



## NEWS & EVENTS

- Pacific Sail & Power Boat Show
- New Sailboat Report from the 2018 Boot Dusseldorf
- What was your happiest sailing memory last year?
- Bureau of Economic Analysis Releases for the First Time Prototype Statistics Measuring the Economic Effects of Outdoor Recreation



## WAYPOINTS

A Newsletter favorite! This month read a Q & A with Jim DiLorenzo of WaveArray



## MEMBER NEWS

- Professional Development
- New Member Profile: Remora Marine
- Sailors for the Sea keeps you up to date on environmental news
- A webinar is coming, find out more inside!



## 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: Branch Manager, Captiva Island, Florida



# SAIL AMERICA

# MEMBER

# NEWS

Volume II 2018



Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT & ASSOCIATION MANAGER

Dear Sail America Members,

Boat show season is in full swing! The Progressive Miami International Boat Show was busy and bustling, very exciting to see! The beautiful sun and warmth was a nice treat from the cold Northeast, but best of all was seeing the Sailing Pavilion out at the Marine Stadium, the docks and tents full of attendees, and so many familiar faces around the show.

The Miami show always features two industry breakfasts, which this year fell on the same day at the same time. The National Marine Manufacturers (NMMA) breakfast featured an annual awards presentation. Congratulations go to our Sail America members listed below for their achievements:



- Consumer Safety Equipment: Weems & Plath for CrewWatcher
- Electric Motor/ Battery Powered Propulsion/ Hybrids: PropEle Electric Boat Motors Inc./Annapolis Hybrid Marine for EP Carry
- Inboard Engines: Yanmar Marine International B.V. for 3JH40 Common Rail Inboard Diesel Engine
- Propulsion Equipment & Parts: Vetus-Maxwell, Inc. for BOW-Proportional

Sailing World and Cruising World Magazine also hosted a State of the Industry Breakfast where Sally Helme presented her annual research and information on our industry. We will be sure to circulate news about this presentation as soon as it is released.

With 50 days to go until the Pacific Sail & Power Boat Show, we have turned our attention to Richmond California for yet another stop in a very busy season. The show website ([www.pacificboatshow.com](http://www.pacificboatshow.com)) is updated daily with new information for exhibitors and visitors to the show. Do you need tickets? Are you exhibiting and need Wi-Fi during the show? Did you know Earth Day falls during the show and we will celebrate the day? You can find this information and more on the website. And if you can't find something you need, let us know. We are here to help.

In other Sail America news, please find the information on page 7 for the upcoming webinar with our friend John Spence. It promises to be an engaging and informative 45 minutes and is free to Sail America members. Please register and mark your calendar!

Between issues of this newsletter, please visit our social media feeds to catch the latest from us on where we are, industry news and, of course, member news.

Warm regards,

*Jim Abel*

Jim Abel

*KR Kelly*

Katie Kelly



# NEWS & EVENTS



## PACIFIC SAIL & POWER BOAT SHOW

## Pacific Sail & Power Boat Show April 19-22, 2018 Craneway Pavilion and Marina Bay Yacht Harbor

Over four exciting days in Richmond California, the **Pacific Sail & Power Boat Show** will welcome sailors, boaters and marine sport enthusiasts to explore a venue full of booths, boats and exhibits sure to entertain and educate all. From seminars to an Earth Day celebration to on-the-water sailing excursions to standup paddleboard yoga, we are looking forward to seeing you at the Craneway Pavilion and Marina Bay Yacht Harbor.

Sail America proudly produces this show each year, and we are very pleased to be back in Richmond. Have you visited the new website produced by the City of Richmond to welcome visitors? Take a peak! Our industry is proudly (and beautifully) featured: [www.visitrichmondca.com](http://www.visitrichmondca.com). Sail America members enjoy a discount to exhibit at the show, and we are working hard to make sure it is an exciting show again this year.

