



## 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 Association Manager.



## 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

Volume III 2017



Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA ASSOCIATION MANAGER

Dear Sail America Members,

One of the fun parts of serving as the association manager for Sail America is getting out and seeing you, our members. Being able to put a name and a face together is fantastic. Even better is getting a chance to talk to you about what is happening in your business, what you are seeing in the industry, and listening to you about what Sail America can do to better support you.



As I sit at the gate waiting to board my flight back to Rhode Island from Milwaukee, I am energized and excited after a terrific 2017 Sail America Industry Conference. For the last day and a half, we had the chance to see new and old friends and colleagues and learn from one another and from other experts about ways to improve our businesses. And let's not forget our sail together. Wednesday was my first time on Lake Michigan and I loved watching the competition, the camaraderie and the smiles as you battled on the race course. Congratulations to the race winners, Jack Gierhart and Margaret and Sophie Podlich. Well done!

The conference presentations spanned a wide range of topics that were timely to our industry, thought-provoking and informative. Have you ever wondered what the motorcycling industry and the sailing industry have in common? I haven't either. But guess what? There are many parallels, and conference attendees were treated to a terrific presentation by Heather Malenshek from Harley-Davidson on the challenges they (and we) face as we fight for a share of our consumers' free time and discretionary spending. Do you have an integrated marketing plan? If not, is it because you think it's too hard or too expensive? It's not. Bill Wagner from ARI Leadership shared tips and advice on simple things we must do given that 70 percent of consumers who are in the market to buy have already decided to buy before they call you. These were just two of the many excellent presentations that were available each day. And when we weren't sitting in the main conference room, we were in the halls, shaking hands, catching up, attending meetings and enjoying each other's company. I learned a lot and hope you did too.

If you weren't in Milwaukee, I encourage you to ask one of your Sail America colleagues more about it. We're already thinking about the location and timing for the 2019 Sail America Conference. We hope you'll join your industry colleagues there for what is sure to be an event that is once again filled with valuable information and the opportunity to network with existing contacts and to make new contacts.

Over the next few weeks, I will continue to reflect on the conversations I had with you, our members and supporters. Meanwhile, if after leaving the conference you had a thought or idea you'd like to share, I'd love to hear it. Call me and we can talk more. In fact, I encourage and welcome you to reach out to me at any time during the year. This weekend my family will launch our boat — a bit later than usual as spring in New England this year has been long, rainy and cold. Regardless of the weather, the calendar tells us that boating season is here, and I'm looking forward to spending time on the water again. I hope you are too.

Warm regards,

Katie Kelly  
Association Manager





# MESSAGE FROM THE SAIL AMERICA PRESIDENT

Dear Sail America Members,

I am truly energized after attending last week's Sail America Industry Conference (SAIC) in Milwaukee.

In my 34-year career for West Marine and participating in the boating lifestyle business, I have attended many industry conferences. This year's event had all the offerings you would expect. Keynote speakers who motivated and inspired critical thinking for business-industry challenges. Great breakout sessions to provide focus and scope for managing business trends that relate to members' success. Dinners, cocktail receptions and a regatta to promote team building and networking. Sail America members who attended gave the conference high marks — it delivered what they wanted. But wait, there's more!



Friday's final session was a brainstorming to solicit feedback from Sail America members. This can be tricky because of the diverse differences in member businesses — e.g., boat builders, dealers, retailers, accessory dealers, sail makers, boating service providers, sailing schools, etc. Nevertheless, we collected a vast amount of input from this brainstorming — information that will help Sail America strengthen its mission to serve its members, fine-tune its workplan that will help in carrying out this mission, and shape the content of future SAICs. Looking ahead, if we were to make one change in the conference schedule, it would be to dedicate a day versus just one hour to collecting this invaluable feedback.

For those who missed last week's conference and those who attended but have additional input, let me hear from you. Share just one idea that is directional, high level and less tactical. What would help your business and/or the sailing industry and provide more value to Sail America members? Base your idea on one of the three challenges below and send it to me by June 26 at [jima@westmarine.com](mailto:jima@westmarine.com).

