



NEWS & EVENTS

- Exhibitor Applications Open for 2019 Pacific Sail & Power Show
- Registration Open for SAIC 2019
- Sail America Industry Breakfast 2019 Wrap-Up
- Exciting Partnership Between North Sail & Beneteau America Announced
- And more exciting news from Weems & Plath, SailTime, & Offshore Sailing School



WAYPOINTS

- A Newsletter favorite! This month read a Q & A with Sherri Campbell and Jerelyn Biehl of One Design Management



MEMBER NEWS

- Sailors for the Sea keeps you up to date on environmental news
- Membership Renewal information



PROGRESSIONS & JOB POSTINGS

- Trade Marketing Coordinator with Gill NA
- Consumer Sales Manager with Imtra Corporation, Maximum Inc.



SAIL AMERICA MEMBER NEWS

Volume VIII 2018



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT & ASSOCIATION MANAGER

Dear Sail America Members,

This may find you in transit back to home or your offices from a very successful United States Boat Show in Annapolis. The kick-off day saw beautiful but incredibly hot weather and was followed by more seasonal weather. Consumers to the show were unfazed by the weather – they came in droves. As we walked the docks and the tents, the scene was bursting with visitors. A great sign for the industry, for your businesses, for sailing.

The Sail America board also had the opportunity to meet while in Annapolis. As a group, we meet to discuss the business of Sail America and to strategize on the direction, the initiatives and the programming that will best serve you, our members. During this meeting, we focused on the upcoming Sail America Industry Conference (SAIC). As we work to build and deliver quality programming and speakers, we'd love to hear your ideas on issues, topics or speakers you'd like us to consider. We will reach out to the membership again once the framework is in place to seek your input – we're eager to build a conference that meets your needs and delivers value. Please contact Katie kkelly@sailamerica.com directly with your ideas.

We always enjoy the opportunity to get the industry together, so thank you for joining us at our latest industry meeting. Annapolis is a busy time, but as an industry, it's important to come together. Thank you to Paul Jacobs and his team at the Annapolis Boat Shows for hosting us. And congratulations to all the winners who received recognition Friday morning. For the record, Katie logged over 20,000 steps handing out the awards! Next year we may need more space and more food, as we look to welcome even more of you to our meeting!

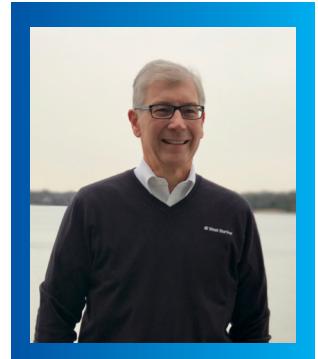
Warm regards,

Jim Abel

Jim Abel
President

KR Kelly

Katie Kelly
Association Manager





NEWS & EVENTS

A large background image showing a sailboat on choppy greenish-blue water. In the distance, a suspension bridge (resembling the Golden Gate Bridge) spans across the water under a clear sky. The overall theme is nautical and suggests a boat show environment.

PACIFIC SAIL & POWER BOAT SHOW *and Marine Sports Expo*

April 4-7, 2019

**Craneway Pavilion and Marina Bay Yacht Harbor,
Richmond, CA**

This year, we are again offering an exclusive space application period for Sail America Members through October 19, 2018. To secure your space at the 2019 Pacific Sail & Power Boat Show, please complete the online space application (details below) and submit with your paid 50% deposit to Sail America by October 19, 2018. (Your Sail America membership must be up to date at the time of the application in order to receive member rates and priority assignments.)

After October 19, 2018 space will be allocated on a first-come, first-served basis, regardless of member status. Please note that when assigning space, we will first accommodate Sail America members, and then past exhibitors wishing to renew their previously held booth space. Requests to change booth locations or new exhibitor space assignments will be reviewed after all renewals have been allocated.

Beginning this year, we will be unable to accommodate booths at nonprofit rates within the Craneway Pavilion. We welcome our nonprofit exhibitors to join us in a tent at the Marina at the lower rate; nonprofits will also be welcome at the Craneway at standard rates.

If you have questions about sponsorship, or booth space in the Craneway or at the marina, please contact our Sales Manager, Sara Watson, at boatshowsales@sailamerica.com or 401-289-2540 ext. 4; for in-water sales and operations please contact Jorgen Bateman at jbateaman@sailamerica.com or 916-826-0454.

