



S A I L A M E R I C A

MEMBER NEWS



Sail America

Promoting the Health and Growth of Sailing

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September 2015

MESSAGE FROM THE ASSOCIATION MANAGER

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

WAYPOINTS COVER STORY

Sail America talks to Bryan Petro, CIO of GetMyBoats

EIGHT BELLS

William Mosher

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Join us October 9, 2015 for the Industry Breakfast Meeting at the Annapolis Marriott Waterfront Hotel Chesapeake Ballroom at 7:45 AM.

MEMBER BENEFIT UPDATE

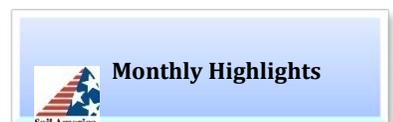
Sail America published new 2015 *Professional Sailing Resources Guide*

OCEAN FACT OF THE MONTH

Sailors for the Sea Ocean Facts!

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



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MESSAGE FROM THE ASSOCIATION MANAGER

Dear Sail America Member,

Several years ago Sail America identified the need for a long-term contract and home for Strictly Sail Pacific, one that would provide stability to the industry's largest and only all-sail show on the West Coast. In August, we announced that that we would be moving Strictly Sail Pacific (SSP) to Richmond, CA. The change in venue has been met with overwhelming support from both the membership and the show exhibitors. The signing of a long-term agreement with both Marina Bay Yacht Harbor and Craneway Pavilion provides the stability the organization has sought for several years. In addition to sustaining the health and stability of our signature show, the move provides us with the ability to control our costs without passing on additional costs to the exhibitors. We will be emailing out Space Agreements shortly to all past exhibitors, so be on the lookout.

Richmond's historic Craneway Pavilion and the Marina Bay Yacht Harbor offer an awe-inspiring panorama of the Bay and the San Francisco skyline. The beautiful indoor venue can accommodate the need from our vendors for increased and improved indoor space, along with an expansive marina on the waterfront.

As state-of-the-art as it is historic, Craneway Pavilion is a 45,000 square-foot facility in an award-winning, architecturally significant Ford Assembly Plant building dating back to 1931. Marina Bay Yacht Harbor is located in Richmond's protected Inner Harbor in the East Bay of San Francisco Bay. Developed in the mid-1980s on the site of WWII-era Kaiser Shipyards #2, the deep-draft Marina Bay Yacht Harbor accommodates vessels up to 120 feet, giving in-water exhibitors the chance to showcase even more of their product lines, resulting in greater consumer interest.

We will be hosting a walk tour of the Craneway Pavilion and Richmond Marina Bay Yacht Harbor October 28 for exhibitors. We plan on spending the morning together walking the show site followed by a facilitated discussion seeking your input and feedback for the new show site. An announcement will be going out to all past exhibitors and Sail America members asking you to confirm your attendance.

The St. Petersburg Power and Sailboat Show scheduled for December 3-6, 2015 will continue to feature the Sail America seminars and Discover Sailing program. We have scheduled a full line-up of programming to engage consumers and continue to highlight the sailing lifestyle. If you would like to present a seminar during the show, please email our Seminar Coordinator at

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seminars@sailamerica.com. Participation in our seminar program offers members a great opportunity for exposure at one of the Southeast's premier shows.

At the upcoming Annapolis Boat Show, Sail America will again host our Industry Meeting on Friday, October 9, 2015. The meeting is a chance for sailing industry professionals to network with each other and hear an update on Sail America's accomplishments and future plans. In addition, we will be recognizing the Best in Show Awards during the breakfast.

I look forward to seeing you all on the water or at on upcoming industry show and event.

Good Sailing,

A handwritten signature in black ink, appearing to read 'Peter Durant'.

Peter Durant



WAYPOINTS - GetMyBoat

Unless you've been living on Pluto, chances are you've heard of the new sharing economy- the ride-sharing Uber, the home sharing Airbnb- as young entrepreneurs rush to create startups and jump on the sharing band wagon. The yachting world is no exception. Sail America decided to check in with one of our west coast member, GetMyBoat. Though politically incorrect to ask the age of the team, the enthusiasm of youth has got to be a factor in their success; take a look at the site, their commitment, creativity and thoroughness is impressive. Might just be what the industry needs, 500,000 hits to their search engine... anyone care to



book a raft trip down the Amazon? Here's what CIO, Chief Information Officer, Bryan Petro has to say about GetMyBoat, where the slogan is Go Ahead, Make Waves.