Brainstorming challenges (select only one):

1. How does your business need to evolve to address industry trends that are affecting the success of your business?
2. What can the boating-sailing industry do to support trends that are affecting the success of your business?
3. What can Sail America do to support industry trends that are affecting the success of your business?

A big 'thank you' goes to members who attended this year's Sail America Industry Conference. You helped make it the success that it was. For those who were not able to attend, I hope you find the opportunity to talk to other members about their experiences and will join us for the next conference.

Others I want to thank include: the Sail America board of directors for their year-round hard work serving the membership; the SAIC content committee: Mark Pillsbury, Peter Trogdon, Deneen Taylor, Erin Schanen and Reagan Haines — for a job well done; Sail America Association Manager Katie Kelly and Sail America staff for their tireless efforts; and to our sponsors for their financial support. Each of you played an important role in helping make this a very successful Sail America Industry Conference.

Sincerely,

Jim Abel  
Sail America President





# NEWS & EVENTS

## Sail America Conference Reaches New Heights

The biennial Sail America Industry Conference (SAIC) wrapped up a productive two days in Milwaukee last week, leaving over one hundred attendees excited about the industry and engaged with each other. “With sailing, learning, brainstorming, and laughing, what was the best part of the Sail America Industry Conference?” asked Jim Abel, Regional Vice President, West Marine and Sail America President. The answer was a resounding, “The people.” Attendees hailed from Washington to Tennessee to Newport to Los Angeles with nearly a third attending for their first time.

On Wednesday afternoon in Chamber of Commerce weather, the highly contested industry regatta was held in six Ensigns on Lake Michigan and set the tone for next two days of content. Bright and early on Thursday and Friday mornings, attendees were treated to a mix of marketing ideas from outside the industry, insightful data from within the industry, and a brainstorm session designed to work on common challenges. On the final day, keynote speaker Bill Wagner from ARI Leadership shared current ideas about our business’ digital marketing. When asked “What is an integrated marketing plan?” he used a bingo card analogy to stress the need to use multiple channels to get your message out. “You now have the ability to reach your customer 24/7 – it’s an unprecedented opportunity,” he continued, sharing specific tips for small businesses.

The previous day, Heather Idema from Bonnier Corporation (Sailing World/Cruising World) introduced “the Sailor’s Voice” - new data from a study conducted exclusively for SAIC earlier this spring. Among the multi-faceted findings, respondents’ concerns for future participation include higher costs, environmental concerns, and rules and regulations. They define themselves as advocates for sailing, mentors, influencers, and educators. And 13% sail with a pet. Sail America and Sailing World/Cruising World will distribute the full results this summer.

“This conference was full of useful ideas, and actionable content. I encourage anyone involved in the sailing industry to plan on attending in 2019,” Laurent Fabre, President of Beneteau America. According to Katie Kelly, Association Manager of Sail America, the biennial Sail America Industry conference will next be presented in 2019, with dates and location to be announced by early 2018.

The Sail America Industry Conference was presented by B&G with additional sponsors support from LH-Finance, Gill, The Moorings, West Marine, New England Ropes/Robline, Yanmar, Beneteau, Ronstan, Cruising World/Sailing World, Imtra Corporation, J/Boats, Elan Yachts, National Marine Manufacturers Association, The Hilb Group, US Sailing, and partners Association of Yacht Sales Professionals and Certified Professional Yacht Broker.



# NEWS & EVENTS CONT.

## Scenes from the Sail America Industry Conference



# Sail America Industry Conference

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# NEWS & EVENTS CONT.

## American Boating Congress Report

On May 15-17, the NMMA's American Boating Congress brought boating industry leaders from around the country into Washington to learn more about current boating issues, the DC political scene, and to share perspectives with their Congressional representatives. Sail America staff Katie Kelly was there, meeting folks from state marine trades associations across the country, as well as representatives from boat builders, engine manufacturers, and a wide range of others who work in the boating field.

