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SAIL AMERICA

MEMBER

NEWS

Volume IV 2018



Promoting the health and growth of sailing.



MESSAGE FROM THE SAIL AMERICA PRESIDENT & ASSOCIATION MANAGER

Dear Sail America Members,

Finally! Spring is showing up in most areas where Sail America members and sailing customers work and play. Sailors are starting to launch their sailboats. For those of us making our living in the marine industry that also means business is picking up.



Each spring, Sail America hosts the annual Pacific Sail & Power Boat Show in Richmond, California. That includes this year's April 19-22 show. As part of that event, we were excited to host the Sail America Industry Breakfast at which Katie Kelly, Sail America association manager, provided an association update and boat show awards and Sally Helme — publisher of the sailing division of the Bonnier Corporation and responsible for their three Newport-based magazines: *Cruising World*, *Sailing World* and *Power Cruising* — presented on the state of the sailing industry and upcoming events.

I would like to extend kudos and thanks to the Sail America staff, who spent time away from families to deliver the Pacific Sail & Power Boat Show. While they *always* work hard for Sail America members, they always also put in special effort for the Pacific Boat Show and the Sail America members who attend.

So, I would like to recognize Katie Kelly, Sail America association manager; Jorgen Bateman, boat show operations manager; Sara Watson, boat show sales coordinator; Kayce Florio, finance manager; Michelle Umberger, cruising seminar coordinator; and Stephanie Grove, administration manager. It is a team that always works hard to promote the goals of Sail America and you, its members.

Sincerely,

Jim Abel

Jim Abel
President Sail America

Dear Sail America Members,

Welcome spring in Rhode Island! Shrink wrap is coming off. Activities on the water are buzzing. The calendar of sailing season events in the Northeast is full. We are ready!



Our busy month of engagement with members started with preparations for the April 2018 Pacific Sail & Power Boat Show. It was a great show, it was nice to see so many of you, read on to find the Show recap and a few sights from the four days we were in Richmond. And, please take a moment to complete the Exhibitor survey, your feedback is important to us!

And speaking of surveys, thanks to those who completed the Sail America Member Satisfaction survey. If you didn't receive it and have comments or questions, please call me. Your input is important. You'll read the results of the survey in the next issue of SA News. Stay tuned!

Company news is industry news. Our Sail America audience looks to stay current on what is happening in the industry. So, if you have news, please share it! We'll include it in the newsletter and spread the word on social media.

Coming soon are announcements for two Sail America events – the Sail America Industry Conference 2019 and the 2019 Pacific Sail & Power Boat Show. Hope to see you at one or both!

Happy spring!

Katie Kelly



NEWS & EVENTS



Thousands Attend the 2018 Pacific Sail & Power Boat Show's Celebration of Marine Sports

Thousands of boating enthusiasts and community members attended the [2018 Pacific Sail & Power Boat Show](#) over four days April 19 -22, celebrating sailing, boating, and the marine sport lifestyle at the Richmond waterfront's Craneway Pavilion and Marina Bay.

"We welcomed a truly dedicated maritime crowd this year and look forward to the 2019 boat show," commented Katie Kelly, Sail America Association Manager. "The new ferry service will make it easy and fun for San Francisco folks to visit the show, as they are building the new Richmond terminal at the Craneway Pavilion."

In its third year in Richmond, this year's show expanded the exhibit space and in-water boat showcase and featured additional global participants. Boat show visitors crowded around the new sail and power boats and shopped for exciting and new marine products and gear. " We had lots of quality inquiries about our products," said exhibitor Sean Svendsen of Svendsen's Marine & Industrial Supply. Shoppers took advantage of expert advice and great boat show discounts.



"We're so happy with the turnout and enthusiasm," commented Matt Lewis [Visit Richmond CA](#). "Richmond has so much to offer this audience – from the dog friendly atmosphere to our hospitality establishments and wonderful restaurants. We were pleased to direct many of the attendees to our neighborhood gems with the [Richmond Trail Guides](#) on such a gorgeous weekend."

