

GE CAPITAL SOLUTIONS & SAIL AMERICA
SAILING INDUSTRY
CONFERENCE



GROWTH THROUGH INNOVATION



JUNE 12TH, 2008

INTERNATIONAL YACHT
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INNOVATION



WELCOME

Dear Industry Conference participant,

We want to welcome you to what promises to be a milestone event for our industry – the inaugural Sailing Industry Conference and Regatta presented by GE Capital Solutions and Sail America.

It is no secret the past few years have been challenging for the sailing industry as a whole. Boat unit sales are down, show participation is flat, and the economy is sluggish. But it is time to move forward – time to get our heads out of the boat, time to take a look to weather and ahead, out to the horizons.

What a better way to do so than to be inspired by leaders in our sport like Team Puma Skipper Ken Read, BMW Oracle's Tom Ehman, and Chairman of the US Olympic Sailing Committee, Dean Brenner. We're lucky to have these guest speakers be part of the Industry Conference. These leaders have inspiring stories and real-world anecdotes that we can take home as life-lessons for our own businesses.

GROWTH THROUGH INNOVATION.

This conference will focus on innovation. Innovative business thinking. Innovative products. Innovative ways to grow participation in sailing. Innovation is critical to success in our marketplace and critical to better serving our customer – the sailor.

During this conference, let's challenge ourselves to look carefully at what we can do as individuals and as a group to create positive change for the sailor. We look forward to learning from our keynote speaker Dan Coughlin who has plenty to share with us about providing impact as business leaders. We will learn from the passionate marketing professionals who have a lot to teach us about e-marketing, exporting, product design, PR, and generating sales in this soft market. We also need to have a view of the big picture: Nick Hayes has an eye-opening presentation to share with us about trends in our life pastime of sailing, and what needs to happen to help turn the ebbing tide of declining participation.

THIS CONFERENCE IS ABOUT YOU.

It is a success because of your participation. It is also a success in thanks to the countless number of individuals who have dedicated a lot of hard work towards making this event a reality, including George Day, Brenda Collins, Bentley Collins, Eric Braitmayer, Scot West, Jerry Clark, and Kimberly Tuchon. A special thanks to the sailing industry for supporting the event and to our conference title sponsor GE Capital Solutions and presenting sponsors Gill North America, Composites One, Marsh, Yanmar, Blue Water Sailing, SAIL Magazine, The Sailing Company, Harken, and The Moorings. Thanks go to all of these folks and other supporting sponsors. All of whom can take pride in helping our industry come together, to stand shoulder to shoulder, and to bring the excitement back to our sailing industry.

Let's make it happen.

Bill Goggins
President, Sail America

Jonathan Banks
Executive Director, Sail America





CONFERENCE SCHEDULE

7:30 AM - 8:30 AM REGISTRATON/BREAKFAST (Mezzanine)
8:30 AM - 9:00 AM WELCOME ANNOUNCEMENTS (Main Hall)
OPENING REMARKS: Future Plans for Sail America
 Bill Goggins, Sail America Board President; Jonathan Banks, Executive Director

9:00 AM - 10:15 AM GENERAL SESSION (Main Hall)
KEYNOTE SPEAKER: Dan Coughlin, The Coughlin Company
"Innovate to Accelerate: Practical Processes to Propel Business Momentum"

10:30 AM - 11:20 AM WORKSHOP A

<p>ACCELERATE YOUR IMPACT AS A BUSINESS LEADER Speaker: Dan Coughlin <i>The Coughlin Co.</i></p>	<p>HOW TO GENERATE SALES IN A SOFT MARKET Speakers: Josh Adams, John Peterson, Bentley Collins, Larry Russo</p>	<p>THE LATEST IN E-MARKETING PRACTICES Speakers: Bill Mulligan, <i>Caffeine</i> Armida Markarova, <i>NMMA</i></p>
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11:30 AM - 12:20 PM GENERAL SESSION (Main Hall)
SPEAKER: Mark Vitner, Senior Economic Analyst, Wachovia
"Economic Outlook and Trends"