Firstly, I think members will be amazed to hear that only 8% of boat owners use their boats on a regular basis, sobering news, what else did you uncover in your research?

The statistics for US boating in 2014 from the National Marine Manufacturers Association revealed that the number has decreased further to an average of 6%, which is a tremendous amount of downtime especially since a boat, like a car, is a high ticket item and depreciates quickly. Coupled with the cost of storage, slip fees, all the expenses that come with boat ownership, our program offers a way to offset these expenses.

How did this program come about?

Our co-owners enjoy boating, and while out sailing in the Atlantic with time to think, which happens when sailing, they noticed all the boats just sitting there, lined up on the dock, and felt there had to be a better way to utilize all these boats. It was the "ah ha moment" they saw it as an untapped opportunity. Why not give people who don't have the means to afford a boat the opportunity to experience time on the water?

When did you decide to make this a business?

We started just over 3 years ago, the co-founders, Sascha Mornell and Raphael Collardo had other business together and this was something they really wanted to do about 15 years ago, but the timing wasn't right, the market had to be really for it. They brought me on board to fill a need

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for someone with my skill set, my expertise; my background comes from consumer facing startups, businesses for everyday people to use. I loved the idea and ran with it. The project took about 6 months to get the website up and running, and in January 2013 we launched it to the world.

I like to think that we were on the leading edge of the sharing economy before it took off. I definitely saw the frustration behind trying to get out on the water, even here in my backyard in San Francisco, not being able to get out on the water unless you “knew someone” with a boat. I thought it was a fantastic opportunity and we hit it off in a working relationship.

There seems to be a groundswell of businesses catering to the shared economy, how do you see the future in this sharing market?

I see two things happening, we have these vertical markets, we’ve in boating, Uber in transportation, Airbnb is housing, I see an ecosystem being build around each one of these verticals. We are in the rental charter business of boats, but then we can tie into auxiliary related products; what about tying into marinas and shore rentals, catering, maintenance, insurance. Everyone is doing their own vertical, and then over time I think what will happen is there will be an aggregation; you will be able to book your experience all at once; you can find your hotel, your excursions’, your transportation, all through one central service that we are all tied into.

What sets your business apart from the others that are breaking into the business in established boating communities?

A few things set us apart, because we have the jump on a lot of other companies, having started at the beginning of the shared economy we have more experience and a refined platform.

Our technology is another factor, we are the only company out with a mobile app, as times are changing a lot of our population are using the cell phone to do business.

The sheer volume of boats we offer, we are at 33,000 boats and we are the only one that is 100% international and have been right from the beginning, you can find our boats anywhere in the world.

Another thing, which everyone wants to discuss, we provide insurance. Working with Falvey Yacht Insurance, which is based in Rhode Island, we have created two products which are really cool, to provide insurance to both renters and owners. When we approached the market we had very specific ideas of what we wanted. There are other companies who provide insurance with their platform, they make it mandatory and they take a huge cut out of owner’s pocket, but we took a different approach, we wanted to create an insurance product much like when you take out car rental insurance, you know, check a box on the form, and good to go. We launched these two products, one we call just a renter insurance which you can purchase by the day, whatever duration you need to cover your rental period, it covers the renter, the boat; we see two people

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buying it, the renter and the owner. We didn't want it to be included in the payment, make it mandatory, since we have both private and commercial boat owners, some of which have their own insurance, it is an option.

In addition, with the help of Falvey, we created a secondary product, our owners product, which is more for the private owner who wants to rent their boat out. The policy is priced just about as cheap as a normal policy, in addition it lets you rent out your boat for as many times as you want throughout the year. It is on an annual basis, not per rental, we noticed that when we looked over other policies, a lot of the policies have specific language that only lets you rent the boat out a few times a year, the average is 5 times a year, which is nothing if you are looking to profit from your boat rental. Some owners will require renters to buy our policy or some owners will buy it and include it in the cost of the rental.

Another thing I forgot to mention, we are 100% free; we don't take any commission, no cut out of a rental or charter.

Walk us through the process, an owner realizes he is not getting full value for his investment and decides to make his boat available, what are the first steps?

We can assist in the process, but it is fairly easy placing it on website. Set dates available, set price, block out dates, photos, video, description, complete specs on the boat and place it on site; basically it is setting up their web site on our website. We do provide an app, but there are several ways to do it. The owner will start to receive inquiries and then the questions begin; what is your boating experience, how many people, the owner always has the final say. *GetMyBoats* is always available for assistance through our resource center where we list articles and guides for renters and owners. You can scan through the listings to get an idea of comparable pricing, the process is completely transparent and all information is available to everyone. Some owners offer captains. We will be building in automatic tools offering suggestions.

