



### **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**

- Professional Development
- 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

Volume VI 2017



Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA ASSOCIATION MANAGER

Dear Sail America Members,

For the past month, our news feeds, televisions and monitors have given us a steady stream of images and news on the devastation caused by this season's major hurricanes. Please take a moment to read Sail America President Jim Abel's letter on this topic and learn how you can help our industry and your fellow members who have been impacted. Doing good feels good, and leads to more good.

As the calendar rolled into September, we were also greeted with the kick-off of the boat show season — a busy time for all of us! The unofficial start comes with the Newport International Boat Show, which this year had terrific — but hot— weather. The bustling booths and docks were evidence that interest in our industry is alive and well. For me, a bonus was meeting and talking with many of you there.

Moving on from Newport, the season continues with shows around the country where, once again, I hope to see more of you. Next stop for me and many of you will be Annapolis. Sail America will again be co-hosting the Industry Breakfast together with the Annapolis Boat Shows. We would love to see you there — Friday, October 6, 7:45 a.m., Annapolis Waterfront Hotel. We have a full meeting planned but promise to finish on time for the show's opening. Meanwhile, a “thank you” to Gill for their generous contributions to our raffle!

A reminder that the 2018 Pacific Sail & Power Boat Show will be held April 19-22, 2018 at the Craneway Pavilion and Marina Bay Yacht Harbor in Richmond, California. Sail America members can take advantage of an exclusive space allocation period until October 15. Don't miss out! Information is being added continuously to the website: **[www.pacificboatshow.com](http://www.pacificboatshow.com)**. Our team is here to help answer questions or hear your comments related to the show, so please reach out to us.

From September through May we will all be busy. Hopefully that includes meeting up with each other at more of the many industry events around the country. One of the things I enjoy most about our community is its camaraderie and professionalism. I feel fortunate to be a part of that.

Warm regards,  
Katie Kelly





# MESSAGE FROM THE SAIL AMERICA PRESIDENT

*International Maritime Law – The shipmaster has an obligation to render assistance to those in distress at sea without regard to their nationality, status, or the circumstances in which they are found.*

Dear Sail America Members,

As sailors, you are aware of this longstanding maritime tradition and obligation enshrined in international law. New members of the West Marine team recently reminded me of it. And given our current circumstances in the marine industry, it inspired me to extend a call to action.

Summer 2017 has seen unprecedented tragedy from record hurricane landfalls in Texas, Florida, Puerto Rico and the Islands. You've seen the images and video on the news and online of the record-breaking winds, sea conditions, floods, and devastation that have hit so many of our Sail America members.

The lives of these members, their families and employees have been turned upside down. People have lost homes and boats, and sustained catastrophic damage to property. They are hurting. Our members' businesses have been disrupted with property damage and the loss of buildings and equipment needed to keep the business running. Our sailing customers have lost boats and in many cases their possessions. Sailors are a hearty bunch, but no one could have imagined or predicted this worst case scenario.

Throughout this disaster, I'm sure you have also seen the heroes that have emerged, helping with rescues and in any other way they can make a difference. These heroes are one of the brightest lights during these dark times. This includes my pride in the hurricane relief that my company, West Marine, has provided to our associates in Texas, Florida and Puerto Rico.

So, this month's message is simple. If you haven't already done so, **please take the time to help those in need and make a difference.** During my long professional career in the marine industry, I have assisted in the recovery process following many storms — as far back as August 1992, during Hurricane Andrew in South Florida. Images of the devastation I witnessed there still live with me 25 years later.

**HOW to get involved:** You can volunteer with one of many relief organizations. For some of you, that may even include rolling up your sleeves to assist with on-the ground recovery efforts. There is, as well, always a great need for cash donations to charities offering aid to these hurricane-torn communities.

To assist you in **making a difference**, the Sail America Team has compiled a list of websites for industries aiding in post-hurricane efforts. Most are Sail America members, providing direct help or offering Web links where donations can be made. Please click or paste into your browser the URL of any one or more of the links below and join us in a long voyage to recovery. Thank you.