12:30 PM - 1:30 PM NETWORKING LUNCH (Outdoor Tented Area)
OLYMPIC UPDATE – Dean Brenner, US Olympic Sailing Chair

1:40 PM - 2:30 PM GENERAL SESSION (Main Hall)
SPEAKER: Dean Brenner, US Olympic Sailing Chair
"In Pursuit of Excellence: Professional Lessons from the World of Olympic Sailing"

2:40 PM - 3:30 PM WORKSHOP B

<p>ACCELERATE YOUR IMPACT AS A BUSINESS LEADER Speaker: Dan Coughlin <i>The Coughlin Co.</i></p>	<p>SUCCESS THROUGH PRODUCT INNOVATION Speaker: Ryan Shafer <i>The Item Group</i></p>	<p>RESCUING THE LIFE PASTIME, WHY AMERICA SHOULD GO SAILING Speaker: Nick Hayes</p>
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3:40 PM - 4:30 PM WORKSHOP C

<p>ACCELERATE YOUR IMPACT AS A BUSINESS LEADER Speaker: Dan Coughlin <i>The Coughlin Co.</i></p>	<p>EXPORTING OPPORTUNITIES: TIPS AND RISKS Speakers: Dennis McCarthy, <i>World Trade Center RI</i> Bill Goggins, <i>Harken Yacht Equipment</i> Bill Bolin, <i>Island Packet Yachts</i></p>	<p>6 POWER TIPS FOR PR SUCCESS Speaker: Wanda Kenton Smith <i>Kenton Smith Advertising & Public Relations</i></p>
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4:40 PM - 5:30 PM General Session (Main Hall)
Panel Discussion – *"Future Trends for the Sailing Industry"*

5:30 PM Wrap Up
 Information on Gala Dinner and Regatta (Main Hall)



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KEYNOTE SPEECH

“INNOVATE TO ACCELERATE: PRACTICAL PROCESSES TO PROPEL BUSINESS MOMENTUM”

DAN COUGHLIN - THE COUGHLIN COMPANY

Business innovation means creating more value for customers that generates sustainable, profitable growth for your organization. In this fast-paced opening session, Dan Coughlin provides practical processes every attendee can use on an individual and organizational basis to create more value for customers and improve profitable, revenue growth. Gleaning lessons from his consulting work with major brands such as Toyota, McDonald's, Marriott, and Coca-Cola as well as with hundreds of small and medium-sized businesses, Coughlin will give you take-home value you can use right away.

GENERAL SESSION TOPICS

“STRATEGIES FOR SAILING THROUGH A SLUGGISH ECONOMY”

MARK VITNER - MANAGING DIRECTOR AND SENIOR ECONOMIST, WACHOVIA CORPORATION

Wachovia Senior Economic Analyst, Mark Vitner will share his recommendations for dealing with a sluggish economy and give us hope that the economy is headed for better times. With the worst of the credit crisis behind us, Vitner believes the economy will narrowly avoid a recession in 2008 and will see much more solid gains in 2009, although growth will be limited by high energy prices and tighter-than-usual credit conditions. In his presentation, Vitner will discuss business strategies for a sluggish economy, market trends, potential growth areas, the upside to high fuel prices, and why businesses should not cut back during a downturn.

“IN PURSUIT OF EXCELLENCE: PROFESSIONAL LESSONS FROM THE WORLD OF OLYMPIC SAILING”

DEAN BRENNER - PRESIDENT, THE LATIMER GROUP, LLC; CHAIRMAN, UNITED STATES OLYMPIC SAILING PROGRAM

In this presentation, US Olympic Sailing Chairman Dean Brenner will discuss several important business concepts that will help you lead, manage, and grow your business, especially if a change of course is needed. Brenner will draw directly on his experiences leading the Olympic Sailing Program over the last three years. During that time, Brenner has led a turnaround of the Olympic Sailing Program that includes a 300% increase in revenue, and more than 90 podium finishes since 2004 from the US Sailing Team.”

PANEL DISCUSSION: “FUTURE TRENDS FOR THE SAILING INDUSTRY”

SALLY HELME - GROUP PUBLISHER, BONNIER CORP.