Here are a few things to know:

- Tickets! Tickets are on sale now and available at a discount until April 1. Get yours today! <https://secure.interactiveticketing.com/1.22/19bebc/#/select>
- Seminars, seminars, seminars! We've got four full days of both free and for-a-fee seminars on topics from self-steering windvanes and emergency rudders, to how to get your captain's license, to visiting Mexico by boat, to diesel engines with Nigel Calder, and more! There's something for everyone. So, check out the schedule at: [pacificboatshow.com/seminars](http://pacificboatshow.com/seminars).
- Earth Day, a Coast Guard helicopter rescue, and radio-controlled boats are just a few "extras" we have planned for visitors to the show over the four days. The schedule continues to grow, and you can stay up to date by visiting: [pacificboatshow.com/resources/special-events](http://pacificboatshow.com/resources/special-events).
- Who's coming? You are — we hope! See the list of exhibitors which is updated every day on: [pacificboatshow.com/exhibitors-list](http://pacificboatshow.com/exhibitors-list).

The website is the place to find all information on the show. Are you on social media? We're also sending updates via Facebook, Twitter and Instagram too. Find us, follow us!

Have a question? Need help with something? Call us at 401-289-2540 and ask for Katie, Sara or Stephanie. We want to make this year's show the very best!





# NEWS & EVENTS CONT.

## New Sailboat Report from the 2018 Boot Dusseldorf

By Mark Pillsbury

The international boat show in Dusseldorf, Germany, has a little something for everyone. Beer halls, pork knuckles, boats and all manner of water toys — it's hard to top Boot Düsseldorf, the largest watersports show on the planet, that's held each January along the banks of the Rhine River. By the numbers, the 2018 show attracted 1,923 exhibitors from 68 countries, which filled 2.3 million square feet worth of floor space in 16 sprawling halls with just about every sort of gadget or craft that can deliver fun on the water. There is, literally, something for each and every one of the 247,000 visitors from 94 nations who take advantage of the citywide, free trolleys and trains to flock to the Messe complex.

There are wave pools and beach displays, charter companies and dinghies, pontoon boats and catamarans and diving gear and swimwear. Me, I went to see sailboats — two entire convention centers full of them, in fact, ranging from tiny one-person foiling skiffs to 75-foot luxury yachts.

To kick things off moments after the show opened, German sail and powerboat builder Bavaria hosted a carnival-like reception at its stand. As a boatload of new models were introduced, the music swelled and an agile young gymnast climbed aloft toward the rafters on flowing white drapes. Drummers and a violist poised on the bows of various boats erupted with a pulsing beat, and soon, they too were hoisted into the air. It was all a quite entertaining backdrop for the launch of Bavaria's new C45 and C50 cruising models and its flagship, a stunning 65-footer, all from Cossutti Yacht Design.



*Photo courtesy of Cruising World.*

But Bavaria wasn't the only show in town. Rival German builder Hanse introduced its new 588 and 675, as well as newly styled 388, 348 and 548 models. Look for all of these boats to make their way to shows in the U.S. over the next year, along with catamarans from Privilège, the French builder that Hanse has acquired. Also new to the multihull scene is Dufour Yachts, which displayed a model of its soon-to-be launched 48-foot catamaran. The company also introduced its twin-wheel Dufour 360 Grand Large cruising sailboat at the show.



*Photo courtesy of Cruising World.*

Italian builder Grand Soleil had a few new models to show off too: the L.C. 46 and L.C. 52, both long-range cruisers, and the very racy 34-footer that looked like it would be an absolute hoot to sail. Swedish builder Najad is back in business and came to Dusseldorf with a new Farr-designed 395, a thoroughly modern twin-wheel cruiser that still has the look and feel of the company's older models.

From England, the Discovery Yachts Group came to town with its new Southerly 480, a lifting keel bluewater cruiser. In addition to the Southerly and its line of fixed-keel Discovery models, the group also produces Bluewater Catamarans. French builder Wauquiez rolled out its new Pilot Saloon 42, designed by Olivier Racoupeau. Among its many features are windows that become opaque at the touch of a switch, eliminating the need for blinds or curtains. Catamaran builder Fountaine Pajot announced two new models at the show, a flybridge 67-footer and a couple-friendly 42-foot model. Rival Lagoon Catamarans also brought two new models to the dance, a 40-foot cat and a stunning new 50 footer that will be added to its Elegance line.

All in all, it was a lot of innovation and new styling to absorb. My take away from the show: European sailboat building is thriving. Expect a transatlantic invasion coming this way soon.