<http://www.ussailing.org/stormresources/>

<https://www.westmarine.com/>

<http://www.annapolisboatshows.com/handsacrossthetransom/>

<https://www.youcaring.com/sailingindustryprofessionalsaffectedbyrecenthurricanes-948269>

<http://www.cruisingworld.com/donate-to-hurricane-relief>

<https://www.moorings.com/travel-advisory>

<https://www.tradeonlytoday.com/industry-news/hurricane-relief-heavily-damaged-resort-mounts-fund-raising-effort-for-punta-gorda>

<https://www.youcaring.com/bitterendyachtclubemployeeesthevirgingordacomunity-944198>

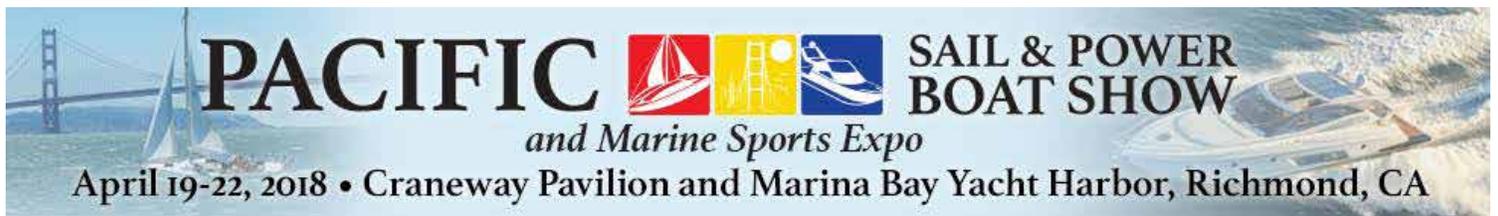
Sincerely,

Jim Abel  
Sail America President





# NEWS & EVENTS



## 2018 Pacific Sail & Power Boat Show Cruises into Craneway Pavilion and Marina Bay Yacht Harbor in Richmond, Calif. April 19-22, 2018

**New Sailboats, Luxury Cruisers and Motor Yachts, Seminars, On Water Training, Demos, and More**

Sail America announced today that the 2018 **Pacific Sail & Power Boat Show** will launch at the Craneway Pavilion and Marina Bay Yacht Harbor on the waterfront in Richmond, California, from Thursday, April 19 through Sunday, April 22, 2018. This four-day event will feature new sailboats and cruising powerboats, gear, accessories, clothing, seminars, on-the-water workshops, and special events all geared towards boating enthusiasts. **Website:** <http://www.pacificboatshow.com>.

From nautical novices to serious boaters, the Pacific Sail & Power Boat Show is the place for people to immerse themselves in the world of boating, talk to experts, participate in hands-on seminars, learn new techniques, get on the water and have fun.

“The Pacific Sail & Power Boat Show offers something for everyone,” says Katie Kelly, Sail America Association Manager. “This signature event is designed for anyone with a passion for being on the water. Bring the entire family, learn some new skills, spend time with industry experts, and check out the latest boat models on the West Coast!”

The Pacific Sail & Power Boat Show (formerly Strictly Sail Pacific) has become known for its expansive seminar series, touching on topics from boating basics to advanced navigation. Visitors from around the country attend the show to expand their knowledge base and experience face time with well-respected experts in boating.

The show will also offer the latest innovative products and gear from the top names in boating equipment. Several products will make their West Coast debuts, allowing attendees to be among the first to experience them in person.

The show will take place at the Craneway Pavilion, 1414 Harbour Way S., and the nearby Marina Bay Yacht Harbor, at 1340 Marina Way South in Richmond, California. The City of Richmond offers some of the best waterfront access in the San Francisco Bay Area, including more than 32 miles of shoreline with access to the San Francisco Bay Bike Trail connecting nearby Albany, Emeryville and Oakland, making Richmond the perfect host destination for all that is boating. The location is just a short walk from the Richmond BART Station and AC Transit Bus Line #74 (Ford Point Stop). For more information on where to eat, stay and play in Richmond, visit <http://visitrichmondca.com>.