In this interactive discussion, Sally Helme will explore the challenges and opportunities facing the sailing industry and discuss future trends. The panel will be made up of leaders from key segments of the sailing industry, including boat builders, equipment manufacturers, boat dealers, charter companies, sailing publications, and sailing schools.



WORKSHOP TOPICS

ACCELERATE YOUR IMPACT AS A BUSINESS LEADER

DAN COUGHLIN, THE COUGHLIN COMPANY

In this highly interactive workshop, Dan Coughlin explains the details of great leadership and guides the group through a series of discussions on how to effectively influence the way other people think. Topics include effective communication, the leadership toolbox, coaching to improve performance, and learning from leaders in your past.

HOW TO GENERATE SALES IN A SOFT MARKET

JOSH ADAMS, SAIL MAGAZINE, BENTLEY COLLINS, SABRE YACHTS; JOHN PETERSON, HUNTER MARINE; LARRY RUSSO, RUSSO MARINE

Because we all face challenges unique to our businesses, there is no one key that unlocks the secrets to increasing sales in a soft market. However, the members of the all-star panel assembled for "How to Generate Sales in a Soft Market" have survived and even thrived through past down markets in the sailboat industry. This interactive panel discussion will cover success stories, address specific business challenges, and encourage discussion and debate about strategies for increasing sales in a soft market.

THE LATEST IN E-MARKETING PRACTICES

ARMIDA MARKAROVA, NMMA;
BILL MULLIGAN, CAFFEINE

In this session, Bill Mulligan and Armida Markarova will review the current array of digital communication tools, provide a framework to allow the marine marketer to determine which tools are best for their campaigns, and give some insight into current best practices in digital marketing, including the discoverboating.com program. During the session, the presenters will evaluate the role of CRM, lead generation, branding opportunities, retention communication tools, social media, viral marketing services, and analysis programs.

SUCCESS THROUGH PRODUCT INNOVATION

RYAN SHAFER, ITEM

This workshop will focus on how to leverage Design and Innovation to drive business results. Areas of focus will include customer insight, how to translate customer needs into innovative solutions, how to position your product offering to provide competitive advantage, and how to chart a course for Innovation.

RESCUING THE LIFE PASTIME; WHY AMERICA SHOULD GO SAILING

NICK HAYES, FIVETWELVE GROUP

With sailing participation down 40% since 1997 and only 1% of Americans as self-described sailors, there are fewer people sailing and fewer people teaching newcomers. "Rescuing the Life Pastime, Why America should go Sailing" presents facts from new primary research to explain the decline, and find solutions to increase participation. The workshop will answer: How do Americans choose how they use their free time? How will sailing matter for the next generations? What can sailors do to grow the sport?

EXPORTING OPPORTUNITIES: TIPS AND RISKS

DENNIS MCCARTHY, BRYANT UNIVERSITY; BILL GOGGINS, HARKEN; BILL BOLIN, ISLAND PACKET YACHTS

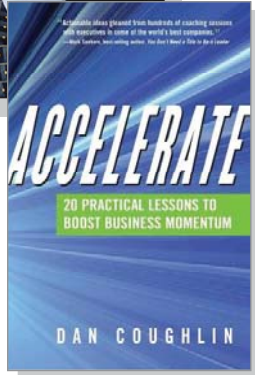
Global consumers are accumulating wealth that is increasingly invested in leisure and recreation activities. Sailing as a lifestyle choice continues to be popular within traditional markets as well as emerging markets. This session will examine global sales trends, U.S. currency advantages, critical steps for successful exporting, and case studies of successful exporters.

SIX POWER TIPS FOR PR SUCCESS

WANDA KENTON SMITH,
KENTON SMITH ADVERTISING & PUBLIC RELATIONS

In today's highly saturated media market, PR has enjoyed a huge boost of consumer confidence and in many camps, an increase in corporate marketing budget. Why? Quite simply, PR "done right" is more credible and speaks with authority to a jaded public. In the workshop, Six Power Tips for PR Success, Wanda Kenton Smith will provide a solid foundation for newcomers to the PR world, and provide a brief overview of hot new leading-edge trends, including newer social media and web/community-based PR programs. Seminar participants will receive a workbook that covers the importance of designating and training a PR spokesperson, how to develop a targeted media database, how to "think like a journalist," and how to "power pitch" your story to the proper media contact.

