Everest? I think the Volvo race is extraordinary, it helps the industry because it is just one of many ways sailing and sailboat racing, can challenge people. It's extreme, it's interesting, the relevance to innovation starting with the hull shape to all the equipment, even the clothing is great. These races are important because they keep people thinking about what is possible, what's next. This way of thinking, which is going on in America today creates a positive environment for the advancement on how we make things, what we make, what's possible with materials in a creative idea. I think the VOR is one of the sport's demonstration of that "make anything possible" which is our credo here at IYRS. The VOR encourages having an adventure.

Does this trickle down to the average sailor who just want to go out for a day, enjoy a quiet sail, someone who is not a racer but just wants to enjoy some quality time with family and friends?

I do think so. I feel people want to have a good experience on the water, even if they are not interested in speed. For me that involves a combination of a beautiful day, some wind if out sailing and a boat that you feel comfortable on and sails well; all of those factors have to do with continuing advances in the industry. For me as a classic boat enthusiast, I like being on extraordinary modern boats because they have been built to sail as well as a boat can sail. I don't think that people like me who are classic boat enthusiasts should be ashamed to embrace advances in technology in boating, for me sailing better also has to do with enjoying the experience. I enjoy the historical experience of being on a classic boat which sails well but I also

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enjoy getting on a boat that is suppose to sail a certain way due to the innovation that went into it. It's my belief that as long as the industry continues to innovate, it will always be attractive.

After 10 years at the helm of IYRS, what have been some of the great reveals?

I think in retrospective a very difficult decision IYRS had to make in 2006 was whether it was going to restore Coronet or not, a difficult, somewhat painful decision but one I think was the right decision. I think its growth, with the restoration of the campus and now the expectation of doing a new building on recently acquired property next door, would only have been possible doing what we did with respect to Coronet, which was to find someone else to take on the ownership and the project. If you look at Coronet and IYRS today, the outcome has been good, thanks to Coronet's owner, Bob McNeil and thanks to an incredibly passionate and generous IYRS board, comprised of about 30 members.

What have been some of the perks? I see you were in St Barth's for the Bucket race?

The good fortune of being in this job is you get to sail on other people's wonderful boats and that has been a really fun part of this job. St Barth's is a very good place to fundraise and when you are in the school business you spend time fundraising. I was not on a boat racing this year, I was on an Alden 46, but in past years I have had the good fortune to be on the great boats that participated in the race.

One year I was on 115ft Sojana, as a guest and I have to say the racing was pretty aggressive. I love the pursuit starts, these are people who obviously are very competitive and at one point these very expensive boats, Sojana, Rebecca, and the Maltese Falcon were racing pretty close to

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each other. It is exciting, even if you are not part of the crew, to take in the beauty and drama of these larger than life vessels.

We can't talk about IYRS without discussing the IYRS gala, guest performances from Jimmy Buffett, Lyle Lovett, it has become the party of the season in the Newport boating community, has it been equally successful as a fundraiser?

Last year we grossed a million dollars and we made about \$610,000 for the school. For entertainment this year we have the Beach Boys and we are bringing in beach sand for the dance floor. We've been fondly accused of being an event company in school clothing. My feeling is that it is all for a good cause. I think the staff at IYRS likes a challenge, likes to be creative and thus the party. We have been encouraged by the board to raise money for the school and the party has been a successful way to raise money for scholarship, equipment and operating costs.

There have been some new initiatives at IYRS, the round table discussions, the establishment of a new fund, what are some of the details?

The round table discussions are an important marketing strategy for us, they represents our effort to more broadly be part of the discussion of craft in America, either made by hand or through the use of technology. We managed to attract people who are doing wonderful work, gifted people working at a high level, and it is a great opportunity for us to build awareness of the school. This coming year we will have another effort in tandem with the Mastery in Craft series and it is called the Making Anything Possible Fund. We will create a fund; accept applications from young people perhaps from high schools, to fund projects. A special board will then select each year one or two special projects.

Do you feel a positive result from the recession? Post 2008 there seems to be more of a willingness for people to follow their dream, take a risk, have an adventure, pursue that dream project.