Jake Tapper, CNN's chief Washington correspondent, gave a thought provoking talk on the current state of journalism and politics, speaking about the media's attempts to call "balls and strikes." Here are a couple of his takeaway messages:

- The rise of false news, and "weaponizing social media" is incredible unhealthy for our society. What can we each do about it?
  - Carefully check the sources of "news" that you are getting and make sure it's a credible source. You need sources you can trust, even if they are not aligned with your view.
  - Secondly, make sure that we are each purveyors of FACT. From the personal perspective, maybe we can footnote or credit sources of data we convey for business, to be more proactive advocates for empirically true statements?
- Americans need to be able to hear a range of ideas, even if you disagree with them. Tapper quoted President Eisenhower's commencement speech at Dartmouth in 1953, at the height of MacCarthyism:
  - "Don't join the book-burners. Don't think you're going to conceal faults by concealing evidence that they ever existed. .... And even if they think ideas that are contrary to ours, their right to say them, their right to record them, and their right to have them at places where they're accessible to others is unquestioned, or it's not America."

For highlights and a wrap-up summary of the event in DC, please visit the NMMA website: <http://www.nmma.org/press/article/21305>

Have you ever thought about attending this event? Please contact Katie Kelly if you are thinking about it for 2018, and mark your calendar for this eye-opening and networking event: Monday April 30-Wednesday May 2, 2018.



## Boating Safety Update from ABC

A wide range of topics from recreational fisheries and the future of ethanol to the future of US trade agreements were discussed at the recent American Boating Congress. Of particular interest for Sail America Members:

The U.S. Coast Guard has done 2 studies on alternatives to traditional pyrotechnic flares as required safety equipment for many recreational boats. The last study pointed towards red/orange and cyanine (CHECK) alternating LED lights as the best visually, but the colors are quite difficult and expensive to manufacture. As a result, there is additional research being conducted now as to a more practical color. They are hopeful that there could be an alternative to old-fashioned flares in the future. (But don't hold your breath!)

Additionally, the draft U.S. Coast Guard reauthorization bill has language that would require boats offshore more than 20 miles to have a EPIRB or PLB onboard. That legislation is very young, and it will take some time until it's final, so stay tuned.

*Did you know the #1 discrepancy found in boating safety checks is out of date flares? You might want to remind your customers to check those dates as they start off their season!*



# NEWS & EVENTS CONT.

## Introducing

# **DAN**<sup>®</sup> BOATER

Since its inception in 1980, DAN has spent more than 300,000 medical resource hours on duty fielding over 100,000 emergency calls and more than 10,000 emergency evacuations worldwide, making it one of the world's most trusted resources for traveler safety.

As a natural evolution of DAN's successful 36-year service to the diving community, DAN Boater is committed to helping recreational cruisers and sailors in need of medical and travel emergency assistance while traveling and to promoting good travel health and practical boater safety practices through research and education.

DAN Boater is an annual membership program that provides a 24/7 Emergency Hotline, a Medical Information and Travel Assistance Line, worldwide Emergency Medical Evacuation and Medical Repatriation services, Search and Rescue Expense coverage, global medical referrals and prescription assistance, medical guides, and more.

Visit [danboater.org](http://danboater.org) for details on our affordable Individual and Family memberships. And check out the popular DAN Member Stories area of our site to see how DAN Boater is helping real cruisers and sailors like you and your family every day, wherever you travel.



## Register Now for a 2017 YBAA University Educational Event!!

YBAA's annual low-cost YBAA University (YBAA U) events are offered each summer, providing yacht sales professionals with full-day educational programs including: industry issues panels, technology and sales tool insights, timely legal updates, ABYC delivered yacht systems and technical presentations, hot topics discussion round tables and valuable peer-to peer networking.

*10 CPYB recertification credits for participation at each full-day YBAA U event.*



**REGISTER NOW**

Annapolis, MD  
Doubletree Hotel  
Tuesday, July 18, 2017

**REGISTER NOW**

Providence, RI  
Marriott Downtown Hotel  
Thursday, July 20, 2017

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## Preliminary Program Agenda:

- 8:15 – 9:00 **Registration**
- 9:00 – 9:30 **Welcome, YBAA/CPYB Update**
- 9:30 – 10:30 **Technical Presentation**
- 10:30 – 10:45 **Break**
- 10:45 – 12:00 **YachtWorld/BoatWizard/YachtCloser Presentation**
- 12:00 – 12:45 **Networking Lunch**
- 12:45 – 1:15 **Keynote Address**
- 1:15 – 2:15 **Legal Presentation**
- 2:15 – 2:30 **Break**
- 2:30 – 3:45 **Industry Experts Panel Discussion -  
Survey, Documentation, Finance, Insurance**
- 3:45 – 4:00 **Session Wrap-up and Door Prize Drawing**