Over 2,000 visitors participated in the ongoing seminars learning about weather forecasting, surface pressure charts, marine diesel engine troubleshooting, offshore cruising, medical emergencies, and more. Hands-on boating clinics featuring both sail and power boats were popular and radio-controlled model yacht racing was a favorite activity for young and old alike.

Environment and safety were a focus of the outdoor activities. The U.S. Coast Guard showcased their water rescue helicopter and Groundwork Richmond hailed Earth Day with training and guided kayak tours. US Sailing presented the **Arthur B. Hanson Rescue Medal** to Roger van Hertsen and his father Evrand van Hertsen for their rescue of swimmer Christian Einfeldt, who was severely injured by an attacking sea lion in San Francisco Bay in December of 2017.

Camaraderie among the boating community was at an all time high. Latitude 38's TGIF Party was filled to capacity on Friday night and Cruising Outpost's Cruisers Party was a big hit, raising money for the **Education Tall Ships Project** in Sausalito, CA.

The Pacific Sail & Power Boat Show thanks its generous sponsors, Svendsen's Marine & Industrial Supply, Gill, Cruising Outpost, New England Ropes, West Marine, Weems & Plath and Ocean Navigator.



NEWS & EVENTS CONT.

Thank you to our Sponsors!



PACIFIC SAIL & POWER BOAT SHOW

**OCEAN
NAVIGATOR**
MARINE NAVIGATION AND OCEAN VOYAGING



**SVENDSEN'S MARINE
& INDUSTRIAL SUPPLY**
BAY MARITIME GROUP



NEW ENGLAND ROPES

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West Marine

For your life on the water.

CRUISING
OUTPOST

Gill

Weems & Plath®

Manufacturer of Fine Nautical & Weather Instruments



NEWS & EVENTS CONT.

Scenes from the Show





IN THE NEWS CONT.

What's your favorite sunscreen?



Email kkelly@sailamerica.com with your response.

We'll feature the best stories next month.

Don't forget to include a photo!

Thank you for
responding to the
2018 Membership
Satisfaction Survey!

Look for a survey summary report in the next issue of SA News.



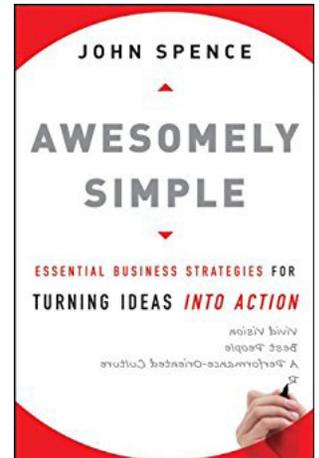
PROFESSIONAL DEVELOPMENT

Five Ideas for a Better Future

After last month's exciting Sail America Members-Only webinar with John Spence, I read a copy of his "Awesomely Simple" book. It gave me inspiring ideas for not just business, but life! At less than 200 pages, it's an easy yet thought-provoking read, with questions to ask yourself and checklists of things to think about and actions to take. I particularly enjoyed the case studies, which personalize the lessons he's conveying.

Here are five ideas to get you thinking:

- "The future of your company is directly tied to the quality of talent you can attract and keep."
- "Stop any meeting, discontinue any report, eliminate any procedure . . . that does not add real value to the organization and allow people to do their jobs more efficiently, effectively and quickly."
- "In a non-monopoly business, the immutable law is that profit follows only quality and service; quality of service comes only from good people; and good people come and stay only where they are well treated," says Carl Rapp, CEO of Philadelphia Gear Corporation, the subject of one of John's case studies.
- "It amazes me how many companies fail to realize that some of their lowest-paid and often least-respected employees are actually in the best position to make or break the future of the company."