To read the full article: <https://www.cruisingworld.com/new-sailboat-report-from-2018-boot-dusseldorf#page-3>



# IN THE NEWS CONT.

**What was your happiest sailing memory last year?**



Email [kkelly@sailamerica.com](mailto:kkelly@sailamerica.com) with your response.

**We'll feature the best stories next month! Don't forget to include a photo!**



# NEWS & EVENTS CONT.

## Bureau of Economic Analysis Releases for the First Time Prototype Statistics Measuring the Economic Effects of Outdoor Recreation

Americans who hit the trails to ski, bike or hike aren't just working up a sweat; they're also generating economic activity. Outdoor recreation accounted for 2.0 percent of the U.S. economy, or \$373.7 billion, in 2016, according to prototype statistics for the Bureau of Economic Analysis' newest special account.

The outdoor recreation economy grew 3.8 percent in 2016, compared with the overall U.S. economy's 2.8 percent growth that year, the data show. This is the first time BEA has put numbers to a group of activities that encompasses catching fish, riding horses, flying gliders and more.

"Businesses need the right data to help them hire, invest and grow. The historical lack of detailed federal data regarding outdoor recreational activities has handicapped both the private and public sectors. The public will no doubt be surprised at the economic importance of this industry as we release prototype statistics measuring the impact of activities like boating, fishing, RVing, hunting, camping, hiking and more. This release is a milestone for business executives, small-business owners, entrepreneurs, and government officials, who will rely on these detailed data to plan, grow, and gain new insights into this dynamic part of the U.S. economy," said U.S. Commerce Secretary Wilbur Ross.

The release of these statistics, covering 2012 to 2016, is a significant step in the development of the Outdoor Recreation Satellite Account. Feedback about the prototypes will be used to help finalize the methodology and presentation of the account, due for final release in the fall of this year. Outdoor recreation will join other BEA supplemental accounts that spotlight specific areas of the economy, such as travel and tourism and arts and cultural production.

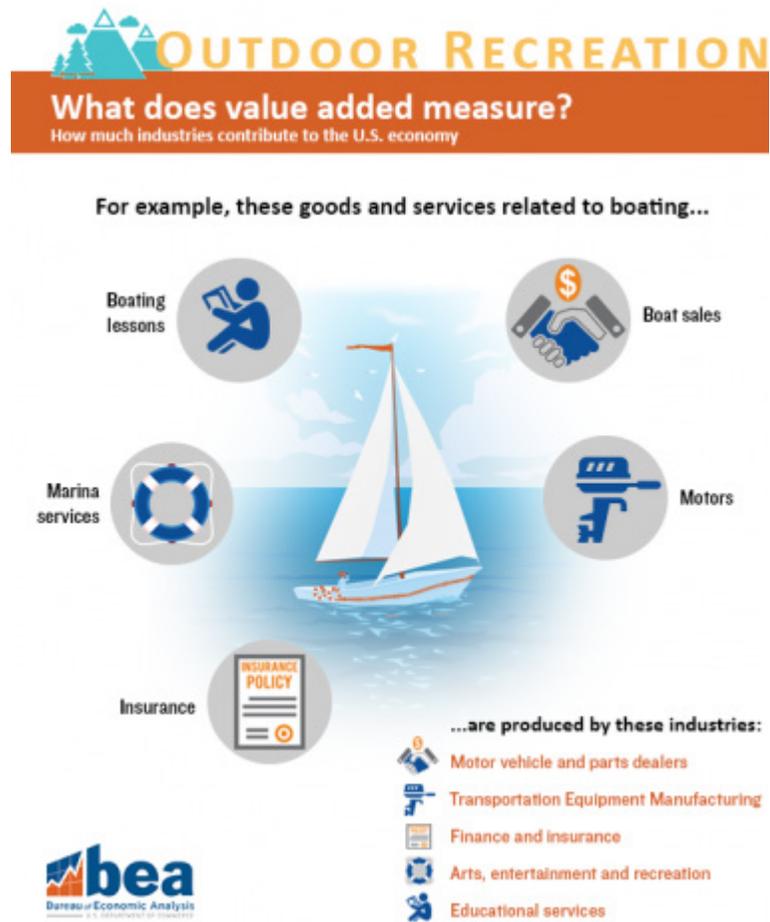
Statistics shedding new light on the economic role of outdoor recreation will help businesses make decisions about hiring and investment and aid the work of policymakers and managers of public lands and waters.