KEYNOTE SPEAKER



KEYNOTE SPEAKER - DAN COUGHLIN

PRESIDENT, THE COUGHLIN GROUP

HERE ARE FIVE THINGS TO KNOW ABOUT OUR SPEAKER:

1. He's a keynote speaker at national conferences as well as a management consultant specializing in strategy.
2. His clients include Boeing, McDonald's, Toyota, Marriott, Coca-Cola, St. Louis Cardinals, American Bar Association, AT&T and more than 100 other organizations in over 30 industries.
3. He is the author of the book, *ACCELERATE: 20 Practical Lessons to Boost Business Momentum*, which made it to #4 on the Barnes and Noble Business Bestseller list.
4. He has been quoted in USA Today, the New York Times, Investor's Business Daily, and The Journal of the American Management Association, and his articles have been published in more than 100 trade association publications.
5. He lives in Fenton, Missouri with his wife, Barb, and their children, Sarah and Ben.

GENERAL SESSION SPEAKERS

DEAN BRENNER

PRESIDENT, THE LATIMER GROUP, LLC; CHAIRMAN, US OLYMPIC SAILING PROGRAM

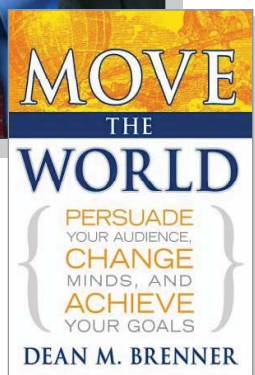
Dean Brenner is an accomplished public speaker and experienced executive coach with a long list of Fortune 500 clients. Dean's firm, The Latimer Group, is a communication coaching and training firm. They help their clients speak, present and communicate more effectively and persuasively.

Dean also is serving a four-year term as Chairman and Team Leader for the United States Olympic Sailing Program. In this role, Dean is responsible for leading the organization that supports the sailing athletes training for the 2008 Olympic Games and Paralympic Games in Beijing, China. Under Dean's leadership, US Olympic Sailing has enjoyed a dramatic turnaround of 300% increase in their funded budget and vastly improved performance on the water.

From 1994 to 2000, Dean trained for a spot on the US Olympic Sailing Team, finishing 2nd at the 2000 US Olympic Trials. He is a six-time national champion sailor.

Dean is also the author of the recently published book *Move the World: Persuade Your Audience, Change Minds and Achieve Your Goals*. In this book, Dean introduces a step-by-step process that will dramatically increase your ability to persuade your audience to follow your lead, buy your product, or invest in your idea.

Dean holds an MBA in Finance from Babson College, an MA in Shakespearean Literature from the University of Warwick, England, and a BA in English Literature and Government from Georgetown University. For more on Dean and The Latimer Group, please visit www.TheLatimerGroup.com.





MARK VITNER

MANAGING DIRECTOR AND SENIOR ECONOMIST, WACHOVIA CORPORATION

Mark Vitner is responsible for tracking U.S. and regional economic trends. In addition, he's a contributor to Wachovia's Monthly Economic Outlook newsletter and the Weekly Economic & Financial Commentary. He's been featured in The New York Times, The Wall Street Journal, BusinessWeek, USA Today and many other publications. Vitner is also a familiar face and frequent guest on CNBC, Bloomberg Television and the NewsHour with Jim Lehrer.

He obtained a BBA in Economics from the University of Georgia, an MBA from the University of North Florida and has completed further graduate work in economics at the University of Florida. He also completed the NABE Advanced Training in Economics Program at Carnegie-Mellon University.

SALLY HELME

GROUP PUBLISHER, BONNIER GROUP

Sally Helme is the Publisher of the Sailing Division of the Bonnier Corporation, and is responsible for their three Newport based magazines: Cruising World, Sailing World and Power Cruising.

