



## NEWS & EVENTS

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



## WAYPOINTS

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



## MEMBER NEWS

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



## PROGRESSIONS & JOB POSTINGS

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



# SAIL AMERICA

# MEMBER

# NEWS

## AUGUST 2016



## Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT

For over 20 years, Sail America's Strictly Sail Pacific has drawn sailors and maritime enthusiasts to the San Francisco Bay to see the latest sailboats and equipment, and take part in seminars and on-water activities. In response to the growing base of visitors with interest in different facets of marine recreation, the show will widen its scope in 2017 to welcome cruising powerboats, along with exhibitors featuring kayaks, canoes, and stand-up paddleboards. To recognize this more encompassing show, we are pleased to announce the show's new name: Pacific Sail and Power Boat Show.



Pacific Sail and Power Boat Show will maintain its new home at the Craneway Pavilion and Marina Bay Yacht Harbor in Richmond. The Craneway Pavilion is a 45,000 square-foot facility housed in the award-winning, architecturally stunning Ford Assembly Plant building dating back to 1931. Marina Bay Yacht Harbor, a deep-draft facility, accommodates vessels up to 120 feet and offers the ideal setting for both exhibitors and show visitors.

We have also formed a boat show marketing task force consisting of the industry leaders and key exhibitors who helped us reshape the show's vision. I would like to thank this group for their past and current efforts. The task force will continue to meet as we re-tool Pacific Sail and Power Boat Show's marketing plan.

In addition to evolving our boat show, we continue to make changes with our staff, bringing in additional support while we maintain our search for a new Association Manager. With this expanded capacity, we can focus even more on successfully delivering our events and programming across the country.

Sail America's next event is our annual member breakfast at the United States Sail Boat Show in Annapolis, MD, on Friday, October 7. Sponsored by Annapolis Boat Shows, this year's breakfast will include a membership update, best in show awards, and we will be presenting a new partnership with the Leukemia & Lymphoma Society's Leukemia Cup Regatta.

As always, if you have questions, please don't hesitate to call me.

Sincerely,

Scot West  
President





# NEWS & EVENTS

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

## Exciting News from Sail America About Their Pacific Boat Show!

Following the message from our Sail America President, Scot West, we are excited for the **Pacific Sail & Power Boat Show** to continue to be one of the most anticipated shows of the year. Our longevity has been a direct result of the unwavering support of our Sail America members and exhibitors who have been a part of the show throughout the years. 2016 brought us to a new home, with a long term commitment from our friends at the Craneway Pavilion and Marina Bay Yacht Harbor, and we look forward to many more years of success in Richmond.

As part of our evaluation of the show, to guide future plans and better help our exhibitors achieve the best possible results, we survey show visitors and vendors after each event. What we have learned is that our base of attendees and exhibitors has expanded over the years, showing an increasing overlap between sailors and those who embrace other marine sports, such as kayaking, canoeing, and stand-up paddle boarding.

With the future success of our exhibitors and their expansion into new markets in mind, in 2017 the show will widen its mission to include these additional marine activities, and their supporting manufacturers and clubs, as components of the show; we will also continue, as in recent years, to welcome cruising power vessels to be a part of the in-water displays for those who are segueing from a sailing lifestyle into an interest in power cruising. This expansion necessitates a change in show name to reflect this widening of scope, and to encourage those who may not previously have attended to be a part of the experience and further increase customer opportunities for our exhibitors.

The **Pacific Sail & Power Boat Show** has begun its roll-out on our website and social media, and press releases have been issued to related industries. We are very excited about the new opportunities ahead, and are tremendously grateful to all who have helped us to reach this next phase of growth. Please know that at our core we will always be about sailing and sailors, and we will ensure that the show continues to be the best possible resource for West Coast sailors and enthusiasts. We look forward to working with our members and exhibitors to welcome an expanded spectrum of boating and marine sport enthusiasts to explore their interests at the show, and take advantage of all that will be offered at this signature event.

If you have any questions please contact Sara Watson at [boatshowsales@sailamerica.com](mailto:boatshowsales@sailamerica.com) or 401-289-2540 ext. 4 or Jorgen Bateman at [jbateman@sailamerica.com](mailto:jbateman@sailamerica.com) or 916-826-0454. For Exhibitor requirements, portal login information and to view the 2017 floor plan and interactive map please visit <https://pacificboatshow.com/exhibitor-center/>.