[CLICK HERE FOR THE COMPLETE AGENDA AND FULL DETAILS](#)



# WAYPOINTS

## JOE LOUGHBOROUGH

Loughborough Marine Interests

***Joe Loughborough interview- One man's flash through 60 years of yachting. With summer finally here, and sailors itching to get out on the water, what better time for a chat with Joe Loughborough whose life has always been about boats, boats, boats. Over at Loughborough Marine Interests, LMI, Joe gathers the A team of artisans who relish the opportunity to work on some of the most beautiful classic wooden yachts ever to come out of the shed, one restoration at a time. Validation came this year with the award for Best Restoration of the Year, beating some stiff competition, for the Santana project, an international competition in the international Classic Boat magazine, the restoration world's spotlight is on Rhode Island based, LMI.***

**Q. Did you first become involved with boats in your childhood?**

A. I think it started when I was 4, that is 60 years now that I have been racing. My childhood years were spent doing a lot of sailing with my family. We lived in a little village called Hill Head, between Portsmouth and Southampton in England and directly across from Cowes. My father was an accomplished sailor, among the many boats, we had an I.O.D. and an 8 metre and our family of 5 boys were always on the water sailing and racing. No surprise that all of us brothers became professional yacht captains.

**Q. How did your career in boats get started, the passion became a profession?**

A. I did my first offshore delivery when I was 16 on a NY32 called Proton 2 from England to the Canary Islands. Having done a spell at Vosper Thornycroft in an apprenticeship program as a naval architect, though I didn't make it all the way through, I preferred instead to hitchhike down to the South of France in search of adventure in racing and deliveries. Interestingly, during a delivery with my brother up to San Francisco via Panama from Grenada, in Costa Rica, we ran across Santana, a boat I recently was responsible for restoring at my company LMI. Even back then in 1972, 73 when they were sailing Santana around the world, it was obvious the boat had great pedigree.

When I got back from California I learned of a skipper opportunity, so, I cut my hair, shaved my beard, borrowed a suit and got a job on a boat called Stiarna, a 12 metre cruising racer. At 19 this was my first job as a skipper. The boat was based in England but for two years we did a lot of cruising in the Med. Then while the boat was wintering in Palma, I got a penchant to go off across



# WAYPOINTS

the Atlantic so I jumped on Miss Two, an Ocean 71 and did the North Atlantic to Charleston. I moved on to Fort Lauderdale to do some boat work and while there I get a call from Malcolm Horsley of Stormvogel. He was in Panama and was headed off to Tahiti via the Galapagos, so, of course, off I went across the Pacific. I was now about 21 and even though I had done some navigational classes in England this is when I really got to learn how to use the sexton and learned so much under the tutelage of Malcolm. Skills I put to the test when I next got a delivery of a 32ft ketch that I took from Tahiti to Hawaii then San Francisco, 44 days in a little boat, what a relief it was to see the Golden Gate bridge through the fog!

I was just the luckiest guy in the world, clocking up all sorts of miles in my formative years, the more miles you could accumulate at that young age, the better your resume. It was easy to find good jobs but it was also a flow of lucky continuity and good timing from one job to the next.

## **Q. When did you buy your first boat?**

A. I was back in England, now 23, when I spotted a Fife 6 metre in Portsmouth Harbor. I contacted the owner, she was for sale and I was smitten with this 1930, Fife 6 metre. I managed to get the guy down to a reasonable price, funny anecdote, I had 1300 pounds and 41 pence in the bank. The boat cost me 1300 pounds, so back then I had the 41 pence for a beer to celebrate.

## **Q. So this was the first of many restorations in your career?**

A. Yes, and I was doing things on a wing and a prayer and a low budget, despite that the boat turned out gorgeous. I sailed her for a bit, but there were no other 6 meters around Cowes to race against, so off I went to join friends doing deck repairs to the boat Stiarna in Ft Lauderdale. Then a phone call brought me to Newport for the first time to do a delivery south in 1978, that was a riotous trip. We left Newport on January 4th, it was 15 degrees below and blowing 25, 30 knots, we, my then girlfriend and I were on a Hood53 called Sea Bird, but we made it out and got ourselves safely down to Bermuda and Antigua.

