



NEWS & EVENTS

- Get updates on all the latest happenings, from Pacific Sail & Power Boat Show to fun facts that keep you in the know.
- Keep up to date with all things Sail America via a message from our Sail America President.



WAYPOINTS

A newsletter favorite! Get up close and personal with one of our members through this feature article.



MEMBER NEWS

- Sail America benefit update
- Spread your news! Send us your press releases and we'll share them with Sail America's membership.
- New Member Profile; We like to welcome new members in style!
- Sailors for the Sea keeps you up to date on environmental news.



PROGRESSIONS & JOB POSTINGS

A fantastic way to let the industry know about an exciting career move, job posting or addition to your company.



SAIL AMERICA

MEMBER

NEWS

DECEMBER 2016



Promoting the health and growth of sailing.

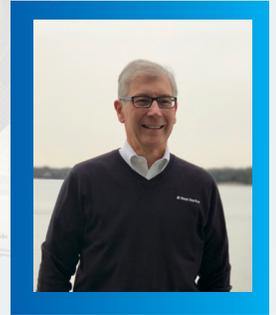


MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America Members,

Happy New Year!

I am excited for the 2017 challenge of leading the Board of Directors as President of Sail America. I have served on the board since 2014. I am honored to help the board to collaborate to accomplish Sail America work that we have developed over the last several years.



In my first newsletter update, I thought it would be appropriate to share information about myself. I have been a West Marine associate for 34 years. My current position is Northern Regional Vice President supporting the fleet of stores, Water Life customer experience and visual merchandising for the Coastal Carolinas, Mid Atlantic, New England, Great Lakes, Pacific Northwest and Canada. In my career, I had the opportunity to work in all areas where West Marine has store locations, including the West Marine California Support Center. West Marine is recognized as a leading Water Life Outfitter for sailors, cruisers, anglers and paddling enthusiasts. Our 250 West Marine store fleet, WM Pro and e-commerce operates in 38 states, Puerto Rico and Canada. Since first opening our doors in 1968, West Marine Associates and I continue to share the love of the water just like our Customers and Sail America Members. We provide helpful advice on the gear boaters need for a safe and fun experience. West Marine has a legacy of associates that have been Sail America members and board members, which I am happy to continue in this service.

I grew up in Maryland where Wednesday night racing and boating on the Chesapeake Bay is a way of life. Much of my career was in Florida, spending many years in Saint Petersburg, raising a family and cruising the Gulf of Mexico. Today, I live on the Magothy River just minutes from Annapolis Maryland. I enjoy sailing my Cal 29-2, boat restoration, and exploring on my kayak, standup paddleboard, and 10 foot inflatable boat.

Since beginning my term, I have had the opportunity to participate in the December listening meeting, visiting Lighthouse staff in Rhode Island, leading the Chicago in person board meeting and representing Sail America Industry Breakfast at the Seattle Boat Show this January. In 2017, I am excited to move forward to bolster Sail America events, increase association membership, and represent Sail America at industry events.

I wanted give a special thank you to Scot West Sail America Past President and our board members leaving the board at the end of 2016. I particularly want to recognize our current board: Jeff Johnston, Erin Schanen, Mark Pillsbury, Bob Ross, Scot West, Kevin Murphy, Jack Gierhart, Kevin Carlan, Josie Tucci, Peter Trogdon, Chris Doscher, Reagan Haynes, Lou Sandoval, and Kimo Worthington for the board collaboration, committee work and participation.

I look forward to meeting more of our Sail America Members this year and thank you for your involvement with Sail America.

Sincerely,

Jim Abel
Sail America President





NEWS & EVENTS

A banner featuring a background image of a sailboat on the water with the Golden Gate Bridge in the distance. The text reads: "PACIFIC SAIL & POWER BOAT SHOW and Marine Sports Expo April 6-9, 2017 • Craneway Pavilion and Marina Bay Yacht Harbor, Richmond, CA". There are three icons: a red sailboat, a yellow ladder, and a blue speedboat. A red ribbon graphic on the right says "FORMERLY STRICTLY SAIL PACIFIC".