The prototype statistics show the outdoor recreation economy through two different lenses: by type of activity, such as hunting, sailing, and by industries that produce goods and services for outdoor recreation, such as manufacturing or retail trade.

The data for activities is given as gross output—principally a measure of sales or receipts associated with each activity. Output for cycling, for example, includes sales of bicycles, bike gloves and accessories, bike repair services, and so on.

Outdoor activities centered on motorized vehicles, including RVs and motorcycles, stand out from the pack, accounting for \$59.4 billion of gross output in 2016, more than half of it attributed to RVs.

Boating and fishing together represented \$38.2 billion in gross output; hunting, shooting and trapping accounted for \$15.4 billion. When focused on industries, BEA estimated outdoor recreation's role in each industry's "value added" – a measure of its contribution to the U.S. economy or gross domestic product.



Graphic courtesy of BEA.

m y  
o r

# PROFESSIONAL DEVELOPMENT

*Sail America Presents:*

## John Spence - Formula for Business Excellence webinar

March 13, 2018  
1:00-1:45PM

**FREE webinar for Sail America members ONLY!**

**Registration required, limited space available.**

**Q&A session with John Spence included.**

John Spence will share his **Formula for Business Excellence**, based on more than 23 years of experience. His extensive work positively affected small startups to Fortune 10 companies, including numerous in the marine industry. This webinar is a fast-paced informational session. Participants will gain numerous ideas and action steps to help their company become more successful.

Sponsored by:



 **John Spence**  
making the very complex...*awesomely simple*



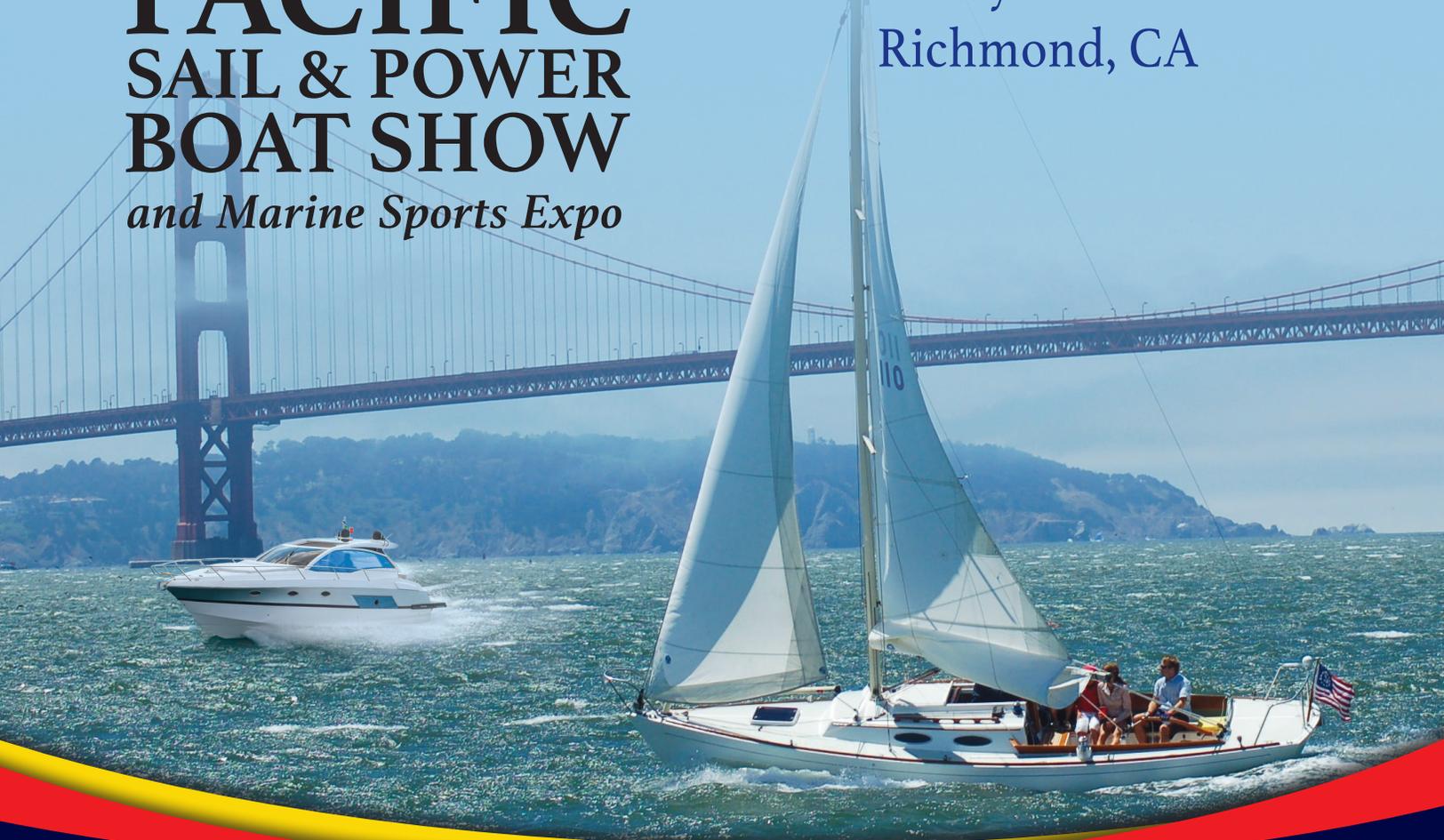


April 19-22, 2018

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](http://PacificBoatShow.com)

Produced by:



Discover **Sailing**<sup>®</sup>  
*The Ultimate Adventure*



@PacificSailandPowerBoatShow



#PacificBoatShow



@pacificboatshow



# WAYPOINTS

**JIM DILORENZO** |  
WaveArray

*We live in the Age of Technology, (I did not know the term IOT, for instance), bigger, better, faster, it is an ever-changing world this business of technology and the possibilities for innovation seems limitless. We at Sail America thought readers might be interested to see what boaters, armed with the techno skills are doing to create fresh solutions to age-old problems like barnacles, and other creatures that attach to everything underwater. Meet Jim DiLorenzo, one of the founders of a new start up, WaveArray as they seek out investors with this clever system. Listen up, please!*

**Q. I think it is safe to say that unless you are active in a technology- related business, your knowledge of this field is sketchy. But your career has been chasing technology, so before we begin, tell us a little bit about your background?**

A. I have an extensive background of several years in high tech in one way or another. I started out of graduate school, where I got a PhD in chemical physics. This was followed by a post-doctoral fellowship at Yale and then on to work for Bell Laboratories in Murray Hill, NJ, where I was until the mid-1980's, when the Bell system broke up. At that time, it was the premier scientific organization in the world dating from the 1920's and 30's. With 7 Nobel laureates, in an industrial lab, it was an incredible place to work. I was involved in research, as a scientist.

After the Bell system broke up many people left research and went into developing products, or running companies, and that was my direction. I moved into semi-conductor technology which in the 1970's and 80's was really the linchpin and the formation of the computer and software industry. After that I ran a public traded company, then a venture capital funded company named Paratek, which was sold to Blackberry in 2012. I stayed with BlackBerry until August of 2015 when I retired.

**Q. How did you come to get involved with this venture?**

A. It started with a move to a winter residence in Florida. A little background.

My career life has been in science and high technology, but on the recreational side I have been a boater my whole life.

My wife and I decided upon my retirement to purchase a home in Naples, Florida. I have been boating on Long Island Sound ever since I was 8 or 9, then New Jersey waterways and then on Lake Winnepesaukee, NH, where we have a summer home.



# WAYPOINTS CONT.

In Naples, I have an electric powered pontoon boat on the dock behind my house and a 26ft Grady White which we keep nearby on the Isles of Capri near Marco Island.