I do feel that it has really affected people in the work force and entering the workforce in terms of what they want to do in life, what sort of career do they want to pursue. The benefit of places like IYRS is that it has made some people start to think what they really want to do is pursue a

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passion and that isn't necessarily a traditional career path. We have seen some extraordinary talented people come thru the IYRS programs in the half dozen post recession years who in some instances had great jobs in other sectors of the economy that had nothing to do with making or building or restoring. This is the sort of thing we mean to encourage with our Make Anything Happen Fund, if you have a dream, go for it.

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www.sailamerica.com



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Provided by: Sailors for the Sea

The ocean contains 97% of the water on earth and provides us solace, food and a great place for recreation.

Learn how you can help give back to it at:
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 pdurant@sailamerica.com

WindRider Supports Adaptive Sailing in Sandusky, Ohio!

WindRider is proud to support the ongoing efforts of Adaptive Adventures, who in conjunction with the Sandusky Sailing Club in Sandusky, Ohio, will be bringing a new Adaptive Sailing program to Sandusky Bay and the local region. The program, designed to make sailing accessible for children, adults, and veterans of all abilities, is modeled after the same highly successful program started by Adaptive Adventures in Denver, Colorado.

In just two seasons on the water, the Denver program was able to help hundreds of sailors of all ages and abilities gain access to sailing with its fleet of 6 WindRider WR17 AS trimarans, and has since been awarded sufficient grants and donations to double in size and expand to the Great Lakes this year. The Adaptive Adventures program in Sandusky will be the first on Lake Erie, but a sister program is forecast to begin in the Chicago area soon as well.

The Sandusky Sailing Club will be home to 3 WindRider WR17 AS trimarans and a Corsair F28R that have all been donated to the program. The first two WR17 AS are already in Sandusky, and have logged hours of sailing introducing volunteer captains to the boats and training them for the Adaptive Adventures Sailing program, which will begin this summer. Adaptive Adventures is thankful to SSC Learn to Sail, Ohio Aerospace Institute, Sierra Lobo, Cindy Norcross State Farm insurance, ECCL Aerospace Services, WindRider International, and many individuals for helping to bring adaptive sailing to Sandusky. The program, which serves the Wounded Warrior project as well as many other veteran and nonveteran needs, has received a significant grant from the Veterans Administration, so a strong focus for Adaptive Adventures is on veteran's opportunities. The Ohio Veterans Home is looking to schedule one or more events starting in June and the Sandusky Sailing Club plans to offer their clients a weekly sailing experience. In the future, the program at Sandusky aims to transport boats to other lakes in the area as well, in keeping with the successful model in Colorado.

The Sandusky Sailing Club and Adaptive Adventure's objective is for the adaptive sailing program to provide equal access to sailing for people of all abilities. Each experience is based on safety, fun, and learning. The program model ranges from introductory sailing to racing and cruising for those wishing to become totally independent on the water. The US Sail Adaptive Sailing Program will be offered as the program expands.

For more information and to get involved, contact Larry Knauer at larry@adaptiveadventures.com or 614.551.3118

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[Coast Guard releases 2014 boating-death statistics](#)

There were 610 recreational boating fatalities in 2014, the second-lowest number of yearly boating deaths on record.

The lowest number of yearly boating deaths was 560 in 2013, according to data released by the Coast Guard.

The most boating deaths occurred in 1973, when 1,754 people died.

“There are three basic things a boater can do to be safer on the water,” National Association of State Boating Law Administrators president Eleanor Mariani said in a statement.

“First, take a boating safety course,” Mariani said.

Where instruction was known, only 12 percent of deaths occurred on vessels where the operator had earned a nationally approved boating safety education certificate.

“Second, wear a life jacket,” she said.

Where cause of death was known, 78 percent of fatal boating accident victims had drowned. Of those drowning victims with reported life jacket usage, 84 percent were not wearing a life jacket.

“Third, don’t consume alcohol before or while boating. When you add alcohol to boating, your senses and judgment can be seriously affected,” she said. “Your reflexes, balance, coordination and alertness will deteriorate, along with your ability to deal with speed, other boats and threatening weather. You are setting yourself up for a boating accident,”

Alcohol use is the leading known contributing factor in fatal boating accidents; where the primary cause was known, it was listed as the leading factor in nearly one-fourth of deaths.