PACIFIC    **SAIL & POWER BOAT SHOW**
and Marine Sports Expo
April 6-9, 2017 • Craneway Pavilion and Marina Bay Yacht Harbor, Richmond, CA

FORMERLY
STRICTLY
SAIL PACIFIC

Pacific Sail & Power Boat Show Update

Tickets are now on sale for the 2017 show! An early bird discount of \$2 off the standard ticket price is available through March 31, so be sure to order yours soon!

New and returning exhibitors are adding their names daily to the list of show vendors, and only a handful of spaces remain at the Craneway. New exhibitors such as The Moorings North America, FaceLine, Polyform, Oceanvolt, Silver Seas Yachts, and Inflatable Boat Specialists will join longtime friends of the show including Beneteau America, Bruce Brown and Associates, Forespar, and Pineapple Sails.

Our schedule of seminars continues to grow, with topics such as Troubleshooting Boat Electrical Systems, Cool Products No One Knows About, and Selecting the Proper Solar System for your Boat on tap. We are also expanding opportunities for visitors to see more hands-on demonstrations of exhibitor products, and will as always, be providing daily special events including the popular Cruising Outpost party, model yacht racing, and other fun activities!

For more information about seminars and special events, please contact Kayce Florio at kflorio@sailamerica.com; if you have any questions about exhibiting on land, contact Sara Watson at boatshowsales@sailamerica.com; for in-water inquiries, con-tact Jorgen Bateman at jorgen@norcalmgmt.com.



NEWS & EVENTS CONT.

Torqeedo Delivers Pioneering Products for 2017

Leading motor manufacturer Torqeedo presents three new products for 2017 that redefine electric mobility on the water. The equipment will debut to the US trade at the Electric and Hybrid Marine World Expo Florida Conference and Exhibition, Jan. 16–18, and to the public at the Miami International Boat Show, Feb. 16–20.

BMW's i3 high-voltage battery has been adapted to work flawlessly and reliably with Torqeedo's 40 or 80 hp Deep Blue systems. It benefits recreational and commercial boat owners with its very high energy density, lower cost and industry-leading safety standards. The prismatic cell design provides efficient cooling with an integrated compressor and even temperature distribution—all in an extremely rugged and compact shock-resistant enclosure.

The 25 kW Range Extender was specifically designed to efficiently power Torqeedo's Deep Blue system. It's the first inverter generator capable of supplying electricity for yachts and supporting serial hybrid systems. The combustion engine runs at its most efficient operating point, supplying the full 25 kW regardless of fluctuating load demands or the voltage level of the Deep Blue batteries. It doesn't require a separate starter. Instead, it uses the electric motor included in the genset. This means reduced pollutants, less vibration and a longer life for the motor.



(From top) BMW i3 high-voltage battery, Cruise FP fixed pod drive throttle and high-resolution display

Torqeedo's Cruise FP fixed pod motor is a true alternative to an inboard diesel engine. Overall Winner of the 2016 DAME Design Award, the most prestigious honor in the marine industry, the integrated system offers superior performance and convenience. With new electronic throttles and a modern, state-of-the-art user interface on a high-resolution marine display, it can be charged from shore power, solar, a generator or through hydro-generation while underway.

Contact Torqeedo Inc.: 171 Erick Street Unit A-1, Crystal Lake, IL 60014. 815-444-8806; Fax: 815-444-8807, usa@torqeedo.com; www.torqeedo.com.

New CEO named for WindRider International

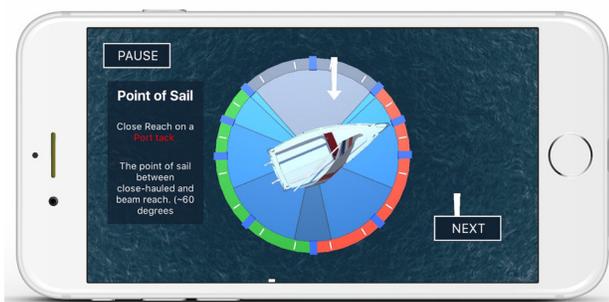
WindRider International is pleased to announce the promotion of Robert Sanberg to President and Chief Executive Officer of WindRider International effective January 1, 2017. Robert began working for WindRider in 2010, gaining valuable experience in all departments and assuming greater responsibility in every subsequent year. Dean Sanberg, former CEO, will continue with WindRider in an advisory role.