Please click [HERE](#) to enter the exhibitor portal and register for the show!



NEWS & EVENTS CONT.



Registration is open for the
2019 Sail America Industry Conference!

Join us in at the **Sheraton Bay Point Resort in Panama City Beach, Florida** on **March 6-8, 2019** for the 2019 Sail America Industry Conference (SAIC)!

Sail America's Industry Conference is the place for sailing professionals. The day and a half event features educational and professional development seminars, workshops, networking events, and a regatta. It has hosted more than 150 attendees in the past and continues to grow.

[Register Here](#)

[Host Hotel](#)

[Schedule-at-a-Glance](#)

[Sponsors](#)





NEWS & EVENTS CONT.

Sail America Industry Breakfast

United States Boat Show

Annapolis, MD – October 5, 2018

Each year, the industry comes together during the United States Sailboat Show for the annual industry meeting hosted by Sail America. On a morning with much cooler weather, Sail America President, Jim Abel, presented to a standing-room-only audience. Following a presentation on Sail America's revised mission statement and on how Sail America delivers to its members, attendees also heard from Steve Pennington of the Maryland Department of Commerce and Sally Helme about the annual Leukemia & Lymphoma Society industry fundraising.



Following the Sail America presentation, the morning moved to the awards portion of the meeting. The Annapolis Boat Shows proudly awards the Distinguished Service Award, bestowed on a sailor who has distinguished him or herself through outstanding and unselfish service to the overall advancement of the sailing industry. The award is presented by the most recent recipient, and this year Peter Harken had the honor of presenting the 2018 award to Gary Jobson. Gary has enjoyed a long and storied career in the sailing industry – from college sailing to the America's Cup, where he was the winning tactician for Courageous in 1977. While he continued to enjoy sailing, Gary transitioned his career to include writing and filming about the sport – authoring nineteen books (soon to be twenty-one), producing over one thousand television programs and films, and lecturing around the world and country on his favorite topic. Congratulations to Gary, and thank you for your service to our industry.

The Best in Show awards came next. Voted on annually by a panel of judges chosen from

both Sail America and the Annapolis Boat Shows, the judges selected winners in five categories:

- Best booth display 200 square feet and under: Dubarry of Ireland
- Best booth display over 200 square feet: The Moorings
- Best booth display fewer than five Boats: Daedelus Yachts
- Best booth display with five boats or more: Jeanneau America, Inc.
- Best in show: Lagoon

Congratulations to all show exhibitors and their booths and to the winners in each category. It was great to see the industry together, networking with one another, listening to one another, and connecting with one another at the breakfast.





WAYPOINTS

SHERRI CAMPBELL & JERELYN BIEHL
One Design Management

Organizing a group of people around their recreation can be quite a challenge. Think about your soccer league or running club, and now think sailing. For racing in particular, we need a lot of organization and planning, whether it be by volunteers or professional staff. Enter One Design Management in San Diego, California: Sherri Campbell and Jerelyn Biehl.

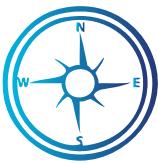
These two dynamic women were each doing their own thing in the 1990's. Sherri had volunteered for the national Class E Scow Association and then "chased her young Laser sailor around" for a while (more on that later). Jerelyn became the Snipe Executive Director in 1993 and has managed the international portion of that for 25 years. In 2004, the US portion spun off, and she was asked to manage 2 other international classes as well. The Laser class was also looking for help.

So all of this was pulled together in 2004 as One Design Management, which represents one-design classes and provides professional managers for their associations. They do everything "from finances, membership, website, social media, publications, regatta organization and basic admin – a little bit of everything," says Jerelyn. In their small shop, Sherri handles the finances, and Jerelyn the publications. The rest of the responsibilities are split up, and each woman serves as the main contact for a few classes.

"New members seem to be easier to attract while getting existing members to renew is sometimes more difficult and you need to catch them at a regatta."

ODM now provides services for the International and US Snipe class, International Star, International & US Etchells, North American Laser, International Naples Sabot Association and High School Sailing.