After I retired, I went to volunteer at an organization here in Naples, which was part of the State of Florida Department of Environmental Protection and NOAA. They study the waters in the estuaries in SW Florida, from Ft. Myers down to the 10,000 Islands, where the Gulf meets the inland waterways. They had deployed electronics in plastic piping, the electronics were to measure parameters of water quality, like pH, salinity and chemicals that might be present. They were plagued by biofouling organisms, primarily the growth of barnacles, mussels and other critters. It would encase the electronics inside their piping and they couldn't remove the electronics. There I met a marine biologist who was working as a contract employee, a very interesting guy and we discussed the problem. He mentioned there was research that he and others had done on electronic means of preventing the attachment of barnacles, larvae, mussels, oysters and all the organisms that typically attach to objects in the water.

He tried a small lab experiment and it kept barnacles from attaching. He then did some experiments in the Gulf near Marco Island, where he used the same type of electrical energy he used in the lab. It worked! That drove me to do some market research and explore the magnitude of the problem, worldwide. The data was clear, if someone could do this, not only could it be a commercial success, but also just as important, it would be a significant boost to the ecology and environment. As you know the present technique to solve the problem, anti-fouling paints, can be toxic to the environment.

## **Q. What is the problem currently and what are the solutions at the moment, antifouling paint?**

A. Antifouling paints can be toxic and the ones that are not, don't work. Also, it is very costly for boat owners because the painting needs to be done every one to two years. A typical boat owner who has a boat in salt water sees these fouling organisms, such as barnacles, etc. attach to the boat rather quickly. To remove them the boat must be scraped, sanded and then repainted. Here in SW Florida, the larger boats which cannot be placed on a lift or smaller boats if they are not on one, need to send divers in every one to two weeks to remove the barnacles. According to some here in the Naples area, it costs an average of \$3000 to clean and paint the bottom of a 31ft boat and it only lasts about 12- 18 months before it must be done again.

There are more examples of the problem of biofouling other than recreational and commercial boating. The Navy has estimated that fouling of Navy boats costs them a billion dollars a year in extra fuel and reduces their military readiness. Anything that increases friction of the water against the hull, such as barnacles, reduces speed significantly. Even a 10% speed reduction may not seem like much, but engine efficiency drops rapidly at higher RPM Sort of like driving a car in second gear all the time instead of 4th or 5th gear. Thus fuel usage could increase by 30 or 40%. It is also a big deal to the Coast Guard; there are estimates of 500 million to a billion dollars spent per year, pulling up buoys along the coasts the coasts, scraping off barnacles, etc. so buoys don't sink. It is a big expense.

If you want to have a laugh go on Facebook and search Coast Guard and buoys sinking from barnacles. You will see buoys pulled in by the Coast Guard, with 20ft of barnacles, weighing down the buoys. From a business view there are recreational, commercial and military applications of our system. We think it will have a positive and beneficial environmental impact.

## **Q. Does this apply to all size boats?**

A. Many small boats will use a lift or trailer. Larger boats usually don't. All at some time or other do scraping and sanding and then apply antifouling bottom paint, and or get divers to go underwater and clean off the boat. But any copper-based paint is harmful to the environment, it is labor intensive, and coverage can be spotty. It deteriorates because once biofouling makes its way through an area in the paint fouling can spread. In Florida, in the summer, serious biofouling can happen in in 2 to 4 weeks. In the Great Lakes where they have a serious mussel problems, the water is a little colder, it might be a month or two. It really depends on the temperature of the water; the hotter the water, the quicker the barnacle growth. I would say the ballpark number is a month.

## **Q. Walk me through the technology.**

A. WaveArray technology uses special electronics to create vibrational energy that keeps the critters from attaching. We know it works because we have tested it and compared fouling on treated test surfaces with our electronics to the same surfaces not treated.

We are using a system approach with an array of anti-fouling devices. It is a smart system, with continuous monitoring, adjustment and control to ensure constant control and effectiveness of our antifouling devices.

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



## Sailing Industry Events

- Pacific Sail & Power Boat Show – Richmond, CA/April 19-22, 2018
- Annapolis Spring Sailboat Show – Annapolis, MD/April 20-22, 2018
- Progressive Tampa Boat Show – Tampa, FL/September 7-9, 2018
- Newport International Boat Show – Newport, RI/September 13-16, 2018
- United States Sailboat Show – Annapolis, MD/October 4-8, 2018



# MEMBER NEWS



VOLUME II 2018

## 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).

“Accidental bycatch of whales and dolphins poses the single largest global threat to marine mammals.”