She learned to sail growing up in Shelter Island, New York. Her marine industry background began as a yacht broker, and includes marketing roles at C&C Yachts, Lewmar, B&G and IMI before she moved to the publishing side of the business. She joined Cruising World and Sailing World in 1994 and was promoted to Publisher in 1998. She launched Power Cruising magazine for parent company World Publications in 2004.

Sally is active in marine industry trade groups and has served on the boards of Sail America, the National Sailing Industry Association and US SAILING. She currently serves on the executive committee of Sail America as marketing chair, and represents the sailing sector on the marketing committee for the NMMA's Grow Boating Initiative.

Sally has managed the North American Sailing Industry Study for the past 18 years. This study is the benchmark for the U.S. sailing industry and provides the "official" industry statistics used by the NMMA and Sail America.



WORKSHOP SPEAKERS

JOSH ADAMS

PUBLISHER, SAIL MAGAZINE



Josh Adams is the Publisher of SAIL Magazine, a position he's held since March 2006. He began work at SAIL in 1996 on the editorial team and was responsible for covering the performance, technical and lifestyle aspects of sailing. He wrote feature stories and technical pieces, edited other performance sailing content, and directed editorial content for sailmagazine.com and the Sailboat Buyers Guide. As Publisher, he has overall responsibility for both the editorial and business sides of SAIL, BoatWorks and the Sailboat Buyers Guide and their companion web sites.

A lifelong sailor, Josh grew up in Newport, Rhode Island and has sailed over 100 boats and over 15,000 miles. He was a three-time collegiate All-American at Tufts University, a member of the US Sailing Team in the mid-90s, a team racing world champion (1998), and a trimmer/coach for the 1999 America's Cup challenger Young America. Josh lives on the north shore of Boston with his wife, Sarah.

BENTLEY COLLINS

V.P. SALES AND MARKETING, SABRE AND BACK COVE YACHTS



Bentley Collins has been with Sabre for over fifteen years. As Vice President of Sales and Marketing, his responsibilities include dealer development, market analysis, advertising, Internet presence, promotions, and public relations. Under Collins leadership, Sabre has achieved a 40% increase in overall sales over the past two years and introduced four new models in 18 months.

Bentley came to Sabre in 1993 after a ten-year tenure with Beneteau in the USA and Canada. Prior to Beneteau he operated as an independent yacht dealer in Montreal, Canada. Bentley is a former Board member of Sail America.

Bentley lives in Portland, Maine with his wife Brenda who also works for Sabre. They enjoy boating on their Back Cove 33 "Paper Moon" along the coast of Maine

JOHN PETERSON

V.P. SALES AND MARKETING, HUNTER MARINE



John Peterson is Vice President of Sales and Marketing for Hunter Marine, one of the world's leading sailboat manufacturers of cruising boats from 14 to 50 feet including trailerables, mid size boats and yachts. Hunter markets its products through a network of 140 North American dealerships, with 34 additional dealers throughout the world.

John is responsible for Hunter's worldwide marketing, sales and forecasting, and he sits on the company's product development team. In 2007, Hunter was up in ALL product segments in both units sold and dollars, with new boats leading the way with a 20% increase in the yacht sector alone. John has worked in the marine industry for 25 years, of which 14 have been at Hunter. He is a recognized industry leader, having served as president of Sail America for 4 years and on the Board of Directors for 11 years. In 2007, he received the prestigious and highly coveted SAIL MAGAZINE award for Leadership. He earned an undergraduate degree from Marquette University; an MBA from the University of California; and holds an "Excellence in Marketing Certification" from the University of Wisconsin.

LARRY RUSSO, SR.

PRESIDENT AND CEO, RUSSO MARINE



Larry Russo, Sr. is president and CEO of Russo Marine, New England's leading powerboat dealer. Russo Marine is a third generation, family owned and operated marine business founded in 1940. Headquartered two miles north of Boston, Russo Marine operates from six additional sales and service facilities and has over 60 employees. Russo Marine is a Marine Industry Certified Dealership, an exclusive Brunswick dealer, and has achieved Master Dealer status for two of its brands; Sea Ray and Boston Whaler. Russo sells over 400 new and pre-owned boats per year and has company-wide sales approaching \$50 million. Russo Marine is a Boating Industry Magazine Top 100 Dealer, finishing in the Top-10 for three years in a row.