Over the years, the company's offerings have evolved, fax to internet, email, digital publishing and online registrations/payment to name a few. Their classes are using more social media and visual imagery - including photography and exciting videos - to market themselves, as well as professional media, and leveraging word of mouth while encouraging cross-over sailors.



WAYPOINTS CONT.

In terms of current customers/members, the two agree that sailors are loyal to their classes. While “numbers in the one design classes across the board have declined, there are dedicated members who continue to support and grow their classes. Active racers continue to purchase new boats, sails, and equipment to keep the competitive edge,” says Jerelyn.

With regard to members, she continued, “New members seem to be easier to attract while getting existing members to renew is sometimes more difficult and you need to catch them at a regatta.” An additional hurdle: for the “established one design classes, the constant creation of new classes just dilutes the market.”

What about challenges? As with other small businesses, Sherri says, “We’re kind of expected to be available 24/7 and in any setting.” And with a huge overlap between their work and their favorite personal hobby, “We rarely go anywhere to go sailing that there isn’t some interaction with our business clients. That’s great, but it is sometimes hard to get away from our work!”

When asked “If you could go sailing with anyone from the past or present, who would it be?” the answers were heartfelt. For Sherri, it’s “anyone in my family. To me, it’s just the best to race with any of them and I’ve been lucky enough to race with my parents, my in-laws, my husband, both sons, and my daughter-in-law. I don’t know of any other sport where that is even possible. Hopefully I’ll get the chance to add my grandchildren to that list!” And for Jerelyn, “My dad. We never had a chance to race small boats before he died. He was a Lightning sailor and we had been scheduled to race the US Snipe Masters, but he hurt his back. I truly wish I could have sailed with him as he (and my mom) instilled the love of sailing/racing in me.”

And what about those kids that were mentioned earlier? These businesswomen are also great moms who have raised the next generation of super sailors. Both have sons who sailed in the Olympics: Graham Biehl represented the US in both the 2008 and 2012 Olympics in the 470 and Andrew Campbell went to the 2008 Olympics in the Laser, and has continued his sailing career as part of various America’s Cup teams, most recently named to the American Magic team, a challenger for the upcoming Cup.

By Margaret Podlich, mbpodlich@gmail.com





JOB POSTINGS

Trade Marketing Coordinator,

Buford, GA

Gill NA



Reporting to: Head Of Marketing

Direct reports: SVP Sales and Marketing **Type:** Full Time

Travel: Regular travel including some foreign travel.

Responsible for: Maximising North American market business opportunities to drive sustainable value for Gill through univalued consumer, shopper & customer understanding & engagement.

Brand Background:

Trusted on the water for more than 45 years Gill did not start as a brand or a business, it started as a solution to find better more capable sailing clothing using the best fabrics possible. Combined with innovative design to increase performance and tested on elite athletes in the most challenging of conditions Gill has grown into an established quality technical apparel brand meeting consumer needs both on and off the water. Distributed around the world to 37 countries and more recently through a global Ecommerce platform.

Purpose:

- To support the Head Of Marketing in the development and effective implementation of the brand strategy across key markets and within key accounts in North America.
- To contribute to the management, monitoring, control and execution of brand marketing plan in terms of trade/ retailer advertising, catalogs, promotions, events, POS and literature, in accordance with brand marketing guidelines.
- To manage on a daily basis the overarching visibility of the brand across the trade, managing a trade marketing budget and project priorities and be a liaison point for the commercial team
- To support in the delivery of strategic events and project management.

Find out more: <https://www.gillmarine.com/us/contact/opportunities>

Consumer Sales Manager, New Bedford, MA

Imtra Corporation, Maximum Inc.



IMTRA's subsidiary, Maximum Inc, is a boutique manufacturer of weather instrumentation based in our New Bedford, MA headquarters. We are actively seeking to expand our sales effort with a newly created position as detailed in the attached job description.

Consumer Sales Manager

The Consumer Sales Manager is responsible for driving and facilitating sales efforts relating to Maximum Weather Instrument's in consumer applications. The chosen candidate should embrace opportunities to work directly with end users via telephone, email and based on orders and inquiries driven by the company's website. She or he will also manage and develop our network of resellers and authorized dealers. The ideal candidate will optimize current sales channels, as well as, develop new revenue streams for special applications and through emerging platforms like amazon, corporate gifts, etc. This role will work directly with our marketing team to ensure that our communications, website and social media platforms are aligned to drive sales and expand market penetration.