## **Q. You've tallied nearly 25,000 miles at sea, any hair-raising moments?**

A. I think one of the scariest deliveries I ever did was back when I was 17, we did a slightly aborted delivery on an old 100 square metre, bringing her from Lisbon supposedly back up to the UK. The boat had no engine, weed all over the bottom, she leaked, the sails were awful, basically everything was falling apart. It was blowing 20,25 knots out of the north, the Portuguese northerlies kick up a pretty good Atlantic sea. We were four, really three, since the skipper spent 4 days below, seasick in his bunk. We slogged away, trying to get north to windward, we made 200 miles in 4 days. When the mainsail slides blew off again, we had sewn them on 4 times already, and we were having a bit of a job keeping up with the bilge pumping, the skipper finally said we are turning around and going back to Lisbon.

We were young and stupid and trying to earn some money, we took it back to Lisbon and managed to get ourselves home, borrowing money off people to pay for the ferry ride back. About 6 months later, the owner decided he was going to tow the boat up to England. He got a big Grand Banks trawler and they got her under tow until in the Bay of Brisbane, the boat sank. That was the end of that one.

## **Q. Did you have a mentor or someone among the many who really influenced your career?**

A. Besides my father and Malcolm, when I was in Palma Majorca to drop off an Ocean 60 that I was captain of for a year, after that quick trip to Newport, I interviewed with a gentleman called John Trafford, he was a big part of my yachting career. He had just purchased a Swan 65 and along with my girlfriend, I ended up working for him for about 8 years. He was a fabulous man, caring and generous. We probably did 10 Atlantic crossings, we cruised from Turkey to Bora Bora, went across the Pacific up to California. Before we left the Carib for the Pacific we ordered a new Swan 651. Off we went to Finland with German Frers to discuss design and build and a few changes Trafford wanted to make to the interior. Nautor would have none of the changes, Trafford got cold feet and withdrew his deposit. So instead we went down to see Walter Huisman who had the plans for the new Mistress Quickly on the board, which was a Frers design. John bought the design and that boat became Huaso, an 83ft Frers maxi, built at Huisman.

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



# IN THE NEWS

## Sailing Industry Events

- Newport International Boat Show – Newport, RI/September 14-17, 2017
- United States Sailboat Show – Annapolis, MD/October 5-9, 2017
- Sail America Industry Meeting – Annapolis, MD/October 2017
- St. Petersburg Power & Sailboat Show – St. Petersburg, FL/November 30 – December 3, 2017
- Progressive Insurance Chicago Boat, RV & Sail Show – Chicago, IL/January 10-14, 2018
- Seattle Boat Show – Seattle, WA/January 26 – February 3, 2018
- US Sailing Leadership Forum – St. Pete Beach, FL/February 1-3, 2018
- Progressive Insurance Miami International Boat Show – Miami, FL/February 15-19, 2018
- Pacific Sail & Power Boat Show – Richmond, CA/April 12-15, 2018



# IN THE NEWS CONT.

## Two-time world champion honored by women's sailing group

Linda Lindquist-Bishop received the BoatUS/National Women's Sailing Association 2017 Leadership in Women's Sailing Award Saturday at the NWSA Women's Sailing Conference in Marblehead, Mass.

The award, which recognizes an individual with a record of achievement in inspiring, educating, and enriching the lives of women through sailing, was presented by NWSA president Linda Newland.

BoatUS is a partner of the NWSA, a program of the Women's Sailing Foundation, which is an organization dedicated to enhancing the lives of women and girls through education and access to the sport of sailing.

From the early years when Lindquist-Bishop raced 470's with her brother to her early teen years racing Lasers when her father had to coax her off the lake after sunset to ultimately becoming the first female sailing master at her yacht club, she has been a trendsetter and a leader, BoatUS said.

After collegiate sailing and racing J24s, Lindquist-Bishop made her mark as a leader on the SC70 team that broke every record on the Great Lakes, BoatUS said.