# NEWS & EVENTS CONT.

## Sail America/Leukemia Cup Regatta Update

Our deepest thanks and appreciation go out to all Sail America members who have teamed up with the Leukemia Cup Regatta series in 2017. You are helping The Leukemia & Lymphoma Society (LLS) accelerate cancer cures, improve the quality of life for patients and their families, and bring about ground-breaking treatments. **Learn more.**

While incredible strides are being made, more work needs to be done to help all patients who are in need. As part of its commitment to patients and their families, LLS is contributing up to \$1 million to provide direct assistance to patients and their families impacted by Hurricanes Harvey and Irma. **Learn more.**

Sail America is proud to continue its collaboration with the Leukemia Cup Regatta campaign and will be sharing information at the Annapolis Boat Show breakfast on October 6 about ways your company, employees and contacts can help.

Thank you very much for your support. With your efforts, we can help the patients and families on the front lines of the cancer battle.

Sincerely,

Gary Jobson  
National Chairman  
Leukemia Cup Regatta

Sally Helme  
Publisher  
Bonnie Marine Corporation  
Past President, Sail America




**SAIL AMERICA INDUSTRY MEETING**



**Friday, October 6, 2017**  
7:45AM – 9:30AM  
ANNAPOLIS WATERFRONT HOTEL • BALLROOM SOUTH/CENTER  
80 COMPROMISE ST. ANNAPOLIS, MD

- Sailing Industry Annual Distinguished Service Award presentation
- Best In Show Awards presentation
- Sail America Updates and upcoming initiatives
- Open to all industry professionals
- Bring your business card to enter the Raffle!

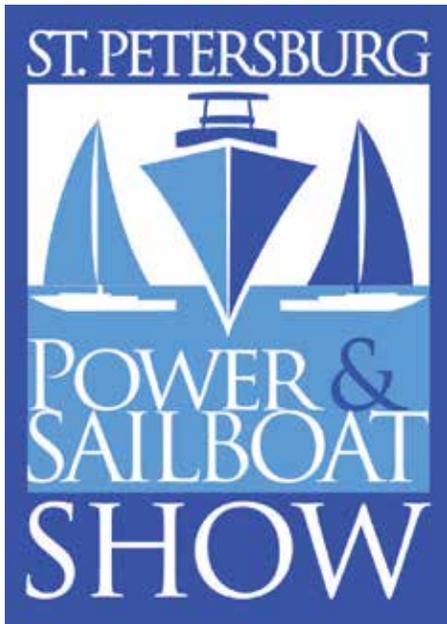
ANNAPOLIS BOAT SHOWS  
Raffle generously supported by **Gill**  
RESPECT THE BUSINESS



# NEWS & EVENTS CONT.

## St Petersburg Power & Sailboat Show November 30 – December 3, 2017

The 40th Annual show is around the corner. Mark your calendars and join Sail America! As the largest boat show on the Gulf Coast, it features an impressive selection of power and sailboats in water and on land, including a 40,000 square-foot tent housing all types of marine gear. Visit **St. Petersburg Power & Sailboat Show** for a complete listing of show details, exhibitors and special events.



Sail America is proud to produce the Seminar series and the Discover Sailing series. On the seminar side, Nigel Calder will headline the series as he hosts seminars over three days of the show. On Friday, he will host two, free, one-hour seminars — [Do-It-Yourself Diesel Engine Survey](#) and [Powerful New Electrical Systems for All Sailors](#). No registration is necessary. Calder will follow up the free seminars with two paid seminars – one on Saturday “[Understanding and Troubleshooting Boat Electrical Systems](#)” and one on Sunday “[Marine Diesel Engines: Maintenance & Troubleshooting.](#)” Registrations are limited and will sell out fast. Be sure to register early to secure your seat! Information will be posted soon on both the **St. Petersburg Power & Sailboat Show** site and the **Sail America site**. Joining Calder are over 20 featured speakers, including Jeff Grossman and Jean Levine of Two Can Sail fame, Chris Parker from Marine Weather Center and Travis Blain from Mack Sails. They will present on topics ranging from cruising tips and planning, marine weather forecasting, and singlehanded sailing adventures. It promises to be an exciting line-up over the four days. Join us!

Sail America is excited to partner with Sailing Florida Charters & Sailing School to produce the Discover Sailing series for the show. These on-the-water clinics will be held over the show’s four days and will cover topics such as docking, anchoring and catamaran sailing. Registrations are limited. To secure a spot, register early! Information will be posted soon on the **St. Petersburg Power & Sailboat Show** site and the **Sail America site**.