Find out more: <https://www.maximum-inc.com/job-opportunities.htm>





IN THE NEWS

Sailing Industry Events

- St. Petersburg Power & Sailboat Show – St. Petersburg, FL/November 29 – December 2, 2018
- Progressive Chicago Boat, RV & Sail Show – Chicago, IL/January 9 – 13, 2019
- Progressive New York Boat Show – New York, NY/January 23-27, 2019
- Seattle Boat Show – Seattle, WA/January 25 – February 2, 2019
- Progressive New England Boat Show – Boston, MA/February 9-17, 2019
- Progressive Miami International Boat Show – Miami, FL/February 15-19, 2019
- Sail America Industry Conference (SAIC) – Panama City Beach, FL/March 6-8, 2019
- Pacific Sail & Power Boat Show – Richmond, CA/April 4-7, 2019

Free time is precious these days, but we all take the time to read a book.

Have you read a book to help you in your professional life? Would you recommend it to your industry peers? Send the title and author. We're looking to compile a list of titles you recommend and share it here.



Email kkelly@sailamerica.com with your response.



IN THE NEWS CONT.

North Sails Joins Forces with Beneteau America

A Weeklong Event in Newport, RI Showcases Product for Press, Dealers, and Customers

North Sails officially launched a partnership with Beneteau America in Newport, Rhode Island at an exclusive event dedicated to showcasing their new sailboats. Five boats were sea-trialed by over 100 people—press, dealers, and potential buyers—during the weeklong event.

The new First 18 and First 24 sport day cruisers come standard with North paneled one design sails, and the new Figaro Beneteau 3 performance racing boat sports 3Di RAW. Standard inventory on the new Oceanis 46 is North Sails, while the Oceanis 51.1 offers North products as an upgrade option. All five boats were available for a one hour sea trial, and North experts were onboard to help everyone get the most out of their sailing experience.

"It was a great format," said North Sails VP of North American Sales Kimo Worthington, who spent five

days helping onboard the Oceanis 46.1 and 51.1. "You could explain about our sails one on one, which was pretty nice." Multiple one hour sails each day provided enough time to answer questions and delve into recent innovations. "Everyone thought the sails were gorgeous."

Kimo especially enjoyed the chance to chat with Beneteau dealers about North products. "They don't have much experience with a Code Zero; how to use it, how to jibe it, that's new to them. They were very open to learning more, about their boats and our sails."

The biggest takeaway for most people was the wide range of wind strengths and angles a cruising Code Zero can handle. *"We were running with it in 20 knots at 145 apparent, and we're at 80 true wind angle in 5 knots. It's so easy for cruising. You never really need a spinnaker anymore."*



"North Sails has delivered industry-changing advances in sailmaking technology," said Beneteau America Director of Sales Jean-François Lair. "They offer the largest network of lofts, which ensures customers' peace of mind in knowing they'll be well taken care of wherever they sail. We are quite pleased to partner with them to equip our newest sailboat models available in North America."

"North Sails and Beneteau are brands known as industry leaders in their field," added North Sails President Ken Read. "We both share a commitment to delivering the best customer experience across a wide range of market segments. All of us at North Sails look forward to further developing our relationship, and supporting Beneteau with its new Oceanis line of performance cruising boats."





Change of Watch Announced at Weems & Plath



Business Owner and Sailor Michael Flanagan To Take the Helm

Today Weems and Plath President Peter Trogdon announced a "Change of Watch" at the company he has served and owned for the last 23 years. As of September 24th, 2018 the new owner, Michael Flanagan will take the helm of Weems and Plath. A business owner with a specialty in manufacturing, Michael Flanagan is an experienced off-shore sailor and long-time fan of Weems and Plath and its products.

"In addition to having the passion for Weems and Plath and its deep heritage, Michael has the vision and experience to grow the business," said Trogdon. "I couldn't be more confident that I am handing over the Company to someone who can continue the success started by our founder Captain Weems 90 years ago," added Trogdon.