As a pioneer in the all-male world of offshore yacht racing, Lindquist-Bishop made history as a member of the first all-women's America's Cup team, sailing America3. She has sailed on more than 100 teams in the past 28 years, winning two world championships along the way.

"Linda has made a significant impact on improving the confidence of young women through international sailing competitions," Newland said in a statement. "She is a role model for what can be. We are pleased to recognize her commitment to women in sailing with this award."

Through her public speaking engagements and her role as president of Courageous Thinking Inc., Lindquist-Bishop has worked to create leadership opportunities for women in sports and business.

"To add more women leaders to the equation we must inspire and equip, but we also have to change the acceptance for what women can achieve, with those who can provide or prevent access for women at the leadership table," Lindquist-Bishop said.

She continues to champion women in leadership through the efforts of the non-profit Rising Tide Leadership Institute. Lindquist-Bishop founded the institute with Katie Pettibone. They teach and champion the correlation between the skills required to compete in high-technology sports and the skills to compete and lead in the global economy.

Lindquist-Bishop was a key figure in developing the NWSA and has a position on the advisory board.

Source: [TradeOnlyToday.com](http://TradeOnlyToday.com)



# IN THE NEWS CONT.

## Volvo Ocean Race unveils Monohull-Multihull Future

The Volvo Ocean Race has solved the question of whether its future should be monohull or multihull – by opting for both. The introduction of a foil-assisted 60-foot (18.29 metre) monohull for the ocean legs plus an ultra-fast 32-50 foot (10-15m) flying catamaran for use inshore will elevate the race to the ultimate all-round test in professional sailing.

The race announced the next generation of One Design boats – to be introduced in 2019 and designed for use over at least six years – as the centrepiece of its vision for the next decade which significantly raises the game in both sporting terms and commercial value.

“We had a lot of debate about multihull versus monohull – strong arguments in both directions. We decided on three hulls – a monohull plus catamaran!” Volvo Ocean Race CEO Mark Turner revealed at a special event at the Volvo Museum in Gothenburg, home of the race’s co-owners Volvo Group and Volvo Car Group.

“This new formula for the Volvo Ocean Race will, for the first time, test world-class sailors at the top-end of both aspects of the sport – in what remains our core DNA offshore ocean racing on foil-assisted monohulls, plus inshore racing during the stopovers employing the latest ‘flying’ multihull technology.

“We’re using the best tool for each discipline. It’s going to push the sailors, and sailing teams overall, to levels they have never previously had to perform at in order to win one of sailing’s ultimate prizes.”

To win the Volvo Ocean Race in the future will demand expertise in both monohull on the offshore ocean legs and multihull racing in the In Port Series, as both platforms will be raced by essentially the same crew. Currently the In-Port series counts only as a tiebreaker in the case of equal points at the final finish line – in 2014-15 it actually changed the overall positions for two teams, confirming that it was already critical to do well even as a tiebreaker. In the future, the In-Port series will take slightly more importance again, but without changing the fact that it’s the ocean legs that count for the lion’s share of the points.

France’s in-demand Guillaume Verdier is designing the new monohull, which will use the very latest in foiling technology and is essentially a turbo charged IMOCA 60. The plan is that the design will include an option for the platform to be convertible, relatively quickly and inexpensively, to a short-handed rules-compliant IMOCA boat, able to compete in other major events on the IMOCA circuit such as the solo Vendée Globe and two-up Barcelona World Race.

A tender process opened today for the design and build of catamarans (32-50 foot; 10-15 metre) which will be built to a strict One Design rule like the monohulls, permitting much of the very latest ‘flying’ technology to be built in, but at relatively low cost.

“The America’s Cup, one of the other pinnacles of our sport, will always be at the absolute cutting edge development wise, with incredible technology leaps that we will see first-hand in Bermuda next week which are quite stunning,” said Turner. “We have seen the same technological advances in the IMOCA class with the introduction of foils in the recent Vendée Globe.

“Our goal with the Volvo Ocean Race is to set the bar as high as we can within the confines of existing campaign budgets, and within the context of One Design – where one is obliged to lock the technology level for each race cycle.”