# NEWS & EVENTS CONT.

## Storm Resources from US SAILING

US Sailing is reaching out to our marine industry partners to share their special deals and discounts to help sailors and sailing organizations recoup and begin the recovery and rebuilding process from the damages suffered as a result of hurricanes Harvey and Irma.



The website: <http://www.ussailing.org/stormresources> is a first step. Please check periodically for updates.

- **Zim Sailing** is offering considerable pricing concessions to help replace boats damaged by any of the storms, including Optis, Club 420s, Prams, RS and Hartley boats. Please contact Bob Adam by email at [Bob.Adam@ZimSailing.com](mailto:Bob.Adam@ZimSailing.com) or call (401) 237-6117 Ext. 105.
- **Ronstan** is willing to consider making donations of hardware and cordage to affected sailing organizations. Please contact Ronstan by email at [office@ronstan.us](mailto:office@ronstan.us) to share your situation and describe how you need help.
- **Marlow Ropes** is willing to work with affected sailing organizations to help them get back up to speed on their rope and line needs. Please email Marlow Ropes at [sam.vineyard@marlowropes.com](mailto:sam.vineyard@marlowropes.com).
- Jamestown Distributors will consider making donations of TotalBoat paints, epoxies and adhesives (and more) to affected boating organizations. Please contact us by email at [KristinB@jamestowndistributors.com](mailto:KristinB@jamestowndistributors.com) to describe your situation and how you think we can help. [www.totalboat.com](http://www.totalboat.com) and [www.jamestowndistributors.com](http://www.jamestowndistributors.com)

US Sailing plans to publish, distribute and promote this page frequently over the coming days and weeks. Please feel free to provide the requested information whenever you can if your company is interested in supporting this effort. If your company would like to be listed and provide discounts or other assistance to help affected people and organizations, please provide the following information to Josh Toso ([JoshToso@USSailing.org](mailto:JoshToso@USSailing.org)) and you will be added to the page:

1. Company name
2. Quick description of the deal, discount or assistance
3. Direct link or URL to your website page with more information about the discount or assistance
4. Name, email and phone number for a contact within your company for information on the above

These are the time where the entire marine industry must come together to help those in need. We hope you and your company will join in helping. Thank you for your consideration and support.



Many images in SA News, including this one, are by Rob Migliaccio. For more great photos, visit his website: [www.robmigphotography.com](http://www.robmigphotography.com).



# IN THE NEWS CONT.

## IBEX Show includes Hurricane Recovery Tips for Businesses

The 2017 International BoatBuilders' Exhibition & Conference (IBEX) was held in Tampa, Florida less than 10 days after Hurricane Irma caused havoc across the Caribbean and Florida Keys and widespread power outages across the state. By the opening day of September 19, Tampa was back on its feet, and the visible hurricane damage was limited to piles of debris on the side of the road and blown-out billboards along the highways.

This show is a place where you can see the latest products, whether it be new electronics, cleats, or retractable awnings, as well as building materials and composites or methods to build boats. There is also an impressive lineup of technical talks and dozens of seminars with industry experts.

In response to the marine devastation of both Irma and Maria, IBEX organizers organized a last-minute workshop on the topic of hurricane recovery. "We knew we had a pool of experts available at IBEX and we wanted to bring those professionals with their knowledge together to offer advice and tips to people who need it most," said marine consultant Margaret Podlich, session moderator.



### ***Thirteen expert speakers went through their top recommendations for waterfront businesses picking up the pieces post-storm:***