And here are three "watchwords" to excellence:

1. **Focus:** "have a clear vision of what excellence truly looks like to you, then focus intensely on that picture every single day."
2. **Discipline:** "take the steps necessary to achieve it."
3. **Action:** "The amount of excellence you achieve is directly proportional to the amount of focus and disciplined action you apply to your journey."

If you read John's book, I almost guarantee you too will come away inspired to practice some of his "awesomely simple" wisdom in your business, and perhaps even in your personal life.

[Find it on Amazon.](#)



THE AMERICAN
BOATING
CONGRESS

MAY 9-11, 2018

Renaissance Hotel · Washington, D.C.

Did you attend the 2018 American Boating Congress?

*Look for a report in the next issue of SA
News.*



WAYPOINTS

NANCY PIFFARD

Show Director, Newport International Boat Show

Each September, the Newport International Boat Show brings sail and power together with in-water and on-land exhibits, boats, demonstrations, boater training, and new products entering the US market, all wrapped up within a world-class yachting destination. At the helm of that event is Nancy Piffard, an 18-year veteran with Newport Exhibition Group, who as Show Director, manages a year-round team of five and a temporary show team of 80. Nancy's been boating since she was young, waterskiing in Narragansett Bay (brrr!), cruising the east coast and BVI's, and racing sailboats on weeknights. As she aptly puts it, "boating has been a part of me my entire life."

In the midst of New England's very wet spring, Sail America was able to catch up with Nancy and gain some insights from this industry expert about her career and challenges for the industry, as well as tips for maximizing your own show exhibits.

Q. Nancy, how did you get into the industry, and what's surprised you about it?

A. I was working on a project with a marketing consultant who was also a consultant for Newport Exhibition Group (NEG). He mentioned that a Show Director position was open at NEG-- and he thought I would like the job. Although I wasn't looking to make a job change, he was a good friend, knew me well, and had a strong feeling about it; and, as they say, the rest is history!

"I'm lucky to be in an industry that brings joy to people- whether blue water sailing, or just enjoying the sunshine, boating is good for the soul."

What surprised me is that I have the best job, it's never dull. It's challenging, interesting, and constantly changing. I love getting to know all the exhibitors. I'm lucky to be in an industry that brings joy to people- whether blue water sailing, or just enjoying the sunshine, boating is good for the soul.

Q. Any tips on how to staff and work year-round for a big event that happens for one week of the year?

A. My tip - stay calm and organized, have a written, detailed plan for the week, month, quarter – and work off that. We have a core staff of five women who work year-round, concentrating on exhibitor and sponsor sales, marketing and operations. Once the show ends, the next year begins, starting with wrap-up; what worked, what needs improvement. That leads to strategic planning sessions; i.e., site changes, addi-



WAYPOINTS CONT.

tions, cost estimates, prospects, site renewals, followed by budget season. By that time, its March and contracts are due! We also hire spring and summer college interns to assist the sales team. Before we know it, nearly 80 temporary staff need to be hired and trained for show week.

Q. What's your biggest management challenge?

A. Luckily, I have a core team that is truly vested in all aspects of show production. They have many years of experience and knowledge combined. While this is great - it can also provoke intense discussions and different opinions. It's my job to ensure an environment where these differences are respected, and everyone is valued. Ultimately, we are all working toward the same goal - what's best for the show. We are stronger as a team than as individuals working in a silo.

“Hosting a Big event? Stay calm and organized, have a written, detailed plan for the week, month, quarter – and work off that.”

Q. Having seen a few exhibits over your career (both in the water and on land), what suggestions would you offer to those who exhibit at any boat show?

A. Don't judge people on how they look - you never know who is in the market to buy. Interact, be accessible and helpful. Promote your participation in the boat show ahead of time, invite your current customers and prospects to stop by your exhibit. As show producers, we market NIBS aggressively across all mediums, but exhibitors should do the same for even more impact. It's easy and cost effective: send an electronic invite, email a ticket, use social media. Don't rely on just our marketing and PR to bring in your customers.