# NEWS & EVENTS CONT.

**Why did we do this?** With the future success of our exhibitors and expansion into new markets in mind, in 2017 the show will widen its mission to include additional marine activities, and their supporting manufacturers and clubs, as components of the show. We will also continue, as in recent years, to welcome cruising power vessels to be a part of the in-water displays for those who are segueing from a sailing lifestyle into an interest in power cruising. This expansion necessitates a change in show name to reflect this widening of scope and to encourage those who may not previously have attended to be a part of the experience and further increase customer opportunities. At our core, we will continue to support the sailing industry and lifestyle.

**What does it mean for me?** Our aim is to bring you even more qualified customers that want to talk to you about your products and services. Other than that and the expanded footprint, there should be no impact on the way you interact with or are serviced by the show.

**What changes will I see this year?** There will be a new name, logo and website to support the expanded vision for the show. We are also working on adding new special activities, with a focus on on-the-water opportunities such as kayaking and paddle boarding. You will also see that the marina will be reorganized to encourage better visitor flow and improve the visibility of exhibitors who choose to locate themselves near the in-water displays. One large tent with multiple entrances will house over 30 booths, allowing a better flow, increased space availability, and easy access to the vessels at the Marina Bay Yacht Harbor.

**Will all power boats be allowed to exhibit?** At this point, the power boat section will be focused on cruisers and yachts over 26 feet. This recognizes the direction the show has been moving in over the last few years as these boats have already been part of the show. We see them as cross-over boats between sailing and power.

**Where will the power boats be located?** We will assume additional dock space at the marina dedicated for the power boats. In some instances, the dealers that represent both sail and power will be allowed to keep their brands in one display.



## PACIFIC SAIL & POWER BOAT SHOW



# WAYPOINTS

## CHARLIE DANA |

Managing Partner of the Newport Shipyard

*Charlie Dana is one of the few people who can still master the art of storytelling. He'd be a great teacher of Oral Traditions if he didn't already have so much on his plate, serving on the board of two charitable foundations, his commitment to the Dana-Farber Cancer Institute, but chief among his responsibilities is his family business, the beloved Newport Shipyard.*

### **Q.Few can argue that the Newport Shipyard is one of the best things to happen to Newport, but was it one of those decisions arrived at sailing during the graveyard shift while on watch?**

A.Yes it was. I was coming back from Nassau to Newport on my boat Saint Roque when I received a call from my wife Rose. Among the news she shared was that the Shipyard was headed for auction, crippled by its 4th bankruptcy. The Cohen brothers who owned the Viking Hotel at that time were interested in bidding on the property allegedly for time shares. We were passing Cape Hatteras and I was standing watch with little else to think about except Oreos and steering... listening to Jimmy Buffett. I had been one of the founders of an organization to preserve jobs on the waterfront and, as well, had been managing partner of the group that bought Harbour Court for the New York Yacht Club as an on-the-water club house, so it didn't take long to figure out what an actual working facility could do for Newport's waterfront. Newport had prospered as a port for much of its four hundred year history... today still a tremendous source of pride for Newporters. The Shipyard was the last remaining shipyard. Yes, you can have jobs on the waterfront, and I was determined to make it happen. This was in May of 1998.

I should slip in that night I also got a call from David Ray of Bannister's Wharf fame. David of course claims he gave me the idea! He'd just cleaned up in the classic series in Antigua with his boat, Nirvana, and was celebrating... massively in his cups, talking about the silver he won, and not talking about the Shipyard until I mentioned it! But, he was sympathetic to the cause, David is very smart that way, he picked up on it immediately. David MacBain, owner of New England Boatworks and builder of my boat, was also with me and offered to lend the right amount of expertise to our bid package with the federal Bankruptcy court. The fourth partner became the late Don Glassie, a Newport waterfront entrepreneur. As time went on, our family increased its percentage to a controlling stake from the original group. There was a time when we got up to 78% and I had to write 93 cents out of every dollar that we put in, which was painful to say the least! I bought Don Glassie and New England Boatworks out and I bought David down from 25% to 5%, which David still owns. He wouldn't sell it all and when I asked why, he said, "just in case you make it!" Since those early days, we've taken in two additional minority partners who were, in addition to becoming investors, also willing to participate in bringing our mortgage 'in house', so we'd only have to borrow for infrastructure... like big lifts and strong docks.

