



NEWS & EVENTS

- Industry Breakfast Attracts Over 100 People
- Pacific Sail & Power Boat Show Cruises
- Seminar Series & Discovery Sailing Program at St. Petersburg Power & Sailboat Show



WAYPOINTS

A newsletter favorite! Get up close and personal with one of our members through this feature article. This month read a Q & A with R. Mark Davis, President, Sailors for the Sea



MEMBER NEWS

- Professional Development
- The Moorings: Post Hurricane Update
- New CrewWatcher Product Enters the Man Overboard Market
- New Member Profile: Seahorse Marine
- 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. Job title: Sailing Products Copywriter with APS



SAIL AMERICA

MEMBER

NEWS

Volume VII 2017



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA ASSOCIATION MANAGER

Dear Sail America Members,

Docks bustling, flags flying, booths full, pain killers galore! In case you missed Annapolis, take a quick look at the picture below to see what I mean. And, see if you can find the Imtra Corporation balloon – mentioned as a feature of their booth that earned them one of the Best in Show Awards this year. The United States Sailboat show in Annapolis once again reminds us that interest in our industry is very much alive and well.

I arrived in Annapolis a few days early and took the time to walk the town, the docks and the area to get the lay of the land. By Thursday morning, my map was marked up with all the booths and docks that I had on my list to visit, and my Fitbit reminded me that night that I had earned a pain killer, having tallied just over 22,000 steps that day — all within the walls of the show. Thanks once again to the Annapolis Boat Shows for putting on a terrific show, organizing a fantastic event to raise money for victims of the recent hurricanes, and hosting the annual Sail America Industry Breakfast. Many of you took a few minutes to introduce yourselves to me. Thank you! Please continue to do that. I enjoy putting a name and a face together and having the chance to connect with you one-on-one.

Next up will be the St. Petersburg Power and Sailboat Show November 30 – December 3, 2017. You will find me down by the Seminar tents and Discover Sailing docks. And, I'll be sure to charge up my Fitbit each morning as I make my way around the show, looking for many of you to once again connect, shake hands and engage. My goal is 27,000 steps this time ☺

Warm regards,
Katie Kelly



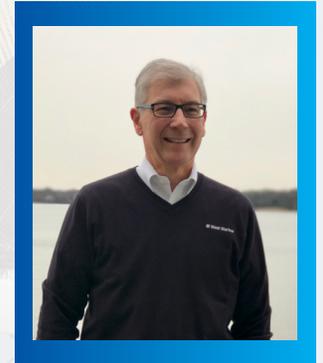


MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America Members,

October has been an exciting month. Our members participated in many activities including the beginning of the fall Boat Show season; the United States Sailboat Show in Annapolis, Maryland; membership support of hurricane relief; Leukemia & Lymphoma fundraising; and the Sail America Industry Breakfast (Annapolis), which provided timely updates on events in the sailing industry.

Sail America’s mission is to support the success and growth of its member businesses, which will contribute to the overall advancement of the sailing industry. Our Sail America staff and board members’ goals are focused on providing members with value and connectivity in the sailing industry. This happens best when everyone engages and contributes to our shared success. Some of our specific efforts include the monthly newsletter, boat show opportunities, the Sail America industry conference, a consumer list, professional development, networking events, and serving as our sailing members’ active voice within the boating industry. The slide below shows the brands that represent our Sail America board of directors, a world class group of businesses and individual board members that are dedicated to all of you, our Sail America members.



We need all of you! If you are a current or new member and have renewed for 2017-2018, ‘thank you!’ If you have not yet renewed your membership and have questions or need assistance, please contact our Sail America staff or visit the Sail America website. And I have a special request. If you have an industry colleague that is not a member, please take the opportunity to recruit them and add a “newbie” to the Sail America fleet.

Sail America welcomes all companies and individuals involved in the sailing and boating industry to become members. There is a range of offerings — from corporate to associate memberships — and we are confident there is a category that is best for you. Call us now, so we can help you join.