"I am excited and committed to continue the tradition of the Weems and Plath name and the reputation this great company has built," said Flanagan. "My top priorities are the customers and the quality of service we bring them along with growing the business and offering the best products on the market. "

Peter Trogdon will continue to support the company and ensure a smooth transition. The current crew of committed Weems and Plath employees remains intact and the Weems & Plath offices continue to be located at 214 Eastern Ave., Annapolis, MD 21401.

SailTime Expands into Europe with Two New Franchise Locations

World's Leading Boat Membership Company Opens Two New Bases in Italy, the First of Six Base Launches Planned Over the Next 15 Months

SailTime Group LLC, the world's leading boat membership franchise, recently announced the opening of two new SailTime bases in Italy. The openings of the new bases in Tuscany and Salerno launches SailTime into a new era of international expansion, with several more bases expected to open in Europe and Asia over the next three years.



The Tuscany and Salerno SailTime bases were awarded to NSS Charter and Spartivento Charter respectively, both the largest Beneteau Yacht dealers in the Italian market. SailTime CEO Todd Hess says, "this isn't just an expansion for SailTime, but the growth of the partnership with Beneteau that's been nurtured in the United States for the past several years".

"In the United States, we've have partnered with 14 Beneteau Group dealers and have engaged in a long-term Strategic marketing agreement with Beneteau American and Jeanneau America. The relationship with Beneteau Group and SailTime has strengthened both of our brands in the United States with over 50 new boats added to the SailTime program in less than 3 years.

Expanding into Europe and beyond is the next phase of that relationship," he said.

For more information, visit sailtime.com.



N THE NEWS CONT.

Offshore Sailing School Celebrates 55th Anniversary Special Sailing Course Packages & Several Special Events

Offshore Sailing School CEO and President, Doris Colgate, announced the company is heading into its 55th Anniversary Year in 2019, launching course specials and exciting events and programs throughout 2019.

"Steve Colgate and I never imagined what began as an idea on the back of a cocktail napkin in 1964, to start a sailing school in City Island, New York, would thrive for 55 years, allowing us to teach more than 150,000 adults and families how to sail, race and charter on their own. And for all these years, the enthusiastic support and loyalty from our graduates and colleagues in the sailing industry, has enabled us to make our livelihood enjoying the sailing lifestyle, and sharing our passion with family and friends," Doris Colgate said.



The Colgates recently hosted three generations of family members on a catamaran sailing vacation in the British Virgin Islands. Steve and Doris Colgate created the idea of flotilla sailing vacations decades ago, working with founders of The Moorings and have personally hosted over 100 Colgate Sailing Adventures™ trips to such exotic ports as Tonga, Spain, Greece and the like.

Offshore Sailing School just kicked off a year-long celebration with 15% savings through its Year End Sailing Special on Learn to Sail, Fast Track to Cruising®, and Live Aboard Cruising courses at three premier resort locations on Fort Myers Beach, Captiva Island, and in downtown St. Petersburg, Fla. The company offers certification course packages aboard its 48' Leopard catamaran from the Westin Cape Coral Resort at Marina Village in Cape Coral, Fla. and training aboard Power Catamarans on Tortola, but those courses are not part of this special.

Read more: <https://fortmyers.org/offshore-sailing-school-celebrates-55th-anniversary-with-special-sailing-course-packages-and-several-special-events/>





MEMBER NEWS



VOLUME VIII 2018

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 its over 15,000 consumer emails. If you have any questions, please contact Stephanie Grove at (401) 289-2540 or sgrove@sailamerica.com.

“ Sailing Can Foster A Deeper Environmental Identity

Investigating the relationship between sailors, the ocean, and how we can make sailors into stewards for a healthier ocean.



It's our thinking over here that if we can influence sailing events to include beach cleanups, recycling, composting and other sorts of pro-environmental behaviors, we can deepen sailors' connection to the ocean world and to their own environmental identity. ”



MEMBER NEWS

Benefit Update



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 2019.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2019.
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.

Sail America's mission is to support the success and growth of its member businesses, which will contribute to the overall success of the sailing industry.



MEMBERSHIP RENEWAL

"Your membership is critically important, as our strength is in our numbers and our successes are achieved as a team. Working together, we contribute to the overall advancement of the sailing industry."



Have you renewed? The Sail America team is standing by to help you renew your membership!

Please call Katie Kelly or Stephanie Grove at 401-289-2540 or email Stephanie at sgrove@sailamerica.com.