1. Call your insurance agent — whether or not you are sure of the total damage. You've paid them forever, now lean on them. They have lots of resources you may not know about, and they have some very practical advice. They might be busy, so if you can't get through to them, keep a log of your attempts.
2. Document what you find. Put a daily newspaper in the photo to prove the date and take lots of photos. Continue to do this as you uncover new damage and as you repair things — to help prove what happened and unveil information the insurers will want to see later.
3. Check the qualifications and the insurance policy of every subcontractor.
4. When fixing boats, recognize the array of laminates used and contact manufacturers for the laminate schedule to make proper repairs.
5. Realize salt water intrusion may take months to show itself within both boat and marina electrical systems. Boat wire repairs should not be patch worked together. Follow American Boat and Yacht Council standards. Be extra vigilant and control post-hurricane marina electrical connections and repairs. Any marina repairs should comply with the 2016 NFPA 303, "Fire Protection Standard for Marinas and Boatyards."
6. Check all your safety systems – from firefighting equipment to smoke and carbon monoxide detectors to ventilation systems and ground faults.
7. Communication will be difficult. Consider having a work satellite phone so even if cell towers are out, you can make and receive important calls. (Now lower priced units are available and you pay only for minutes used.)
8. Most security systems, including video monitoring, only run 12 hours on batteries. But if you aren't on-property, don't you want a record of who ran off with that trailer or boat out front? Consider longer life batteries and backup power systems, including solar battery chargers.
9. Be watchful of the human factor. Your staff will be emotionally and physically tired and may encounter many things they are not used to dealing with – from raw sewage to snakes, lifting hazards, and nutrition and hydration challenges. They also may be working equipment they are unfamiliar with, swept up in the common desire to "fix it up." Your job is to think ahead and make sure they are trained, ultra-cautious, wearing protective gear, drinking water and taking breaks. This is a marathon, not a sprint, for all of you.

IBEX taped the advice, recognizing that the people who would most need the advice would be unable to attend. It is expected that within a few weeks the experts' ideas will be posted on short topic-specific videos on YouTube.

Volunteer speakers included: James Cote (Cote Marine), Nigel Calder (Calder Enterprises), Brian Kane (Global Ocean Security Technology), Robert Smith (MYMIC), Ed Maurer (Suncoast), Lori Sousa (SeaLand Insurance), Jay Frechette (Starkweather & Shepley), Carl Wolf (Robson Forensics), Steve D'Antonio (Steve D'Antonio Marine Consulting Inc.), JB Currell (Gibco/Flexmold), Ron Reisner (R. Reisner & Associates), John Sprague (JHSprague Consulting, LLC), and Jules Masee (Hamilton, Miller & Birthisel LLP).

For more disaster recovery resources, including Small Business Administration loans, [click here](#).

# ST. PETERSBURG POWER & SAILBOAT SHOW

NOV 30-DEC 3, 2017



- ‡ CRUISING OUTPOST PARTY
- ‡ BOATS RANGING FROM 8' - 90'
- ‡ MARINE ATTIRE AND ACCESSORIES
- ‡ FOOD, REFRESHMENTS & LIVE MUSIC
- ‡ "HOOK THE FUTURE" KIDS FISHING CLINICS
- ‡ THE LATEST IN ELECTRONICS & ACCESSORIES
- ‡ DISCOVER SAILING AND SAIL AMERICA SEMINARS

VISIT [STPETEBOATSHOW.COM](http://STPETEBOATSHOW.COM)

THURS & FRI: 10AM - 6PM

SAT: 10AM - 7PM

SUN: 10AM - 5PM

Discover **Sailing**  
*The Ultimate Adventure*





# NEWS & EVENTS

## “Hands Across the Transom”

Annapolis Boat Shows organizers have announced a fundraising effort that will kick off at the 2017 United States Sailboat Show and United States Powerboat Show. The focus is helping communities impacted by the recent hurricanes get back on their feet. A three-pronged approach allows for and encourages generous giving on all levels:

- “Soggy Dollars” will be collected throughout the shows in marked acrylic boxes.
- Larger donations can be made directly to a charity of choice. Annapolis Boat Shows is pledging \$5,000 as a challenge to all maritime manufacturers to match or exceed.
- Donor Appreciation Party! This event is free to all who donate \$75 or more to the charity of their choice. It is co-sponsored by Pusser’s Caribbean Grille and the Annapolis Waterfront Hotel and all campaign expenses will be paid by the Annapolis Boat Shows. **Thursday, October 5, 6-9 p.m., Ballroom of the Annapolis Waterfront Hotel, 80 Compromise Street.**



We’re counting on all of you — industry professionals, friends and sailors — to participate in this important effort, to donate, and to join us at the Appreciation Party made possible with donations from Pusser’s Caribbean Grille, Annapolis Waterfront Hotel, Annapolis Boat Shows, Liquified Creative, Buck Beer Distributors, Pusser’s Painkillers, Hendricks Gin, Tullamore Dew Whiskey and BV Coastal Wines.