Initial builds will be 8 of each mono and multihull, and will be made available to teams on a lease basis, thereby removing the asset purchase barrier that often prevents teams start-up, with sponsors involved in the upcoming 2017-18 edition getting first option. The first of the new boats will be completed by January 2019, with the whole fleet ready by the middle of that year.

Persico Marine in Bergamo, Italy will lead the construction of the new monohull and the race’s own team of boat builders and experts at The Boatyard will complete the final fit-out, at a location to be confirmed as part of the Host City Tender process.

While it will be strictly One Design, there will be a lot to play with and learn on these new machines – plenty of scope for ‘tinkerability’ by the teams in terms of the way the boat is set up to race. Possible evolutions in between editions will be built in as far as possible to the concept from the start.

>> CONTINUED ... **Read the rest of the article at <http://www.sailingscuttlebutt.com/2017/05/18/volvo-ocean-race-unveils-monohull-multihull-future/>**

# MEMBER NEWS



VOLUME III 2017

## Benefit Update

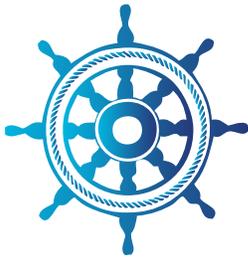
### CONNECT TO YOUR CUSTOMER!

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

“ The fins from up to 73 million sharks end up in the global trade every year. ”



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



# JOB POSTINGS

## Digital Marketing Analyst

BoatU.S., Alexandria, VA

### The responsibilities will include:

- Report, analyze & recommend solutions regarding website traffic via Google Analytics 360 account with business stakeholders
- Place & report on performance of banner-ads on company-owned website
- Run a/b & multivarital tests to optimize our web ROI
- Create & report performance of company-wide surveys
- Assist in social media reporting & strategy

### Job Requirements:

- Bachelor's degree
- Strong interpersonal communication skills for working with various department stakeholders
- Experience implementing, tracking & reporting results via Google Analytics & Google Tag Manager across all platforms
- Hands-on experience running a/b and multivariate tests across webpages using VWO or similar software
- Ability to prioritize & juggle multiple tasks

### Desired Qualifications

- 2-3 years' experience in Marketing Analyst role
- Google Analytics Certification
- Previous experience in office setting
- Boater
- Previous use of ASP Banner ads

BoatU.S., part of GEICO and the Berkshire Hathaway family of companies, offers a range of insurance products and services to recreational boaters nationwide through GEICO Marine Insurance Company and Boat Owners Association of The United States (BoatU.S.) For more information visit us at [www.Geicomarine.com](http://www.Geicomarine.com) or [www.BoatUS.com](http://www.BoatUS.com).

Our employees quality of life is important to us. Full-time BoatU.S. employees are offered a comprehensive benefits program\*, including:401(k) plan; medical, dental, vision and life insurance; paid vacation, holidays and leave programs; tuition reimbursement; employee assistance programs; flexible spending accounts; business casual dress

BoatU.S. is an Equal Opportunity Employer. Background, criminal history and hair drug testing are required as part of our pre-employment process.

**How to Apply:** You will need an active email address and phone number. Email [HRKari@boatus.com](mailto:HRKari@boatus.com) your resume and salary requirements, preferable as Word.doc files or PDF.

**Learn more:** <http://www.boatus.com/employment/jobs.asp?job=988>



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# MEMBER NEWS

## MEMBER REFERRAL BONUS



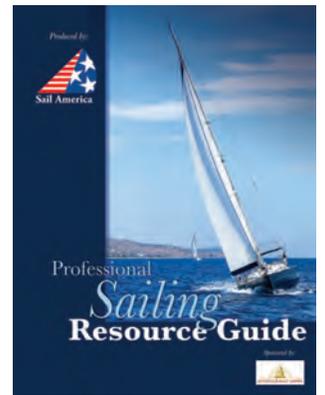
As a valued member of Sail America, you can play an active role in helping your industry trade association grow its membership by referring other companies in your network who would benefit from Sail America membership. By referring new member companies, marine reps, sailing schools, riggers, and manufacturers, 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 releas-es or inquiries for consideration to Stephanie Grove: [sgrove@sailamerica.com](mailto:sgrove@sailamerica.com).