WindRider International along with its manufacturing division Nickels Boat Works based in Michigan, has a mission to encourage more people to sail and for those who do sail, to sail more. Nickels Boat Works brands include one-design Lightning, Buccaneer, Mutineer and JY15, with thousands of boats in fleets around the world. In addition, eight models of sailing trimarans include WindRider brand manufactured in the U.S. and French made Astus trimarans. The WindRider online store has replacement parts and accessories for most models of sailboats. Go Sail with WindRider: www.windrider.com.

GO SAILING – An App That Connects Crew and Skippers

Over a half a million people have been trained to sail at ASA schools. Having taught this many students over the last 35 years the ASA recognized a reoccurring pattern: Students have the interest and ambition to sign up for classes and enjoy their experience, but then, with no boat and perhaps





NEWS & EVENTS CONT.

no friends with boats, they drift away to activities that are more easily accessible. On the other hand, there are so many sailors with boats who are starving for energetic crew. With this knowledge in hand, the American Sailing Association recently became involved with a free, innovative, location - based social networking app designed to connect sailors with sailors.

“One of ASA’s most used phrases is ‘practice practice practice,’” ASA founder Lenny Shabes commented on the issue. “You’ve finished your 101 or 103 course and now you’re supposed to go sailing by yourself, but you’re still a novice. Where’s the crew I learned with, where is my instructor, where is the boat? There are plenty of boats that need crew, all that is missing is the communication and this app bridges that gap.” Other websites and methods have been created addressing this dilemma, but GO SAILING shows much more promise for all involved. It built a following in the San Francisco sailing community under the name *Kroocial* before ASA got behind it. There, in that bustling sailing community, the bugs were worked out and developments implemented.

The app allows skippers to create *trips and events* and sailors to apply for them. A *trip* might be a lesson, a race, a day sail, an ocean crossing or a dock party. The skippers have the ability to peruse the bios of applicants and decide if these potential crewmembers have the experience and sensibilities to be a solid fit. The app is simple to use and provides for a pleasant experience even for people who are not so tech savvy.

From the crew’s perspective there are pictures of the boats that will be sailed, skill level required, number of crew needed, smoking/non-smoking, the duration of the sail, and other information. It’s a well-thought-out virtual meeting place that offers private messaging or public outreach depending on what is needed.

ASA plans to roll out the upgraded and redeveloped nationwide version of GO SAILING which will enable traveling sailors to sail whenever and wherever they are. “My favorite part about [the concept of the app] is the idea that I can, let’s say, be up in Seattle visiting some friends and if I have a free day – I can pull up the app and find someone who needs crew and get out on the water,” said Matt Kempner who owns Tradewinds Sailing School in San Francisco and helped beta test the app. ASA believes, if the app catches fire across the country, it could do amazing things for the sport - not to mention the uptick that charter businesses and other peripheral companies would see if more people are out on the water.



“It’s our gift to the sailing community,” said Shabes. “I really think this kind of technology can provide a shot of energy and inspire people to go sailing more. That’s what ASA is all about and we’re proud to be a part of this effort!”



WAYPOINTS

KAREN HUNT |
Milwaukee Community Sailing Center

Sometimes in Life, the stars seem to align just so and you discover you're right where you are meant to be, such is the case with Karen Hunt, the new Executive Director of the Milwaukee Community Sailing Center. Her career path and acquired skills have made for a smooth transition as she takes over the helm from Peter Rieck who held the position for 30 years. Impressive statistic: this organization has taught 15,000 adults how to sail.

Sail America members will have an opportunity to see this wonderful organization first hand during the conference to be held there May 31-June 2 of 2017, by way of introduction we interview Karen Hunt to see just what MCSC is up to these days.

Q. In September 2016, you became the new Executive Director, it must be exciting yet daunting?

A. It has only been a few months now and I am pleased to have the opportunity to tell you a little bit about the MCSC and sailing in Milwaukee.