You can donate online and show a receipt at the door or donate at on-site charities including:

**American Sailing Association:** <https://www.youcaring.com/sailingindustryprofessionalsaffectedbyrecenthurricanes-948269>

**British Red Cross:** <https://beta.redcross.org.uk/appeal/hurricane-irma-appeal>

**BVI Tourist Board:** <https://www.pledgeling.com/virgin-islands-recovery/>

**PUSSER’S:** <http://www.youcaring.com/pussersdisasterrelieffund-945411>

**Virgin BVI Community Support:** <https://www.virgin.com/unite/bvi-community-support-appeal>

A wonderful aspect of sailing is being part of a community of people who share a love of and respect for the sea and the wind. Those two forces of nature can bring great joy to us sailors. But they can also wreak havoc when they come as part of major storms. As a community, let’s show our concern and lend our financial support to those whose lives have been turned upside down by Hurricanes Irma, Harvey and Maria.

Hope to see you on October 5.

# PROFESSIONAL DEVELOPMENT

## Drive

By Daniel Pink (@DanielPink)

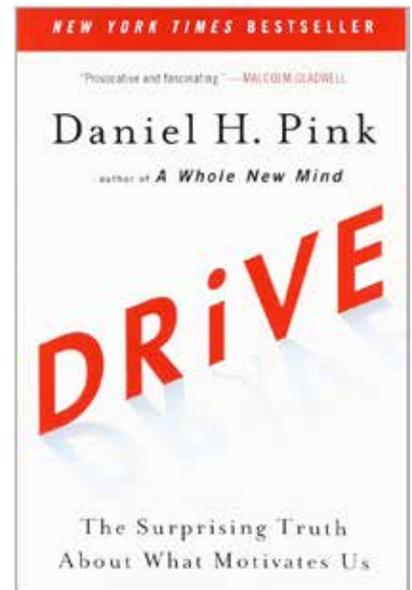
Is it safe to assume that any one of us who manages people has given some thought to compensation levels and/or strategies? Have all of us who manage sales people questioned how to inspire peak performance and effort from our teams — most often by using various forms of bonuses and commission structures? When it comes time to the push for more sales, is your default move to throw bonus money in front of your sales team?

If you have struggled with the best use of commissions and bonuses or have given thought to what motivates your staff, you might find Daniel Pink's "Drive" an interesting read, one that challenges many long-held beliefs about motivation. While I found it quick and easy to get through, its conclusions challenged many of my assumptions — ones that I continue to reflect upon. While the ideas that Pink puts forward in this book run counter to traditional thinking, he presents the facts based on research that backs his conclusions. The book asserts that the three elements of true motivation are autonomy, mastery and purpose. At a minimum, reading "Drive" will likely lead you to reflect on how you are providing (or merely allowing) these elements to work as motivators within your company.

While I cannot promise the book will change the way you compensate your team, I do promise that it will inspire some new and fresh thinking in terms of what motivates people and that it will prompt you to think of how to promote different behaviors from the people on your team — or maybe even yourself.

I found "Drive" a thoughtful read. If you also read the book, let me know what you think.

Scot West, Ronstan  
[swest@ronstan.us](mailto:swest@ronstan.us)





# WAYPOINTS

MARK DREWELOW

Yacht Aid Global

*Whether it is global warming, or Mother Nature showing her temper, there is no denying that we seem to be in a cycle of natural disasters, and the toll on property and human lives is enormous. We seem to hop from one disaster to another; floods, hurricanes, tornados, earthquakes; I keep thinking of the little Dutch boy illustration, with his finger in the dike, trying to keep it all from overflowing. So, what are those of us who benefit so much from the sea doing to help out? Sail America talks to Mark Drewelow of Yacht Aid Global for an overview of the disaster relief world and what a small band of volunteers coupled with some altruistic superyacht owners can accomplish when doing nothing is not an option.*

**Q. When you started this journey, did you imagine the need, the urgency would be as great as it is now?**

A. No, when we started this journey, it was because my wife Cristina and I were searching for a way to give back to those communities we visited by boat, places that had given us so much pleasure and fond memories. We wanted it to have a charitable purpose, but it has grown well beyond that. I would say in the last 11 years, we have had at least 40 vessels aiding in disaster relief around the world.