Q. There are changes happening in the US market for boating, and for your show. What are you seeing and what modifications are you making?

A. The aging demographic certainly has an effect, and for younger people the lack of free time is an issue. An older, retired couple may have the means and the time, but sailing has physical demands. Millennials are chasing the job of their dreams - which may take them away from coastal areas where they boated as children. Hopefully they'll gravitate back, but it may take a while. Boating is expensive regardless if you sail or powerboat – that also deters many. Because people are strapped for time, powerboating is a quicker alternative to getting out on the water- and that affects the sailing industry.

To help grow boating – NIBS offers the “At the Helm” program, educational workshops, and banks who offer pre-qualified financing prior to the show. We have a dedicated area in NIBS where prospective buyers can demo boats. Boating Clubs, which participate in the show, are more popular than ever - with increased memberships and franchises popping up all over the country.

Q. Within sailing, what are you excited about for the future, and what concerns you?

A. I am excited to see more multihulls in the New England waters as well as companies building entry level, user-friendly, affordable sailboats. We all have to do our part to help increase the number of people in the sport.

Another concern, in my opinion, is that sailboats (and all boats for that matter) have become more complex with electrical systems, electronics, etc. I do believe it makes boating safer and more comfortable, but it may intimidate some people. Boaters need to educate themselves on the systems in their boats. Thankfully, I'm seeing a trend where products are being developed to make it easy to gain that knowledge.

Q. On the professional development side, if you could tell your 25-year old self something that you now know, what would it be?

A. Be flexible and creative because change is inevitable. Be a problem solver, find a solution and don't contribute to the problem. Be a person who motivates others. Most of all – like and believe in what you do. Don't forget to find balance so you enjoy life along the way. Learn everything possible about the business you are in. Read, Read, Read. Be able to talk about sports, world events, history, and nature. Work hard, have fun and give back.



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



Sailing Industry Events

- 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
- Sail America Industry Breakfast – Annapolis, MD/TBA
- St. Petersburg Power & Sailboat Show – St. Petersburg, FL/November 29 – December 2, 2018
- Progressive Chicago Boat, RV & Sail Show – Chicago, IL/January 9 – 13, 2019
- Progressive New York Boat Show – New York, NY/January 23-27, 2019
- Seattle Boat Show – Seattle, WA/January 25 – February 2, 2019
- Progressive New England Boat Show – Boston, MA/February 9-17, 2019
- Progressive Miami International Boat Show – Miami, FL/February 15-19, 2019





IN THE NEWS CONT.

Start With An Audacious Goal: All Sailors, All Sailing on the First Weekend of Summer

How can Sail America members participate and benefit from Summer Sailstice? By being a part of getting the world sailing on June 23rd. Since 2001 Summer Sailstice has been uniting the world in a shared celebration of sailing. This is an opportunity for Sail America members and the entire sailing community to showcase the best of the sailing lifestyle.

It's not about foiling, the America's Cup or the Volvo ocean race, it's about the J/22, Rhodes 19, C scow, Pearson Triton and hundreds of thousands of everyday sailors participating, sharing and demonstrating how sailing is enjoyed by all. It's about connecting everyone with the soul of sailing.

Summer Sailstice happens at the beginning of the peak sailing season – the solstice, when the days are long, school's out, programs, camps and clubs are active and sailing conditions are predominantly at their best. It's an event that encourages all our customers to start the summer by sailing, and this year it's on the weekend of June 23rd.

If you and your customers are not enthusiastically participating in sailing now we all miss the benefits of participation.



Our shared goal? No sail left unfurled!

Idle boats means idle sailors. Boats that never leave the boatyard, the mooring or marina are like airlines that fly at 10% capacity. Summer Sailstice is our opportunity to inspire sailors to do what they love best – bring friends and get out sailing.

Now is the time to use all your communication tools – ads, eNewsletters, social media, and word of mouth to inspire your customers, our sailing community to participate for the Summer Sailstice weekend and all summer long. If now now, when?