Larry plays an active role in the boating industry, including:

PAST PRESIDENT	MASSACHUSETTS MARINE TRADES ASSOCIATION
PAST PRESIDENT	MARINE RETAILERS ASSOCIATION OF AMERICA
PAST DIRECTOR	RECREATIONAL BOATING AND FISHING FOUNDATION
CURRENT PRESIDENT	BOSTON IN-WATER BOAT SHOW
CURRENT CHAIRMAN	MARINE DEALERSHIP CERTIFICATION, INC
CURRENT DIRECTOR	SEA TOW BOATING SAFETY & EDUCATION FOUNDATION

ARMIDA MARKAROVA

DIRECTOR OF INTERACTIVE MARKETING, NMMA AND GROW BOATING, INC.



As the National Marine Manufacturers Association's Director of interactive Marketing, Armida Markarova is responsible for the development and implementation of Interactive Marketing initiatives and programs for the national Discover Boating campaign and NMMA boat and sport shows. Among her areas of expertise are online media buying, natural search engine optimization, lead generation, email marketing, social networking, web site usability, and content generation.

Prior to joining NMMA, Armida worked at Wisconsin-based Briggs & Stratton Corp., the world's largest engine manufacturing company, where she was in charge of the development and implementation of all online marketing campaigns.

Recently, Armida was also recognized by the Boating Industry's "Tomorrow's Leaders Today – Best of the Best Under 40"

BILL MULLIGAN

FOUNDER AND PRESIDENT, CAFFEINE, INC.



Bill Mulligan founded Caffeine in 1999 and has built a reputation for running Internet projects that: exceed client expectations; stay on budget, and run on schedule. Caffeine is now one of the most respected Interactive Agencies in the Northeast serving Fortune 500 companies and dozens of marine clients "It's not about the size of the account, but quality of the client relationship that matters most to us," says Mulligan.

As the company's owner, he: supervises project schedules and deliverables; manages design, development and marketing teams; and drives planning to serve client's long-range goals. His focus is on making sure web-based activities earn their keep. He is a web strategist who understands online economies as well as anyone in the industry.

Prior to launching Caffeine, Bill directed business initiatives for sites that have ranked in the top 500 of PC Data Online's traffic reports, as well as numerous branding initiatives. During his career he's had the privilege of working on interactive projects for Mattel, Autobyte.com, joecartoon.com, Sega of America, and Broderbund Software, among others. Bill graduated with a bachelor's degree in international relations and an MBA in marketing.



RYAN SHAFER

DESIGN DIRECTOR, INNOVATION CHAIN PARTNERS; THE ITEM GROUP

Ryan Shafer is an experienced Product Designer and Innovation leader. In his current role at ITEM he leads a team of designers to identify opportunities and deliver innovative solutions to meet business objectives for Fortune 500 retail partners. The Item Group is a product development company offering expertise in research and strategic planning, industrial design, mechanical, electrical and manufacturing engineering, and off-shore sourcing.

Ryan has 14 years of design and product development experience. His background includes a wide range of design and innovation in juvenile, consumer electronics and medical equipment for companies including; Daewoo, Disney, Eddie Bauer, AT&T, DuPont, and Toshiba.

NICK HAYES

PARTNER, FIVETWELVE GROUP



Nicholas (Nick) Hayes is a partner at the consulting and research firm FiveTwelve Group where he works to improve the way that businesses, investors and member organizations listen to their customers and markets and how they act on what they learn. He consults to global companies like GE, ITT and Schneider on questions of markets, growth, customer value and power, and writes and speaks frequently on the topics of leadership, strategy, innovation and change. Prior to forming FiveTwelve Group, Nick had a successful career as a senior sales and marketing executive in manufacturing.