GetMyBoat sounds like the matchmaker, the service facilitator, what follows after the inquiry?

Usually there is a discussion on the renter capability and experience, boating resume, phone calls or emails are exchanged between boat owner and renter; we will get involved if asked. For example during the busy 4th of July weekend, we tried to help latecomers secure a rental.

For renters, what is the process?

Initially you can search without signing in or registering and review the listings and photos. Once the renter decides on a boat, a contact is made with the owner or you can leave an inquiry with details to the owner. At that point the renter does a basic sign in, with an email and password.

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How is this structured for the company, in terms of compensation?

We have a few things in place. We have a marketing agreement with the insurance company, we also have premium services, much like Google, along with advertising, if they want to have their own page and do some advertising. But we receive no compensation from the rentals; it is 100% in the owners' pocket. We want to make sure that we have a system in place that can facilitate this service as we are trying to build the largest marketplace for boat rentals and charters. Down the road, we will evaluate other ways to make money but right now we are completely set with where we are and where we are going. When you have so many users on the site, the opportunities are endless. We are constantly reevaluating, we have about 50 other ideas. We do have an idea germinating right now; our users let us know what they would like to see in the future.

It is mind boggling, since January 2013 you have 500,000 searches for boats, in 143 countries and 3,300 locations around the world, how did you create such a database?

Of course, it's a secret source. The first thing we did, since we are a product first company is we made it as simple as possible, and then it is also word of mouth at that point.

I can tell you also, it shouldn't be much of a secret but I have to give it to my team. We are a small team, 12 people, hardworking and dedicated. Honestly it is just a hard nose, grind it out effort, the old school style of just picking up the phone and selling, selling, selling. A lot of the new companies think you build a website and they will come. No one really wants to get their hands dirty and do the work that is needed. It is just the old school way, hard work does it, day in, day out. The personal contact is really working out well for us.

You accomplished this in the last 2 to 3 years, with maybe a dozen team members with a fire in the belly, to your credit it is impressive what you have accomplished. Sail America is focused on bringing more people into boating, particularly in sailing. In your experience, what do you think it takes to increase participation? Obviously in your program it is a win-win situation for both parties, it allows people to participate without the burden of boat ownership, but what holds people back? Really a lot of things. What we are trying to do is get away from the old mentality, the exclusivity, boating only available for those who could afford a personal boat. Instead let's open it up to the masses; we are trying to make boating better for everyone. The exclusivity of it acted as a deterrent, though it might not have been realized. There a sense of class division behind boating, being more on the expensive side of things, limiting access to the marinas, or even allowing boat sharing to happen. But now there are new programs out there to draw in the recreational boater. In our program, it doesn't mean you are coming in as the captain, many of our renters want to learn, they want sailing lessons, they want to get on the water but they want a

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captain; it is bringing in a more recreational crowd. We need to work together to get more of that into the industry, versus the exclusivity mentality.

About that idea that is germinating, want to provide us with some detail?

Something we are about to launch in next few weeks is the idea of a sleep aboard rental. The boat never leaves the dock; it is a kind of place to just rest your head. We find that to be an excellent starting point for really getting people into the boat world sharing, start by getting your feet wet if you will, in that type of entry level and experience the lifestyle.

That idea should be welcomed by boat owners, the safety of the boat never leaving the dock, how do you make them aware of this service?

We will send a newsletter out to our following, and also reach out to the press. Our newsletters go out to everyone listed on our site, 32,000 people, renters and owners, once a month or every other month. Sometimes we do a specific segment of the market, covering topics like how to get more renters, how to be sure that your reservation gets approved, for renters topics like how to anchor a dingy, we like to help everyone out.

We want to know what is going on with the rentals so we have a review and a rating on a 5 star scale. It is a two sided review, the owner reviews the renter and the renter reviews the owner with the information stored in our database. It is a learning process for all of us and we encourage feedback as it guides us as to where we need to improve, what we need to do to be unique and really wow guests; we really keep it a community of boaters.

How about the personal gratification?

The best part of this whole mobile generation, I was in Santa Cruz and I thought "let me see what boats we have here", so I find a boat and as I am looking up the information, I see that boat leave the dock! It was a nice feeling to see our program in action.