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



# NEW MEMBER SPOTLIGHT

*sweet jake*

## REMORA MARINE, INC. |

PO Box 840  
Pismo Beach, CA 93448  
805-201-6301

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



The Remora Marine team is committed to providing high quality, reliable waterproof tools backed by no-nonsense customer service. With its powerful battery-powered motor, proprietary brush system and specially designed impeller hub, the Remora SOLO is ideal for tough hull cleaning jobs. And with a quick, easy brush change, the SOLO becomes an effective tool for other aquatic surfaces, including swimming pools, waterparks, aquariums, storage tanks, and more!





# JOB POSTINGS



## Florida Branch Manager Captiva Island, Florida

This career position is based at our premier Florida location on Captiva Island. Key responsibilities include: Evaluate, train, schedule and supervise staff of full time and part time instructors; train, schedule, supervise and hold responsible cleaning and maintenance personnel; insure the entire Captiva Island fleet is maintained in A-1 cosmetic and mechanical condition (currently Jeanneau 439 and 479; Leopard 48 catamaran, 10 Colgate 26 keelboats, chase boat and ribs); prepare and submit any required reports on daily, weekly and bi-weekly basis, including payroll detail; maintain cosmetic and physical appearance and functionality of classrooms, office, storage areas and docks. This position reports to the Chief Operations Manager, and is expected to communicate with all other branch managers to share best practices and work closely with headquarters sales and marketing team to ensure branch revenue growth.



We want to talk to you if you have the following: Strong management experience; expert sailing skills and knowledge relevant to the courses we teach and boats we teach on; boat maintenance aptitude; expertise in coaching or teaching sailing, with willingness to attain US Sailing instructor certification at the highest levels if not already in hand; proficiency in Microsoft Office operating systems, CRM and

reservations systems. Please fill out our employment application, send it with your work and sailing resume, and a cover letter highlighting why you are the right person for this position to Bryce Jackson, [Bryce@OffshoreSailing.com](mailto:Bryce@OffshoreSailing.com).

For more information, visit: [www.offshoresailing.com/about-us/employment-opportunities/](http://www.offshoresailing.com/about-us/employment-opportunities/)

## Chief Marketing Officer US Sailing



In support of US Sailing's mission, to grow and strengthen the sport of sailing, the Chief Marketing Officer is responsible for the organization's communications, marketing and membership programs. This is a key leadership role responsible for developing and implementing the organization's communication strategy to build brand awareness and the perceived value of membership, and drive membership and program growth. US Sailing has four core programs through which it achieves its goals and national responsibilities:

1. Olympic Sailing Team – Attract and develop the elite talent and all of the required resources that will return the US Sailing Team to its former leadership in Olympic Sailing.
2. Youth Sailing – Create in our youth, extensive competencies and a passion for sailing through programs that emphasize all facets of the sport, from adventure to competition.
3. Adult Sailing – Foster adult participation through learn to sail and ongoing education programs, to safety and National Championships.
4. Competitive Services – Support and expand participation in competitive sailing through a range of services including coach development, handicap rule management, officiating, and rule administration.
5. The success of each of these programs requires development of effective communication and marketing strategies that will drive participation, volunteerism, financial resources and membership.

The Chief Marketing Officer will employ a variety of tools to accomplish the organization's goals including: effective communications, brand development and brand management. Ultimately the goal is to shape the public's perception and awareness of sailing, and to strengthen US Sailing's role as the leader for the sport of sailing in the U.S.

This role requires a forward thinking, analytical and creative leader who understands and can develop innovative communications and marketing strategies and programs to build public awareness, strengthen member engagement, drive membership growth and program revenue, and support active fundraising initiatives driven by the US Sailing Team and US Sailing Foundation. Interpersonal skills that can motivate and foster collaboration with a wide array of stakeholders including staff, volunteers, industry partners and sailing organizations, are critical to success in this role. The position is a crucial member of the organization with a seat on the Senior Leadership Team and is involved in major strategic and operational decisions affecting the organization.

For more information, visit: <http://www.ussailing.org/about-us/careers/chief-marketing-officer/>



# 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).

**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.**