The 2014 boating statistics can be viewed on the U.S. Coast Guard website.

More information: tradeonlytoday.com

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[Call For New Marine Products](#)

Have you been tinkering over the winter, developing the next big (or small) thing for the marine industry? Applications for the Newport for New Products Awards for the 2015 The Newport International Boat Show are now being accepted! The NFNP Awards, sponsored by *Cruising World*, *Sailing World* and *Yachting* magazines, will be given in the categories of best new powerboat and sailboat, best new navigation product, and best new product for boat operation, maintenance, and safety.

Judged by a team of marine-industry experts, NFNP winners will be announced on Friday morning, September 18th. In addition, attendees present on opening day will have the opportunity to vote for their favorite new boat as part of the 'People's Choice Award'. In its tenth season, and in partnership with leading national marine publications *Cruising World*, *Sailing World* and *Yachting*, NFNP is a highlight of the industry, helping to publicize what's new and exciting for boaters. NFNP is open to domestic and foreign products launched after April 1, 2015 that will make their official boat show debut at Newport. Foreign boats and products that have been shown and sold outside the U.S. are still eligible. Industry experts judge the entries on the basis of innovation, value to the consumer, safety and aesthetics. Individuals who attend the show on Thursday, September 17th will receive a voting card upon entry and cards returned that evening will be tallied. The People's Choice Award will be announced along with the other winners on Friday morning, September 18. One "People's Choice" voter will be selected randomly and receive a \$150 Newport Restaurant Group gift card.

"We received over 60 Newport For New Products entries in 2014 and this year we expect to see even more," said Nancy Piffard, Show Director of Newport Exhibition Group. "Newport attracts over 40,000 visitors who want to view a diverse selection of powerboats, sailboats and marine products on display. Manufacturers from around the world recognize the Newport Show as the ideal destination that is perfectly timed to reach a truly discerning audience."

All submissions for NFNP must be received by June 15, 2015. Full instructions and applications are available at www.newportboatshow.com/nfnp/newport-for-new-products-exhibitors.htm.

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[Creating future sailors and boaters](#)

by Roger Marshall, author and yacht designer

We've read a lot lately about saving sailing, increasing regatta fleets, getting more participation and increasing yacht club sailing programs. I've heard from major players in the marine world and NMMA (National Marine Manufacturers Association) about how participation in sailing and boating in general is way down from the peaks it achieved years ago.

Of course, it's down. Sailing and boating are interests that use discretionary income. In a recession, discretionary spending is the first item that gets cut.

My experience, going back over forty years of professional boat design and writing about boats, is that Wall Street should incorporate sailing and boating into their stock prediction models because marine businesses turn down about six months before Wall Street and all its tycoons realize we are entering a recession.

It takes about nine months to a year after a recession ends for consumers to have enough faith in the economy to start spending on sailing and boating again. How do we counter this trend? Obviously, we cannot counter discretionary spending issues in a recession but we can be creating future sailors and boaters. How?

Catch 'em young. Get young people involved in sailing and boating before age ten. My sons sailed as soon as they were old enough to go afloat and both now own their own boats, both have sailed in major regattas and enjoy being afloat. Keep kids sailing beyond college by taking them on board keelboats. The Storm Trysail Club has pioneered this initiative. Making it national would be a big step forward.

Make it fun. When young people get involved, sailing and boating should be fun. Young people get into water sports, not because they want the exercise, but because their friends are in the program. It is a social exercise.

Instead of creating gung-ho racing teams, create innovative water sports using boats. Sail to a picnic or a beach party, sail to a swimming beach, give teams water pistols and safety goggles and have a shoot'em up between two teams of pirates, have cops and robbers chases using sailboats as getaway vehicles. Instead of bob-the-apple, sail out to a mark retrieve an apple (or other prize) and sail back again. Use inflatable sailing boats to stage a Wipe-Out-Meets-Sailing event. Hold cross-sport events. For example, a one K run, a half-mile sail around buoys and a hundred yard swim can all increase participation in sailing while not actually appearing to.

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In other words, make it enjoyable. Racing can come later, when kids and parents have learned to handle the boats and the kids who want to race can move into racing programs.