Sail America

Phone: 401-289-2540

www.sailamerica.com



Sincerely,
Jim Abel





NEWS & EVENTS

Sail America's Seminar Series & Discovery Sailing Program is coming to the St. Petersburg Power & Sailboat Show Join Us November 30 – December 3, 2017 in St. Petersburg, Florida

Sail America is pleased to partner again with the **St. Petersburg Power and Sailboat Show** to present the Seminar and Discover Sailing series, sponsored by **Cruising Outpost**, for the upcoming show. Held annually, these series provide the educational component to the show giving consumers the opportunity to enhance their sailing and boats skills in the classroom and on the water. Over seventy on land seminars and over 25 on water seminars will be presented over the course of the four days.

Are you interested in learning more about marine weather? Do you want to cruise to Cuba? Have you dreamed of owning a catamaran you're just not sure how to make it a reality? We've got seminars covering all of these topics, and more! We're also pleased to welcome Nigel Calder for two paid seminars focusing on Marine Diesel Engines and Boat Electrical Systems. Calder's seminars will run the full day and will sell out! Be sure to register early to secure your seat!

When at a boat show, the day is always enhanced with a ride on a boat. **Sailing Florida Charters** and Captain Dave Amann will once again organize the on-the-water training seminars at the show. Are you interested in sailing but you don't know where to start? Are you looking to fine tune your anchoring skills? Would you like to cruise the harbor aboard a catamaran? Seating is limited on each sailboat, register early to ensure get a chance to get out on the water!



Registration is open! **Join us!**





NEWS & EVENTS CONT.

Annapolis Boat Show Attracts Over 100 People for Industry Breakfast

As some boaters were getting their first cup of coffee and strategizing about their upcoming day at the boat show, Sail America members, board members and other industry leaders gathered to hear the latest news at the Industry Breakfast, sponsored by the United States Boat Shows. Sail America Board President, Jim Abel, served as the master of ceremonies, updating the group about the board’s activities and Sail America’s new mission: “to support the success and growth of its member businesses, which will contribute to the overall advancement of the sailing industry.”

Several charities also shared the floor. Gary Jobson and Sally Helme promoted the Leukemia/Lymphoma Society and the more than \$10 million that sailors have donated over the years. Meanwhile, the British Virgin Islands (BVI) fundraising that took place



at the boat show, including the previous night’s party, and donations from both show attendees and vendors netted more than \$83,000 by Friday morning. Annapolis Boat Shows president Paul Jacobs cheered the group on, saying, “We have another week of shows, and we are shooting for a quarter of a million dollars!”

The Sailing Industry’s Distinguished Service Award was presented to Olaf and Peter Harken for their tireless dedication to sailing, boating, and the innovation and promotion of our industry. Several stories were shared about the brothers, who have had a booth in every Annapolis show since the second year. On accepting the award, Peter admitted that it was he who had closed Mc-Garvey’s Wednesday night — a Harken tradition.



Best in Show awards, donated by Weems & Plath, were judged Thursday and presented Friday:

- Best Booth Display 200 sq. ft. and under: Suntex Marinas
- Best Booth Display Over 200 sq. ft.: Imtra Corporation
- Best Booth Display Fewer than Five Boats: Lagoon/CNB
- Best Booth Display Five or More Boats: Beneteau America
- Best in Show: Jeanneau America Inc.

Congratulations to all the winners!



Best in Show Winners Jeanneau America, Inc. Photo courtesy of Spinsheet Magazine.



April 19-22, 2018

Craneway Pavilion and
Marina Bay Yacht Harbor
Richmond, CA

PACIFIC SAIL & POWER BOAT SHOW

and Marine Sports Expo



*50,000 sq. ft. of Exhibitors on Land • On-Water Activities
In-Water Displays of the Newest Sail and Power Cruising Boats
Special Events • On-Site Parking
Expert Seminars to Expand Your Knowledge*

PacificBoatShow.com





NEWS & EVENTS CONT.

The Moorings: Post Hurricane Update

A fleet of boats piled on top of one another became the image shared around the world that showcased Hurricane Irma's damage to the British Virgin Islands (BVI). Yes, the Sunsail/The Moorings fleet of charter boats in the BVI was crippled. But for the organization's leadership, the priority was to ensure employees and guests were safe and accounted for. The Sunsail/The Moorings well-rehearsed and detailed hurricane and emergency plan did just that. Immediately, company leaders went into recovery mode, with employees at the heart of that effort. A quick look at the social media feeds and the words of guests are a testament that a vacation with Sunsail/The Moorings ensures you are taken care of morning, noon and night, rain or shine – or in this case – a hurricane.