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Eight Bells: William Mosher

Bill, age 67, passed away unexpectedly July 3 at his home in South Milwaukee (July 26, 1947 – July 3, 2015).

Born in Denver, Colorado, Bill attended the Salvatorian Seminary in St Nazianz and graduated from Miami University. He served as a Miami police officer and leadership positions with the Boys Club of Chicago and Milwaukee, Milwaukee Community Sailing Center, Harken and his present position as Sales & Marketing Director at Forespar. Bill utilized his Captains license with Riverwalk Boats.



As a dedicated volunteer, Bill served on the board of directors of the Milwaukee Community Sailing Center (MCSC), including a term as President. He was instrumental in creating unique sailing programs and fundraisers that benefitted youth, as well as the physically challenged and financially disadvantaged.

He was an active member of South Shore Yacht Club (SSYC) as well as Milwaukee Area Sail and Trail (MAST). Bill was a passionate advocate of the sport of sailing and his network of friends circle the world. He will be remembered for his zest for life and the positive influence he had on countless individuals.

Bill will be sadly missed by his love Patty Matheson, his children Morgan (Megan) and Brandy Mosher and Patty's children, Andrea (Ryan) Benson, Jena (Jesse) Rutherford and Susie. Proud grandpa of Katelyn, Rory and Kiera Mosher. Dear brother of Val (Bob) Kluver and Mary Owens. He was preceded in death by his parents, William and Albertin Mosher.

Donations in his honor can be made to the [Milwaukee Community Sailing Center](#). Cards can be sent to Patty Matheson at 507 College Ave, South Milwaukee, WI 53172.



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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

You are invited to the



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Marriott Waterfront Hotel
Chesapeake Ballroom

80 Compromise St
Annapolis, MD



OCT
9
2015
7:45 AM
BREAKFAST
8AM MEETING

**Hear Sail America Updates & 2015 Initiatives!
Best In Show Winners Announced!**

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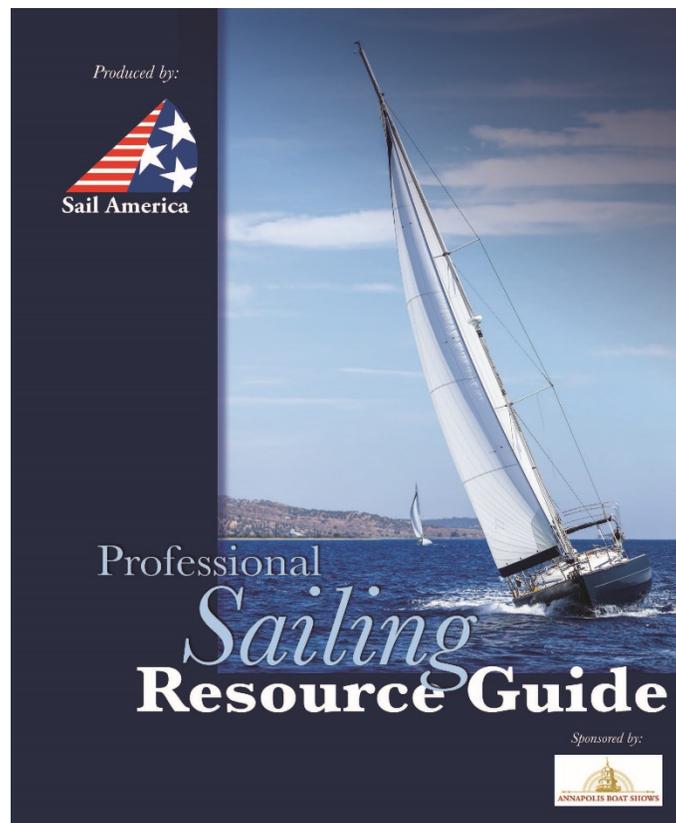


MEMBER BENEFIT UPDATE

Sail America has added a new benefit available to our members! As one of many Sail America membership benefits, Sail America recently published and distributed electronically our new 2015 *Professional Sailing Resource Guide*, which serves as an invaluable resource to those who desire access to professionals and companies that provide products or services to the sailing industry.

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

Click [here](#) and download your copy!



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THE NAKED TRUTH.

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

Learn more:

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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 SSP in Richmond, CA, April 2016.
- 2) Four complimentary tickets to Strictly Sail Pacific in Richmond, CA, April 2016.
- 3) Recognition on Sail America's website.

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

Thank you for your continued support!