



June, 2009

Dear Sail America Associate:

I'm writing you today with one purpose. To ask for your help—through membership and a commitment to Sail America—to join together to harness our collective energies and resources to create the strongest, healthiest sailing market we can. One word keeps coming to mind as I begin to write this letter for our annual appeal: **ASSOCIATION**

In my opinion, the most important activity we can engage in is to remain ONE. Never has the sailing market faced such strong economic challenges, and never have we needed each other more than today.

If we choose to focus only on our individual businesses without working together, our voices and impact become weak.

If we choose to unify and work together, we create strength and an organized vision for sailing's future.

Changing Tides

Yes, the world has changed, and so has our market. Our needs as companies have changed too. Sail America has already made a number of bold moves to respond to these changes. We reorganized our business model, reduced overhead, and redefined our relationship with NMMA. Our direction today focuses on partnership-building. We no longer depend on the operation of boat shows to maintain our financial stability. While we are actively involved in boat shows and partner with the NMMA and other key show producers and organizers, our new business model gives us freedom to focus on areas that you, our members, have told us are important. And we have several new and exciting partner programs underway!

The Future is Now

Sail America's leadership has created a vision for Sail America that is committed to helping companies achieve success in the sailing market. This process began more than a year ago, when we held our well-received industry conference in Newport, R.I. Not only did each of us who participate take home personal improvement ideas and new relationships based on the networking that took place, but as an association, we also began to discuss and engage in new initiatives aimed at promoting sailing and creating direct sales opportunities. Some of our initiatives include:

- Creating a stronger sailing presence at boat shows – We are exploring smart partnerships with key show organizers to help create the best sailboat shows

possible (e.g. United States Yacht Shows, Newport Exhibition Group, Show Management, NMMA, NCMA, and others.).

- Promoting the sailing lifestyle and bringing new people into sailing.
- Placing a greater emphasis on communications and education.
- Establishing and encouraging regional "Grow Sailing" groups and initiatives.
- Promoting sailing as the ideal "Green" activity and facilitating environmental stewardship throughout the sailing industry.
- Expanding membership to include a broader selection of sailing constituents (dealers, brokers, professional services, individuals, etc.).
- Adding new member benefits (i.e. discounted insurance, health plans, etc.).
- Continuing to be the collective voice of sailing.

How can we take on new projects at such a difficult time? Just as we did when Sail America first took shape in the depths of the early '90s recession – with the spirit of volunteerism. In the absence of national marketing campaigns, and with a smaller, leaner Sail America staff, we need your help and support more than ever. Our commitment is to create a more open structure that makes it easier for members to bring good ideas forward and take ownership of new opportunities and initiatives.

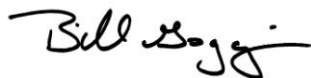
Discounted Membership Rates

Please take action today by joining me as a member of Sail America once again. Our Board of Directors—your colleagues at companies in the sailing business—has authorized two ways to reduce the challenge of making dues payments.

You may choose to split your payments between summer and fall, paying 50 percent of your dues in July and 50 percent in October. Or, if you pay your dues in full by July 1, 2009, you will receive a 5 percent discount.

Either way, we appreciate your commitment to the one association that focuses on the sailing market and glues our industry together. Please also let us know your ideas and how you would like to see Sail America better support sailing.

Kind regards...



Bill Goggins
President, Sail America