Develop more young adult and adult sailing programs. For example, many yacht club sailing programs put a hundred or more kids through a summer sailing program, but at 5:00PM the program is often over. Why not use the hours between the end of junior sailing until sunset to run an adult sailing program? You can use any type of boat, just get adults on the water.

Maybe start a dawn sailing program for adults (with plenty of coffee and donuts!) Use before-and after -work programs to increase participation and utilize your yacht club fleet when junior sailors are not using them.

Much more, [click here](http://sailingscuttlebutt.com) sailingscuttlebutt.com

[Hurricane Preparedness Week](#)

History teaches that a lack of hurricane awareness and preparation are common threads among all major hurricane disasters. By knowing your vulnerability and what actions you should take, you can reduce the effects of a hurricane disaster.

Hurricane hazards come in many forms, including storm surge, heavy rainfall, inland flooding, high winds, tornadoes, and rip currents. The National Weather Service is responsible for protecting life and property through issuance of timely watches and warnings, but it is essential that your family be ready before a storm approaches. Furthermore, mariners should be aware of special safety precautions when confronted with a hurricane.

Download the Tropical Cyclone Preparedness Guide for more information. But remember, this is only a guide. The first and most important thing anyone should do when facing a hurricane threat is to use common sense.

In anticipation of the Northern Atlantic hurricane season of June 1-November 30, National Hurricane Preparedness Week 2015 runs from May 24th through May 30th. Informational videos are available from the National Hurricane Center.

More information: sailingscuttlebutt.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 2016.
- 2) Four complimentary tickets to Strictly Sail Pacific in Oakland, 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!



Sail America's Industry Conference to Focus on Growing Your Business, Growing the industry

The Sail America's Industry Conference (#SAIC15), sponsored by B&G, and is the place for sailing executives and marketing professionals. Taking place June 22-24 at the Hyatt Regency in Newport, RI, this conference features educational seminars, panels, and networking events that promise to strengthen your business and help to grow the sailing industry.

The first day will focus on Modern Marketing and the Customer Lifecycle. Keynote speaker Jeanne Hopkins, Senior Vice President & CMO at Continuum Managed IT Services and co-author of a No. 1 best-selling mobile marketing book on Amazon.com, will open the conference by discussing three strategic and operational challenges: how to connect with distracted, empowered customers; how to engage customers once those connections are made; and how to nurture customer obsession. The voyage will continue as we explore marketing strategies across the buyer's journey – from building awareness and converting leads, to post-purchase engagement. We're gathering some of the brightest minds in marketing to share insights for keeping up with the rapid rate of change in digital marketing. Throughout the day, experts will present strategies and tactics you need to make modern marketing succeed in your organization, no matter the size of your business – or your marketing department.

Additional speakers and topics include:

Matt Sellhorst, Applying the Customer Lifecycle to the Sailing industry
Michelle Girasole, Content Strategy
Chris Sheehy, SEO, Ad Words and Organic Search
Chuck Murphy, Building Landing pages that Deliver
Sally Helme, Integrated Media Strategy
Mari Anne Snow, Building a Consolidated Digital Program

The second day will focus on a new industry initiative to collaboratively grow sailing. The discussion will bring together the newly formed Grow Sailing Leadership team from across the industry to share with and to learn from us how we can work together to strengthen the industry. The conference will close with Nate Fristoe, Managing Director of RRC Associates, comparing the ski and snow industry with the sailing industry, "Survival and Growth: Lessons from the Ski Industry." Twenty years ago the ski industry was facing the departure of the Baby Boomer and a potential significant contraction of its core market – we will explore what sailing can learn from skiing, both in terms of successes achieved and mistakes made.

Industry sponsors include: B&G, West Marine, New England Ropes, FSE Robline, Ronstan, JBoats, Groupe Beneteau, The Sailing Company, Vetus Maxwell, Sailors for the Sea, US Sailing, Novabraid, Gill, Imtra, Murray Yacht Sales, Sailing Magazine, North Sails, YBAA/CPYB.

For complete Conference details, schedules and to register please visit the [Sail America Industry Conference](#) website.

Sail America Industry Conference



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