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



# NEWS & EVENTS

*Editor's note: Given some feedback that Sail America has received about the Miami show, we asked Kevin Murphy, **Show Manager**, from NMMA to explain the constraints the show is facing and what the options are for the 2017 edition of the show. Our thanks for Kevin for providing this information and being available to the membership to answer any additional questions.*

## “Strictly Sail Miami at Bayside in February 2017”

Three years ago the City of Miami approved the construction of a 1000' observation tower, Skyrise Miami. Unfortunately, the plan is to build the tower on the waterside parking lot that the Strictly Sail Miami main tent has located for more than 15 years. Permitting, funding, law suits etc have delayed the start but construction appears to be not far off.

The Progressive Miami International Boat Show relocated from its long term home on Miami Beach to a magnificent waterfront location on Virginia Key near Key Biscayne. The new show was launched in 2016, and in the eyes of many exhibitors and consumers, it was a huge success.

NMMA's long term plan is to have the entire show in one location. The goal is to move the sailboat show to Virginia Key by 2018, but, because of some tent changes being done at the new location—and first year challenges—the sail show will remain at Bayside for one more year.

The new Virginia Key boat show location is just a short water taxi ride from Bayside and has Strictly Sail tent exhibitors questioning whether to stay at Bayside in 2017 or move over to the new site.

Individual exhibitors can certainly apply for space on Virginia Key, but they should know that tents K, L and M (the exhibitor areas at the west end near the Rusty Pelican restaurant) were given back to the City, displacing nearly 100 previous-year booths. Those exhibitors will be allocated first, before any new exhibitors—including sail exhibitors—are placed.

**2017 options for sail exhibitors are fluid and may change based on construction schedules, funding, permitting etc.**

## STRICTLY SAIL AT BAYSIDE 2017

The in-water part of the show will be held at the marina like usual. Tent location is still uncertain.

### Tent Option 1

If the tower construction does start at the end of the year, we'll move the main tent to Biscayne Blvd as we did in 2015, but we are making changes that will no doubt improve the traffic flow:

- Relocating the bus drop off to Biscayne Blvd, forcing attendees into the tent

- Relocating the ticket booth inside the tent entry, also forcing attendees into the tent
- Opening the entire north end of the tent (which faces Bayside), allowing entry from both sides
- Adding a tram service to and from the marina
- Moving seminar tents to the south end of the tent forcing seminar attendees to go through the entire tent to attend seminars

### **Tent Option 2**

- We are negotiating with the city to push construction off until March and keep the tent waterside at the old location. We have to plan for the move to have the tent on Biscayne Blvd, but I am continuing to push the city to allow us to stay waterside.

## **2018 Strictly Sail Location**

Finally, please remember that it is NMMA's objective is to have one large show at Marine Stadium on Virginia Key. Making that happen in 2017 is impossible. But remaining strong as a group will be far more productive for everyone both at Bayside in 2017 and Virginia Key in 2018.

Please let me know if you have any questions. Happy to discuss individually or with a group.

## Social Media & Your Business

### NETWORKING



Better company updates for LinkedIn

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

### BRAND RECOGNITION

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

### AWARENESS

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

# Sailing Industry Events

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

## Discover Sailing Events

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

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

For more information on these events or Sail America, visit our website: [www.SailAmerica.com](http://www.SailAmerica.com).

## Sail America Industry Meeting Scheduled for October

Sail America is planning an Industry Meeting to take place on Friday, October 7, 2016, from 7:45 am - 9:30 am at the Annapolis Waterfront Hotel in Annapolis, Maryland. Taking place during the US Sailboat Show, the breakfast meeting, sponsored by Annapolis Boat Shows, is open to all sailing industry professionals at no charge.

The Sail America Industry Meeting will include presentations on Sail America initiatives, updates on Pacific Sail & Power Boat Show, Sail America Industry Conference, Leukemia Cup, and U.S. Sailing's First Sail Program, and will conclude with the annual US Sailboat Show Best in Show awards. Attendees must provide a business card to enter. To learn more about the breakfast meeting, visit <http://www.sailamerica.com/sa-industry-meeting.asp>.

## Sail America Industry Conference Heads to Wisconsin

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

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

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

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

To learn more about the conference, visit [SailAmerica.com](http://SailAmerica.com).



# IN THE NEWS

## Five More Reasons Your Kids Should Sail

*Published on July 12th, 2016  
by Daniela Clark, WindCheck*

Five years ago, in the inaugural year of the WaterViews blog, I wrote a post called 5 Reasons Your Kids Should Sail. That article was shared internationally by yacht clubs and featured by regional and national sailing media.