The organization was in transition after the departure of the executive director, who held the position for such a long period and really had a lot of knowledge and really grew this organization. I can't even tell you how fortunate I feel to be the Executive Director. I plan to keep it focused on its mission, balancing the financial needs with the needs of the members and the community we serve because we are really a unique asset here in Milwaukee. The incredible staff here is like family, so supportive of the organization. In my research, I discovered for example, that last year we had over 3800 hours of volunteer time during our short sailing season. Our program director Holly Davenport Church, who is also a relief captain on the S/V Denis Sullivan, Milwaukee's signature schooner, is a remarkably talented woman who brings a lot of that knowledge that we lost with Peter leaving, it really is a great group of people.

Q. What is your background?

A. I have been sailing since I was a child. When I moved to Milwaukee for school and I realized sailing here meant I didn't have to tack so much because of Lake Michigan, I thought, "wow this is beautiful ". Though I moved away several times, I always continued to sail. I was on a crew in Central Wisconsin and raced inland on E Scows and did fairly well. I moved back to Milwaukee in 1988 and have not left Lake Michigan since; it's a beautiful area in spite of our winters. I hear there are some people who do ice boat sailing, which sounds like fun, but I am a little fearful of falling into the water!



NEWS & EVENTS

Brokers Group Names ABYC President to Panel

The national Certified Professional Yacht Broker program said it appointed American Boat and Yacht Council president John Adey to its Certification Advisory Council.

“The decision to invite [Adey] to join the group was made unanimously, following his recent participation in our annual strategic planning meeting in Annapolis, where we benefited from his considerable industry expertise and knowledge,” Certified Professional Yacht Broker program manager Colleen McDonough said in a statement. “John’s proven business leadership with ABYC will definitely serve the CPYB program well.”

“Having an outside perspective from someone who is deeply involved in industry certification and education will provide valuable input and guidance to the CAC, which will help to further strengthen and grow the CPYB program,” YBAA executive director Vin Petrella said.

Certified Professional Yacht Brokers are recognized as having achieved the highest level of industry accreditation, available only to fully qualified yacht sales professionals.

Since 2000, the CPYB program has been administered by the Yacht Brokers Association of America in partnership with International Yacht Brokers Association, Northwest Yacht Brokers Association, California Yacht Brokers Association, Boating Ontario Dealers, British Columbia Yacht Brokers Association and Gulf Coast Yacht Brokers Association.

The program is guided by the Certification Advisory Council, represented by members of each of the seven sponsoring associations. Adey is the first non-broker to be invited to serve.

Source: <http://sailbuzz.net/>

Offshore Sailing School Appoints Vice President of Sales

Offshore Sailing School CEO and President, Doris Colgate, announced the appointment of Deborah (Deb) Marlor, an Offshore Sailing School graduate from 38 years ago, has joined the company in a new executive position as Vice President of Sales. Deb has served as a sales and process consultant with the company since August 2016.

Doris commented, “As we enter our 53rd year, with more than 140,000 graduates, Deb will work with the management team to develop our company’s strategic and business goals, oversee the sales process and sales team. Her vast experience in developing and transforming company infrastructure, founding and leading her own successful sales organization while utilizing the most current technology



to achieve time efficiency and sales effectiveness, will position Offshore Sailing School well for sustainable growth.”

Deb is an award-winning entrepreneur with over 35 years of demonstrated success in creating and developing sales teams. Deb has also led demand generation activities for Global 500 technology sales campaigns, generating revenue for channel sales programs, and strengthening client pipelines.

A native of Erie, Pennsylvania, Deb Marlor began her career in retail sales in 1975, rapidly moving into a management position with Manulife Financial Services. In 1981, she made the transition to the technology industry, working throughout the United States in sales and marketing departments for such high tech firms as, Radium Software, Computer Associates, and Extended Systems.

In 1997, Deb founded DJM Sales & Marketing in Boise, Idaho. DJM launched its first service, executive appointment setting for Jetstream Communications, and quickly expanded to provide sales services to Sun Microsystems, Siemens Enterprise Communications, Symantec, and HP. Under her leadership, DJM was an Inc. 500/5000 honoree three different years. DJM was acquired by a private party in summer 2016.

After decades of sailing and racing whenever and where they could, Deb and her husband sold the family home and moved aboard their Beneteau, Oceanis 381,

“SV Simplicity” full time. Sailing from Houston, Texas, to Florida, stopping in Pensacola, Clearwater, Punta Gorda, they have made Fort Myers, Florida, their current “home” base.