**Q. Give us a little background information?**

A. After 20 years at sea, working on boats, we established C2C here in San Diego. We are a vessel agent in California focusing on the Pacific coast. We set it up to be corporately responsible and tied into benefiting the places we had been to during those 20 years, but how do you do that? These islands are in the middle of nowhere, many with not even basic phone service. We tried contacting people in the larger cities to potentially connect with those small, remote areas. After about 3 years of poking about with little success, I woke up one morning, I remember it was Cinco de Mayo, I didn't choose the day, the day chose me, and I thought, oh my gosh, our clients of C2C are essentially a pipeline to move things to people we want to benefit, it was like a lightbulb going off in my head and that was it.





# WAYPOINTS CONT.

## Q. How does Yacht Aid Global work?

A. There are various things that we currently do, for one, we can design a charitable project around a particular interest, like education. Usually what happens is say a boat is traveling to Costa Rica, they will contact us knowing we do charitable work around the world and ask us to create a project for owners and guests, captain and crew. We work with the communities that we know and build a project around the criteria the captain gives us. I use education as an example, but it could be centered around conservation, medical services; wherever the interest lies. In Bocas del Toro, a remote area in Panama, we located a school, gathered all the supplies, and the owners and guests, very often friends of the owners, trekked through the jungle with books on their backs in backpacks into areas where there are no roads, and delivered supplies to the school.



A current project in the works is in the Galapagos. Last year we had a boat deliver water filters down to Galapagos and our plan is to provide fresh drinking water to all the school kids in the Galapagos islands. We have identified all the schools and the children, and now this winter we will find a boat that will tie into that project. They will purchase above ground water tanks that hold about 500 liters of water and we will create these water stations at the various schools around the island.

## Q. Before we discuss what is happening right now on the ground in the islands, let's run through an example of how disaster relief works?

A. In Vanuatu two years ago, we saw that a cyclone would be moving through an area that has yacht traffic at various times of the year. Before the storm hit, we established contact with the people we know, warning of the storm coming and this is how we want you to partner with us. We are sitting here in San Diego but we need someone sitting on the ground there, running things. At the same time, we put a broadcast message out to the superyacht community, describing the situation, and our need for a boat that would be willing to undertake disaster relief work in Vanuatu. As the storm was hitting, the yacht Dragon Fly was 1000 miles away and they said "hey, we love Vanuatu, we have been there several times, we want to help, what can we do"? We created a program and protocol for interfacing with disaster management. When they showed up it was complicated at first because they were working with the UN during that disaster and the UN has a very particular way of doing things. Bringing in a privately-owned boat, it was hard for the UN to understand the value, because all the different things the UN does in a disaster is all compartmentalized and independent, but basically all those things are represented on that one YAG boat. As soon as the boat started working in the field, generating reports, saving lives, they couldn't believe it. (watch the Dragon Fly video on YAG website)

What happens is, if a yacht is in an area where there is a natural disaster, they are in a survival situation. They likely are going to come thru OK, they have water making equipment, electricity, communications; these are the three key elements.

Every yacht has a portable water making machine and the greatest need in natural disasters is fresh water, Dragon Fly was making something like 200 gallons an hour of fresh water, providing fresh drinking water to locals was the focus of the yacht. Before they left we had them buy specific items for pumping and storing; big tanks, hoses, pumps, they then went from island to island providing fresh water. Another important element, basically the owner's private security team who are all trained in disaster relief because they are ex-military, the owner donated his boat AND his security team. They flew in, got on the boat and ran high level disaster relief for ten days. Those security guys have basically turned into what we call now DART, Disaster Assistance Response Team, a common name in disaster relief. There were probably about 5 on the boat at that time, they first made sure the crew was safe and then brought the crew into the various projects ashore based on risk assessment, it can be dangerous. They went island to island, setting up medical clinics, because the DART guys are highly trained medics, they did helicopter operations, flying water into tiny villages and moved cargo as well; traveling between the main port and delivering aid to people who had nothing.

The other critical thing that they did was create what we call need assessments. They go around in a structured format, document what they see; how many people, how many structures are destroyed, are there diseases, any toilet facilities, diarrhea, eye problems, sun exposure, dehydration...measuring all these things and documenting with images and videos. Every evening they sent the report using the boat's satellite communication, to the disaster management headquarters. The people were wowed, ours was the only good data coming in from the field, all the big GMO (Government Management Organization) had people in the field with these little phones that can't transmit video while the boat could do video conferencing; the service provided by these mega yachts is invaluable.