Evidently, this is a topic of interest. But I just hit the tip of the iceberg. In my travels, I've accumulated several more reasons. Here are five qualities that true sailor kids develop that are just as significant as the original 5 Reasons:

1. **Toughness.** Ever spend any time at an Opti regatta on Long Island Sound in April? These kids are tough. The weather can feel like a day on the slopes, but they don't get to go in for a hot chocolate and a hamburger at lunch. They don't complain. When racing is over, they pack up their boats before heading inside to warm up and dry off.
2. **Accountability.** Taking the helm gives a child an accountability for his or her actions that is rarely offered before receipt of a driver's license. Recreational and racing junior sailors alike face right-of-way situations all the time and have to take responsibility for their mistakes.
3. **Vision.** Balancing the finer details inside the boat with the larger picture of the racecourse or channel is an important skill to hone. This balance helps in school, in business, in life.
4. **Bravery.** Sailor kids push their fear threshold. Most kids are scared of capsizing before they experience it. Many are scared in strong breezes. They still capsize and they still go out in rough conditions. It's the job of the instructors to control the situation, but ultimately, the kids have to overcome their fear.
5. **Patience.** Waiting all day for the wind to fill in at a regatta requires an amazing amount of patience. I've talked with parents who are frustrated with waiting and thinking about what else they could be doing. But the kids know the drill. Waiting for the right weather conditions is part of sailing. I'll reference an Opti regatta again, this one a two-day event with only about 90 sailable minutes. The kids took it in stride. Would a team of 12-year-old football players act the same way?

*Daniela Clark is the co-producer (with John Kantor, the founder of Longshore Sailing School in Westport, CT and Greenwich Community Sailing in Old Greenwich, CT) of the highly recommended WaterViews blog, which can be found at [blog.ctnews.com/kantor](http://blog.ctnews.com/kantor). She's also a professional marine photographer the co-owner (with her husband Allen Clark) of PhotoBoat.com.*

*Source: WindCheck magazine*



# IN THE NEWS

## Spinlock Named as Winner of Queen's Award for Enterprise

We are pleased to announce that Spinlock has been handed Britain's top business award for its part in boosting the country's international trade. Today we were named as the winner of a coveted Queen's Award for Enterprise for our domination in the global sailing market.

The Queen's Award for Enterprise is Britain's highest accolade for business success, celebrating the country's achievements in innovation, international trade and sustainable development.

Spinlock was handpicked for an award in the International Trade category by a panel of industry experts. The judges praised our substantial growth and continued commercial success overseas over the past six years. Despite our small staff of just 50 employees, we have permeated the market, becoming the world's leading lifejacket and rope holding technology brand.

Chris Hill, CEO of Spinlock, is extremely proud of the company's achievements.

"We're delighted to win this Queen's Award for Enterprise. We have won many awards over the years for innovation but this award recognises our ability to turn successfully designed products into a commercial success on a global scale."

Spinlock's success lies with its employees. "We have three million components come through our doors each year and they go back out as 300,000 high quality products. The Spinlock team deserves this award as recognition for all their hard work and dedication."

Representatives from Spinlock will attend a prestigious award winners' reception at Buckingham Palace hosted by Her Majesty Queen Elizabeth on July 14.

The company will be presented with the award by Major General Martin White CB CBE JP, Lord Lieutenant of the Isle of Wight, at a prestigious ceremony later in the year.

249 Queen's Awards (QA) have been announced this year for outstanding business achievement in the fields of International Trade, Innovation and Sustainable Development. The awards are made annually by HM The Queen and are only given for the highest levels of excellence demonstrated in each category.

Source: [Spinlock.co.uk](http://Spinlock.co.uk)

# MEMBER NEWS



AUGUST 2016

## Benefit Update

### CONNECT TO YOUR CUSTOMER!

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

### MEMBER HIGHLIGHT

#### Discover Sailing

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

For more information click [here](#).



“ 8 million metric tons of plastic waste enters the ocean from the land each year. That's equivalent to about 1.5 million cars. ”



Source: J. Jambeck, Science

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



# MEMBER NEWS

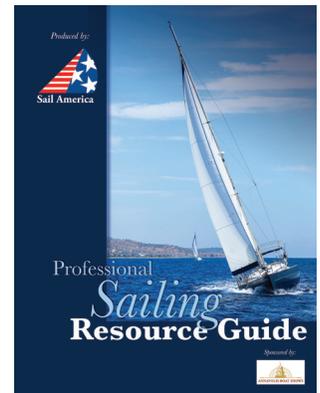
## Benefit Update



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

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

The new and updated 2016-2017 version is coming soon!



## MEMBER REFERRAL BONUS

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

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

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

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