"If you think the staff at The Moorings are awesome on a regular day, you should see how they respond in an emergency. Our charter was recalled on Day Two for hurricane Irma. We feel safe and loved in the shelter/hotel they have provided for us. These people are fantastic in our desperate hour of need. While my cruising timing may have been terrible, my choice of The Moorings was perfect."

Only once leadership knew its people were safe, did it turn its attention to helping employees get back on their feet and beginning actions to

bring sailors back to the BVI. A tremendous global out-pouring also helped build an employee recovery fund.

Since early September, when the first hurricane hit, Sunsail/The Moorings has remained focused and determined to reopen. Right now, the target reopen date for the BVI and Puerto Rico is December 9! As part of that reopening, the BVI operation alone will receive 130 new boats valued at \$66.5 million.

The tourism industry is the beating heart of the Caribbean. Local governments and committed customers are the ones who will help most in getting communities and businesses back on their feet. Their support and actions are invaluable. Meanwhile, one thing has not changed. To borrow from the BVI's social media: "Our beaches are still golden, our seas are still blue, and our drinks are still cold."

Sailors, come on down!





IN THE NEWS CONT.

New CrewWatcher Product Enters the Man Overboard Market

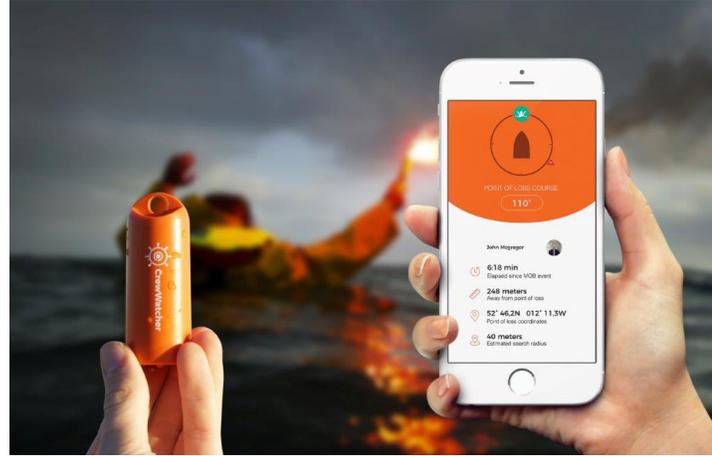
At the fall Annapolis Sailboat Show, Weems & Plath announced their new manufacturing and distribution agreement with PanPan's Crew-Watcher, an affordable, small, app-driven crew overboard alarm and locator.

CrewWatcher consists of a small (3.25" x 1.25") cylinder shaped beacon clipped on each crew member (or dog!) as well as a free app loaded onto your smartphone. No cell service needed – these two components make their own network, even offshore.

The alarm will trigger automatically if the connection is lost, or if the beacon gets immersed. It will sound an alarm on the phone, provide latitude and longitude coordinates back to the place of loss, and by providing overboard bearing and distance, will visually guide the rescuer to the beacon.

For more details and a video check out: www.crewwatcher.com.

CrewWatcher will retail in a two-pack for \$150, can be ordered now, and will be shipped in the spring.





INSPIRING EPIC VOYAGES
FOR 40 YEARS



ST. PETERSBURG
POWER AND
SAILBOAT SHOW

November 30 - December 3

StPeteBoatShow.com

PROFESSIONAL DEVELOPMENT

Get More Done

We've all got too much on the plate, and it's a joy to find ways to get more accomplished. Here are a couple of quick questions to ask yourself:

- Do we really need a meeting to answer a question/solve a problem, or can it be done with a phone call or email?
- Do I need to do this task, or can someone else do it?
- Are emails running your day? Can you shift to checking your email inbox periodically, so you can be more focused throughout the day?
- Am I being productive right now? If not, why?
- What are my goals for this week and my to-do list for today? Are they written down?

Source: Forbes

Forbes

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.