>> CONTINUED ... [Read the rest of the article on www.sailamerica.com](http://www.sailamerica.com).



# IN THE NEWS

## Sailing Industry Events

- United States Sailboat Show – Annapolis, MD/October 5-9, 2017
- Sail America Industry Meeting – Annapolis, MD/October 6, 2017
- St. Petersburg Power & Sailboat Show – St. Petersburg, FL/November 30 – December 3, 2017
- Progressive Insurance Chicago Boat, RV & Sail Show – Chicago, IL/January 10-14, 2018
- Seattle Boat Show – Seattle, WA/January 26 – February 3, 2018
- US Sailing Leadership Forum – St. Pete Beach, FL/February 1-3, 2018
- Progressive Insurance Miami International Boat Show – Miami, FL/February 15-19, 2018
- Pacific Sail & Power Boat Show – Richmond, CA/April 12-15, 2018



Many images in SA News, including this one, are by Rob Migliaccio. For more great photos, visit his website: [www.robmiqphotography.com](http://www.robmiqphotography.com).

# MEMBER NEWS



VOLUME VI 2017

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

“ The ocean is 30% more acidic due to absorbing excess CO<sub>2</sub>. ”



Learn more at [sailorsforthesea.org](http://sailorsforthesea.org).



# NEW MEMBER SPOTLIGHT

*sweet yard*

## KEEFE KAPLAN MARITIME, INC. (KKMI) |

KKMI Point Richmond  
530 West Cutting Blvd.  
Point Richmond, CA 94804  
Email: [yard@kkmi.com](mailto:yard@kkmi.com)  
Phone: (510) 235-5564  
Fax: (510) 235-4664



KKMI Sausalito  
420 Harbor Drive  
Sausalito, CA 94965  
Email: [sausalito@kkmi.com](mailto:sausalito@kkmi.com)  
Phone: (415) 332-5564  
Fax: (415) 332-2156

[www.kkmi.com](http://www.kkmi.com)





# JOB POSTINGS

## Web Developer

BoatU.S.

The BoatUS Foundation for Boating Safety and Clean Water is looking for a Multimedia/ Web Project Administrator at our Foundation in Annapolis, MD. The shift will be Monday – Friday, 8:30 AM – 5:30 PM.

The Web Developer will be responsible for designing, programming, testing and documenting new and existing applications to meet the needs of our business users and customers. The position requires working in a team atmosphere to develop web applications in a variety of business areas.

### Job Responsibilities:

- Regular exposure to business stakeholders and management, as well as the opportunity and scope to apply your expertise to many interesting technical problems.
- Analyze specifications and develop requirements
- Write, maintain and support software
- Coordinate with team and communicate status

### Job Requirements:/Candidate Qualifications:

- NET or Java development experience
- Knowledge and familiarity with HTML, CSS, JavaScript, jQuery
- Knowledge of SQL and familiarity with Oracle or SQL Server databases
- Understanding of software engineering principles
- Bachelor's degree in Computer Science or related field
- Exceptional analytical, troubleshooting and problem-solving skills

### Desired Qualifications

- Object-oriented programming and design patterns
- Experience with Scrum and the Agile SDLC
- RESTful API Development
- Mobile App Development (Android and/or iOS)
- Unit testing and continuous integration
- Linux/Unix and shell scripting
- ASP.NET MVC 5/Core
- Entity Framework
- Developing Windows Services and Web Services
- ASP.NET Experience
- Team Foundation Server
- Microsoft Visual Studio
- Insurance or Accounting background

### How to Apply

You will need an active email address and phone number. Email [HRHeather@BoatUS.com](mailto:HRHeather@BoatUS.com) your resume and salary requirements, preferable as Word.doc files or PDF. For any questions regarding the position, call (703)461-2878 ext. 8626.

Learn more at <http://www.boatus.com/employment/jobs.asp?job=1014>.



Promoting the health and growth of sailing.

50 Water Street • Warren, RI • 02885 • 401.289.2540  
[WWW.SAILAMERICA.COM](http://WWW.SAILAMERICA.COM)



# 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 2018.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2018.
3. Recognition on Sail America's website.

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

Thank you for your continued support!

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