Offshore Sailing School was founded in 1964 by Olympian, America’s Cup Sailor and National Sailing Hall of Fame Inductee, Steve Colgate. The school provides a full range of sailing instruction with US Sailing certification – from beginning sailing to racing, advanced cruising, and passage making – at five locations in Florida and the British Virgin Islands. In addition, the Company conducts team building programs for corporations and groups, and leadership training for universities, including Emory’s Goizuetta Advanced Leadership Academy. More than 140,000 adults and their families have graduated from Offshore Sailing School programs over the past 53 years.

For more information and hi-res images, contact Beth Oliver, Director of Sales and Marketing at 239-985-7516.

Social Media & Your Business

NETWORKING



Better company updates for LinkedIn

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

BRAND RECOGNITION

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

AWARENESS

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



IN THE NEWS

Sailing Industry Events

- Newport International Boat Show - Newport, RI / September 15-18, 2016
- United States Sailboat Show - Annapolis, MD / October 6-10, 2016
- Sail America Industry Meeting - Annapolis, MD / October 7, 2016
- St. Petersburg Power & Sailboat Show - St. Petersburg, FL / December 1-4, 2016
- Chicago Boat, RV & Strictly Sail Show - Chicago, IL / January 11-15, 2017
- Seattle Boat Show - Seattle, WA / January 27-February 4, 2017
- Strictly Sail Miami - Miami, FL / February 16-20, 2017
- Pacific Sail & Power Boat Show - Richmond, CA / April 6-9, 2017
- Sail America Member Meeting Breakfast - Richmond, CA / April 7, 2017

Discover Sailing Events

Discover Sailing is an opportunity to introduce new and existing boaters to sailing, new boats, new equipment and is a great way to get out on the water and experience the joy of sailing!

- Seattle Boats Afloat Show- Seattle, WA / September 14-18, 2016
- Newport International Boat Show- Newport, RI / September 15-18, 2016
- St. Petersburg Power & Sailboat Show- St. Petersburg, FL / December 1-4, 2016
- Pacific Sail & Power Boat Show- Richmond, CA / April 6-9, 2017

For more information on these events or Sail America, visit our website: www.SailAmerica.com.

Sail America Industry Conference Heads to Wisconsin

Sailing event to be held May 31 – June 2, 2017, in Milwaukee, WI

Sail America has scheduled its 6th bi-annual Industry Conference for May 31 – June 2, 2017. The three-day event, specifically geared toward sailing industry professionals, will take place at the Milwaukee Marriott Downtown in Milwaukee, WI.

Sail America's Industry Conference is *the* place for Sailing Industry professionals to learn about new topics and trends, receive updates, and networking with over 150 participants. The conference will feature a regatta, a day and a half of educational sessions, an industry dinner and more!

"We are excited to host the conference in Milwaukee," Sail America President Scot West says. "It is a desirable, waterfront location for our members and offers great sailing opportunities that is centrally located for sailors nationwide. In addition, Milwaukee is one of the most up and coming cities that offers a wealth of resources, restaurants, activities, and entertainment for conference visitors."

To learn more about the conference, visit SailAmerica.com.

MEMBER NEWS



DECEMBER 2016

Benefit Update

CONNECT TO YOUR CUSTOMER!

You may not be aware of this amazing corporate member benefit, but it's a good one! Sail America would be happy to share your news, promotions and more via an email blast to it's over 15,000 consumer emails. If you have any questions, please contact Stephanie Grove at (401) 289-2540 or sgrove@sailamerica.com.

MEMBER HIGHLIGHT

Discover Sailing

Discover Sailing is a consumer facing program that uses members products to educate and engage consumers. This is a great opportunity for Sail America members to highlight their equipment, a new boat, or new gear and electronic devices.

For more information [click here](#).