Once started it can be habit forming. Embracing the first summer sails can lead to an entire summer spent sailing.

The Basic Steps:

Sign up as an individual sailor, organize a club class or dealer event, or support an event in your area.

Use the ['Organize an Event'](#) page to download artwork, copy and posters to include in your customer communications. Let everyone know you are encouraging, supporting and celebrating their participation in sailing.

Want to do more? You can join Sail America and other sailing industry members by becoming a Summer Sailstice sponsor or prize donor.



IN THE NEWS CONT.

The basics are easy, sign up and go sailing. From there you can team up with the rest of the sailing community and dial up your engagement to any level that suits your ability.

What kind of events?

Go to summersailstice.com/events to see who's doing what. You'll discover small clubs, on small lakes you've never heard of running open houses to invite new people (your future customers) sailing. Places like Saratoga Lake Sailing Club in upstate New York introducing new people to sailing while you are enjoying your afternoon sail with friends somewhere else.

There are three ways for sailors to participate:

- as individuals,
- demonstration events
- public events

Individuals participate by signing up to put their racing, cruising or recreational sailing plans on the map. Demonstration events are races, cruises, rallies where the non-sailing public can't participate, public events are open houses, tall ship rides, day charters and other events inviting public participation.

Collectively all these individual plans and events demonstrate a complete picture of who, what, where and how people participate in sailing, whether racing to Bermuda, crossing a pond in Ohio, chartering in the BVI, or experiencing sailing for the first time at a local community sailing location.

How to improve sail shape? Hoist them!

We see it endlessly. Sunny, breezy afternoons on which beautiful, or not so beautiful, boats are sitting at the dock with sails tightly furled, or lashed to the boom under the mainsail cover. It's time for you to help make a change. You can help improve sail shape by helping make sure all sails are hoisted on Summer Sailstice, the first weekend of summer.

Sail Locally, Celebrate Globally

None of us can change the sailing world alone. All of us, sailing together, can make a difference. Invite the world, your customers, your friends, your club, your class to sign up and sail on June 23rd. Then sign up and sail yourself.

www.summersailstice.com



Join the whole world sailing

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Global Celebration of Sailing

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IN THE NEWS CONT.

West Marine CEO Doug Robinson says the company will return its focus on core boaters and wholesalers

West Marine is refocusing on its core customers in an effort to regain market share lost in recent years.

The company has undergone significant changes since being sold to private equity firm Monomoy Capital Partners last fall.

West Marine reduced staff by 20 percent at its Watsonville, Calif., headquarters so it could add staff in retail stores and invest in other areas, such as price reductions.

“The organization, over the years as a public company, had become very top heavy in terms of senior leadership,” West Marine CEO Doug Robinson told Trade Only Today at the Monomoy offices in Manhattan.

Some of the leadership was necessary as a public company filing quarterly reports and Securities and Exchange Commission filings, Robinson said.

“We took those costs out of the business because we no longer have to do those filings, and no longer need that corporate overhead,” he said.

Part of the reduction was to invest in local stores and give team members more influence over merchandise, promotions and events, Robinson said.

Read more on [Trade Only Today](#).



NAUTIC-ON names Sandoval National Director, Business Development



NAUTIC-ON has named marine industry veteran Lou Sandoval as national director of business development. Sandoval, who serves on the boards of the Recreational Boating and Fishing Foundation, Sail America, Recreational Boating Leadership Council and the Chicago Yacht Club where he also serves on the executive board as the Vice Commodore. Most recently, he spent 16 years as a marine dealer principal at Karma Yacht Sales in Chicago. Under Sandoval’s leadership, Karma Yachts became a nationally ranked dealership, with a focus on superior customer service. In February, NAUTIC-ON announced the launch of its smart boating platform. The platform improves the boat ownership experience through connectivity and service.