WAYPOINTS

R. MARK DAVIS
President, Sailors for the Sea

As members of Sail America, we all share a passion for the sea. As we become more aware of our need to be proactive in an effort to preserve the health of our oceans, there are a number of organizations that are spearheading this movement. We thought members might like to hear about one of these organizations, Sailors for the Sea, with world headquarters in Newport, Rhode Island. The organization operates the world's largest sustainability certification program for water-based events (Clean Regattas), and acts as a resource for information ranging from carbon foot printing, marine education and guides to safe practices in preserving our environment. As President R. Mark Davis warns, it doesn't matter if it is a Volvo (car) or volcano, the ocean still reacts the same way to excessive amount of carbon dioxide.

Q. What prompted the formation of Sailors for the Sea?

A. We were established in 2004 by David Rockefeller, Jr. and his good friend, Dr. David Treadway. Our vision was to unify sailors and boaters to become an army of blue crusaders to protect the oceans. Initially we were located in Boston, but then in 2006 we moved our world headquarters to Newport, Rhode Island. Our first location was in the Seamen's Church Institute and now our operation is at IYRS, the International Yacht Restoration School. We also have offices in Portugal, Japan and Chile.

Rockefeller is an active sailor and ocean lover, and through the work he was doing on the PEW Ocean Commission in 2000, he really began to understand what the most pressing issues of the ocean were today and looking towards the future. Not many of them had been talked about before, particularly things like overfishing or more complex issues like coral bleaching - what does it all mean? Because he knew many boaters and sailors he spoke to Treadway about organizing and mobilizing all of these people to help protect the ocean.

Sailors for the Sea is an aggregator and interpreter of complex ocean health and regulatory information for boaters. We can advise on how to improve your carbon footprint, what programs are available to become more involved in and we are an educational resource. We run our own programs, which are all educational and personal action oriented, including the Green Boating Guide, Kids Environmental Lesson Plans (KELP), Clean Regattas and Ocean Watch.

Q. Let's start with the Clean Regattas program, outline the program for us?

A. Our Clean Regatta program is our largest and signature program globally. The focus is on getting regattas to be more "environmentally friendly" by following 25 best practices. Our aim is to provide regatta organizers with a benchmark for their environmental footprint today and set goals for tomorrow.



WAYPOINTS CONT.

Q. What is the certification process?

A. The 25 best practices each have three of what is called key performance indicators, for instance by doing one of those three items you will satisfy the best practice that is listed. It might be banning single-use plastic, such as plastic straws, plastic cups- that is one of the suggested best practices- and you get points for these behaviors and decisions. Each regatta must provide us with certain documentation whether it is a photograph, or PDF format of the types of steps they have taken to fulfill each of the best practices. We certify them only after the event and they can achieve different levels of certification.

We wrote the sustainability certification for the 34th America's Cup. That was a Platinum Level Clean Regatta, meaning at that level they satisfied between 70-75 key indicators, which includes tracking their carbon footprint and carbon offsets. People usually achieve about 70 to 73 and that is close enough. For example, we did a youth regatta in Connecticut in August. They didn't really have the funds to do carbon offsetting and carbon foot printing, but they achieved everything else and were certified at Platinum Level.

Q. What is the benefit of being part of the Clean Regatta certificate program?

A. There is a lot of prestige globally. To date we have had more than 400,000 sailors of 1,100 regattas participate in the program. When the Volvo Ocean Race stopover came to Newport in the last edition, in 2015, we made the entire event here in Newport a Platinum Level Clean Regatta. We understand the Volvo Ocean Race management is currently using the work we did in Newport as a template for stopovers in the current edition.

Q. What are the various levels of participation?

A. The beginning level is called Participant and you only have to do 1 of the 25 best practices to get qualified as a participant of the program. The next level is Bronze, with 7 best practices, then Silver requires 13, Gold is 19 and then Platinum. For the first time if you wanted to participate in our program what you could do is, what we call participate in the digital notice of race, which means instead of paper sign up you create it all online, and that is one of the sustainability best practices.