Nick is an avid sailor with over twenty-five years racing experience. His sailing resume lists thousands of course races and thousands of offshore miles in the Chicago-Mackinac, Queen's Cup, Hook, and Trans-Superior races, winning many. Nick contributes significant energies to the sport of sailing. He served on the Board of Directors of the Milwaukee Yacht Club for four years and he currently serves on the Board of Directors of the Milwaukee Community Sailing Center.

Nick has studied sailing, sailors and sailing clubs for 12 years, and has interviewed over 1000 sailors worldwide since 2004. He is currently writing a book *"Rescuing the Life Pastime, Why America should go Sailing"* which explores why activities like sailing are suffering participation losses, and what can be done to reverse the trend. The book is slated for early 2009 release.

DENNIS MCCARTHY

MANAGING DIRECTOR OF THE WORLD TRADE CENTER RHODE ISLAND
AT BRYANT UNIVERSITY



Dennis is the Managing Director of the World Trade Center Rhode Island at Bryant University where he is responsible for helping organizations build business relationships with organizations around the world. Dennis advises companies on trade opportunities and risks while leveraging business, government and academic channels. He maintains a network of U.S.A. based consultants and has established a network of individual and institutional partners around the world. Client projects by industry and country vary but include strategic planning, market research, market entry, agent/distributor searches, export compliance, sourcing and others.

Prior to working with the World Trade Center, Dennis was the founder and president of Open Borders, Inc. an international and domestic market research firm. He worked across multiple industries in support of partner organizations including the Rhode Island Export Assistance Center, the Small Business Development Center, and the International Executive Service Corps.

BILL GOGGINS

COMMERCIAL MANAGER, HARKEN YACHT EQUIPMENT



Bill is the Commercial Manager at Harken Yacht Equipment. His responsibilities include executing Harken's global marketing and brand strategy as well as coordinating their global sales force from the company's headquarters in the USA and its offices in Italy, France, England, Australia, New Zealand, Sweden and Slovenia. Bill is the President of the Sail America's Board of Directors, and was formerly the Chair of their Marketing Committee. Bill was born near Annapolis, where as a toddler, his father introduced him to sailing on the Chesapeake Bay. Following his family to Milwaukee, Wisconsin, Bill continued sailing competitively in one designs and keel-boats on the Great Lakes and worldwide. His latest toy is a new A Class Catamaran. Prior to joining Harken, Bill worked through graduate school at a local Milwaukee-based advertising agency that specialized in outdoor sports accounts. He earned his BA and MBA at Marquette.



BILL BOLIN

V.P. OF SALES AND MARKETING, ISLAND PACKET YACHTS

Bill graduated from Ohio State University in 1978 with a degree in Biology. Before starting in the retail end of the boating business with Harbor North in Huron, OH in 1982, Bill worked for the State of Ohio Department of Natural Resources Division of Watercraft Education as the coordinator of the state's safe boating program. In 1986, Bill moved to Florida to work for the regional Island Packet dealer and a year later joined Island Packet Yachts to assume management duties for the sales, marketing and customer service departments. He is currently the V.P. of Sales and Marketing for Island Packet, and is in his nineteenth year with the company. Bill joined the Sail America Board in late 2000 and served as Treasurer and VP-Boat Shows before being elected President in January 2005.



WANDA KENTON SMITH

PRESIDENT, KENTON SMITH ADVERTISING & PR

Wanda Kenton Smith is a 28-year marine industry marketing veteran and president of Kenton Smith Advertising & PR, a leading marine agency with global, national and regional clients in both sail and power. Since 1995, the Kenton Smith team has garnered numerous international and domestic accolades and awards for both creative and PR excellence, including top recognition for work on the industry Discover Sailing campaign and DVD, which she wrote and directed. Prior to her agency work, Wanda served 11 years as vice president of marketing for a top marine manufacturer, and previously as editor of two boating magazines and a trade newspaper. She is currently president of Marine Marketers of America and serves as the marketing columnist for Soundings Trade Only, a post she has held for ten years. She was also co-founder of International Women in Boating and owner of Marine Marketing to Women, an educational firm that has trained thousands of boat manufacturers and dealers. Wanda is actively involved in Sail America and has actively served on the marketing committee since 1998.



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