“The reason NAUTIC-ON exists is to improve the boating experience through intelligent solutions. Lou shares a desire to make a meaningful impact on both the boating and boat ownership experience. He brings direct experience to help our marine partners leverage technology to improve their businesses and provide a better boating experience,” said Adam Schanfield, NAUTIC-ON general manager.

In the newly-created position, Sandoval will lead the development of NAUTIC-ON’s domestic sales and strategic partnerships with dealers, marinas, distributors, boat builders, and other marine companies.

“I have seen the direct business benefit of utilizing technology to improve customer service. The combination of a shortage of skilled labor and increasing customer expectations makes it imperative that the industry leverages technology to work smarter, not harder,” said Sandoval. “I’m very enthusiastic about the power of the NAUTIC-ON smart boating platform and excited to join

Read more on [Boating Industry](#).

MEMBER NEWS



VOLUME IV 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.

“ Because every boat – no matter how big or small – can help protect the ocean ”



Learn more at sailorsforthesea.org.



NEW MEMBER SPOTLIGHT

VIADANA US |

Contact: Jeff Plutchak
2226 Lost Dolphin Road
De Pere, WI, 54115



www.nandjmarine.com

Viadana US. Blurb: Viadana is a Italian sailboat components manufacturer that has been in business since 1961, Located in Bellano Italy, we manufacture high quality products priced less than the US competitors. Viadana Yacht Equipment





JOB POSTINGS

North America Marketing Communications Manager

Gill
Atlanta, GA



The Marketing Communications Manager will be an integral part of the development and execution of marketing, public relations, and communication plans that reach B2B and B2C targets from brand awareness to product promotion. The individual will understand marketing concepts, principles, and tactics and use behavior trends to generate creative ideas. The goal of this position is to promote the Gill brand strategically and exceptionally, engage effectively with the media, trade, dealers, and consumers, increase organization pertaining to the marketing department, and drive sales.

Primary Job Responsibilities

Marketing

- Support and execute all global marine marketing plans in the US, Canada, and Caribbean
- Strategically lead and activate all fishing marketing plans in the US
- Work with the marketing team to develop and maintain a strategic marketing calendar detailed a minimum of 6 weeks in advance, with general goals and events outlined for 6-12 months in advance
- Help direct UK e-commerce team on North America website maintenance and updates
- Lead customer acquisition, retention and conversion efforts, striving to increase email and social platforms
- Work closely with Gill Marine marketing team, ensuring all relevant campaigns are executed at Gill NA
- Contribute to marketing budget creation, decisions and adherence
- Monitor the success of Marketing campaigns through analytics and reporting

Communication/PR

- Primarily responsible for driving fishing, powerboat, and outdoor PR efforts
- Coordinate with PR agency to drive marine PR efforts
- Initiate and manage editorial and feature opportunities
- Work with sales manager to manage sponsorship requests and activate requests creatively
- Organize and activate formal press days, providing media kits and additional information to press
- Maintain industry relationships

Additional job responsibilities include events, advertising, social media, and creative.

For more information: www.gillmarine.com/media/wysiwyg/PDF/Gill_NA_Marketing_Communications_Manager_March2018v2.pdf

Administrative Assistant / Office Manager

JK3 Nautical Enterprises
San Diego, CA



Calling All Team Players!

Excellent opportunity for an administrative/marketing assistant to join a busy yacht dealership and brokerage office supporting sales agents and marketing team.

Role: assist in admin, marketing and sales. Always represent the company in the best possible light with a focus on our clients, and our goal to provide them with the best possible product and customer service.

Ideal candidate will have 2-4 years administrative experience. Previous experience supporting a marketing or sales department is preferred. The ideal candidate for this job is resourceful, has excellent people skills, is a good problem solver and very organized. Boating knowledge preferred but not required.

For more information: sailingjobs.sail1design.com/Employment/administrative-assistant-office-manager-listing-5133.aspx



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 2019.
2. Four complimentary tickets to Pacific Sail & Power Boat Show in Richmond, CA, April 2019.
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.

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.

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.