Q. Some of these practices seem to be common sense?

A. They are all common sense. It is about making different decisions. Changing from plastic cups to compostable cups, reusable cups, for example, in most cases what we find is yacht clubs and regatta organizers are already doing these things, they just don't realize it. So, what we do is work with them, educate them. "Look you already have recycling going, what about composting? You don't have water fountains with filtered water for people to fill up their water bottles why don't you add that?" We show them how to do it with a \$20 filtration system from Home Depot. At the higher level you really need to have an organized green team, think in a big way and you need funds to buy carbon offsets for the carbon footprint of the event. But everything we put forward as a best practice is just simple, straight-forward and does not cost a lot of money.

Q. What are the consequences of having one of these certificates?

A. Well there are several consequences, one is that it really sends a message to people involved in the regatta that the organization is serious about protecting the ocean. We hear so many bad stories in the news today about the decline of the oceans, coral dying, ocean acidification, what this program does is allows people to engage on an individual level, to help them understand how to be more environmentally sensitive to help us protect the ocean

Q. How do you feel about these projects to clean the ocean of plastic, such as the one proposed by Boyan Slat with the intent to scope up essentially these gyros of plastics that have formed in our oceans?

A. We are really concerned about the science behind it, and whether or not it will be effective. But he has gained a lot of good seed money to get started, to do a prototype, he is a very charismatic and convincing young man, anything that helps save or protect the ocean we support.

We are in our 13th year, and we do a little bit of pioneering in talking about environmental best practices within the boating community. What does it mean for me to be a better boater? Our Green Boating Guide advises people how you should fuel your boat, these are the steps you need to take, how to anchor in coral reefs, how to handle blackwater, graywater, what sort of copper free bottom paint should I use so I don't kill sea creatures, these sort of issues. The guide is free, everything we do is free, just look for the Green Boating Guide on our website and you can download the whole PDF.

>> CONTINUED ... **Read the rest of the article on www.sailamerica.com.**



IN THE NEWS

Sailing Industry Events

- 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



MEMBER NEWS



VOLUME VII 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.

“ In the USA alone 500 million straws are used daily, many ending up in the oceans, with small fragments eventually finding their way into marine organisms and ultimately the food chain. ”



Learn more at sailorsforthesea.org.



NEW MEMBER SPOTLIGHT

sweet yachts

SEAHORSE MARINE |
Successful US-owned Boat Builder in China.



“Seahorse Marine’s main objective is to produce safe, well-built and well-equipped cruising vessels at an affordable price”

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Email Seahorse Marine

www.seahorseyachts.com





JOB POSTINGS

Sailing Products Copywriter

Annapolis Performance Sailing



APS is looking for an enthusiastic and highly effective sailor to join our website content team, who will produce and publish sailing product content that drives consumer engagement and sales on our ecommerce website. Content will be specifically focused on sailing products and will include:

- Copywriting, editing, optimizing and publishing product descriptions
- Editing and publishing product images

This is an opportunity to work in, and learn from a team that is results oriented, process driven, and uses the latest tools and knowledge in an enterprise environment. Each team member is expected to be continually learning new skills, developing their knowledge, gaining valuable experience and contributing solutions to the team.

You Will:

- Utilize keyword research and up to date SEO best practices to ensure all web content maximizes SEO value and drives increased organic traffic for the company while being customer facing.
- Work effectively with the web/marketing team of three and report directly to the department manager.
- Participate in other web/marketing activities as needed including website content maintenance, product content creation, graphics, and product specification data gathering.

Your Skills & Experience:

- MUST BE an experienced and active sailor
- Proven effectiveness in copywriting and self-editing
- Exceptional spelling and grammar

Bonus Skills

- Skilled in using Excel
- Experience with Adobe Photoshop, InDesign and Illustrator
- Experience with CSS and HTML

You Are:

- Someone with years of sailing experience in small and large boats, and a love of the sailing lifestyle
- Someone who enjoys the technical and mechanical aspects of sailing gear
- Pro-active and self-motivated
- Eager to keep learning new skills
- Happy to collaborate in a team
- Results oriented
- High energy and not afraid of change



We offer competitive wages, health insurance, generous paid vacation, a retirement plan, and fabulous discounts on our products. APS is located in the self-proclaimed 'sailing capital' of the U.S.

How to Apply

Interested parties should submit their cover letter, business resume and BRIEF SAILING RESUME for immediate consideration.

Posting: <http://www.apsltd.com/careers-with-aps/>



Promoting the health and growth of sailing.

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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.

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.

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