“ Only 2% of fundraising dollars in the US go to protecting the ocean. ”

Source: Sailors for the Sea



Learn more at sailorsforthesea.org



NEW MEMBER SPOTLIGHT

sweet jasper

MARINA BAY YACHT HARBOR |

1340 Marina Way South
Richmond, CA 94804
Phone: 510-236-1013
Fax: 510-236-1957





JOB POSTINGS

Customer Service Web Orders

Annapolis Performance Sailing

Annapolis, MD

Job Description

Founded in 1991, Annapolis Performance Sailing (APS) is the world leader in out-fitting performance sailors. We are a company of approximately 30 employees; and operate a retail store and have an extensive online (website) offering. Our products include line, hardware, apparel, accessories, and rigging services. We are a strategically driven and growing company that emphasizes efficiency and working as a team in order to enhance our customer's experience.

This position is THE position responsible for the APS web order success and is a member of the Knowledge Center team. The ideal candidate will be a sailor who has a passion for the sport and can share that passion with our customers.

In order to be successful, the ideal candidate will have broad knowledge of sailing apparel and hardware to be able to answer customer inquiries, make recommendations of products or substitutions where appropriate. Imports, reviews and releases website orders for processing by the shipping department. Identifies products which should be drop shipped to customers and works with APS vendors to ensure drop ship success.

Works as a member of the APS Knowledge Center team to guide customers in selecting the appropriate products for their needs. Must be willing/able to learn about a wide variety of hardware and apparel. Will learn how guide customers through custom rigging purchases.

Job Requirements

- The ideal candidate is highly organized, has excellent follow up skills and a strong desire to ensure the success of every customer order.
- Must have previous sailing experience
- Ability to multi-task and be successful in a fast paced environment.
- Excellent written and oral communication skills
- Good computer skills, including Excel and MS Word. Ability to learn new software
- Ability to work with little supervision and be self motivated to stay on task
- Works well in a team environment as a member of the APS Knowledge Center staff.
- Willing and able to learn more about APS custom rigging, apparel and hardware for a variety of boats.
- Works occasionally in the APS storefront providing assistance to customers, processing sales at the cash register.

This position is full time, permanent with benefits. The hours are primarily 8:30 to 5pm M-F. HOWEVER, during times of peak business, these hours will change.

More information on this position: <http://sailingjobs.sail1design.com/Employment/customer-service-web-orders-listing-4320.aspx>



Promoting the health and growth of sailing.

50 Water Street • Warren, RI • 02885 • 401.289.2540
WWW.SAILAMERICA.COM



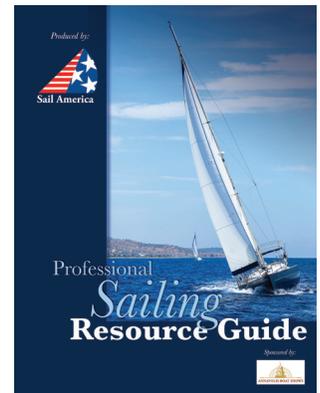
MEMBER NEWS

Benefit Update

Sail America has added a new benefit available to our members! As one of many Sail America membership benefits, Sail America recently published and distributed electronically our annual Professional Sailing Resource Guide, which serves as an invaluable resource to those who desire access to professionals and companies that provide products or services to the sailing industry.

The guide was emailed to tens of thousands of consumers in the United States and posted on Sail America's homepage and is free to all! It will be updated annually to include new products and services available to the industry and consumers.

The updated version is now available here!



MEMBER REFERRAL BONUS

As a valued member of Sail America, you can play an active role in helping your industry trade association grow its membership by referring other companies in your network who would benefit from Sail America membership. By referring new member companies, marine reps, sailing schools, riggers, and manufacturers, you're contributing to the vitality of the industry, and the continued success of Sail America. With every new member we become a stronger representation of the industry and our collective voices get louder.

If a new member joins Sail America because of your referral, we would like to offer you the following benefits to say thank you:

1. Acknowledgment at the Industry Meeting at Pacific Sail & Power Boat Show in Richmond, CA, April 2017.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2017.
3. Recognition on Sail America's website.

Please contact Stephanie Grove, Sail America's Membership Coordinator, for more details. She can be reached directly at 401-289-2540 or sgrove@sailamerica.com.

Thank you for your continued support!

Send us your company news!

Sail America News is interested in your firm's news, events, activities and job postings. Send press releases or inquiries for consideration to Stephanie Grove: sgrove@sailamerica.com.