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- Major Gift Officer for US Sailing Foundation



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S A I L A M E R I C A

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M E M B E R

**N E W S**

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Volume V 2018

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Promoting the health and growth of sailing.



# MESSAGE FROM THE SAIL AMERICA PRESIDENT & ASSOCIATION MANAGER

Dear Sail America members,

With the summer sailing season in full swing around the country, we hope you are taking time to get out and enjoy being on the water — whether that means taking a client out to introduce them to the joy of sailing or getting out with your family for a few days of rest and relaxation.

Summer is also a time when we here at Sail America put plans in place for a busy season. Starting after Labor Day, we will be hosting events around the industry as well as events you can enjoy right from the comfort of your desk. As Sail America continues to “support the success and growth of its member businesses,” we look forward to having you join us at these events. When we come together, important business relationships can develop, best practice ideas can be shared, and industry trends can be discussed and debated. And we all recognize how collegial our industry is, so coming together is a perfect opportunity for reconnecting with old friends and making new ones.

All this is possible only with your support, your membership in Sail America. This means more than your financial support alone; it also means your participation. Join us at events and include your employees. Also consider joining committees to help enhance programs and events. We’re always looking for new ideas, so please think about signing on. We would love to have you!

Your membership renewal packages are in the mail. If you have any questions or suggestions, please reach out to us. Meanwhile, thank you for your continued support of Sail America and our industry.

Happy sailing and happy summer to you all.

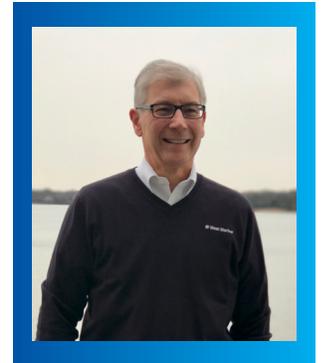
Warm regards,

*Jim Abel*

Jim Abel

*KR Kelly*

Katie Kelly



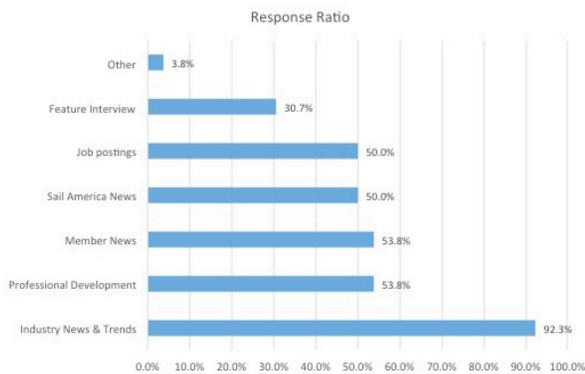
# NEWS & EVENTS



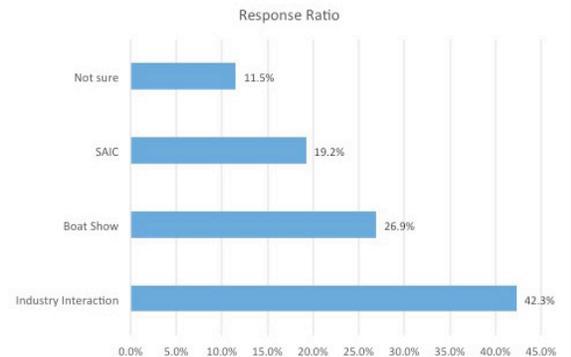
## Sail America Membership Satisfaction Survey Results

**We asked. You responded. We'll listen!** Thank you for responding to our 14-question survey on Sail America membership satisfaction. Your opinion on benefits, events, priorities, this newsletter and more is invaluable to the Sail America leadership. It will guide us in our decision-making, including setting priorities for the upcoming year. Below are responses to just a few key questions we asked. We also asked questions on the upcoming Sail America Industry Conference, the Pacific Sail & Power Boat Show and more. If you'd like to see the full report, please let Stephanie know. We are happy to share the results.

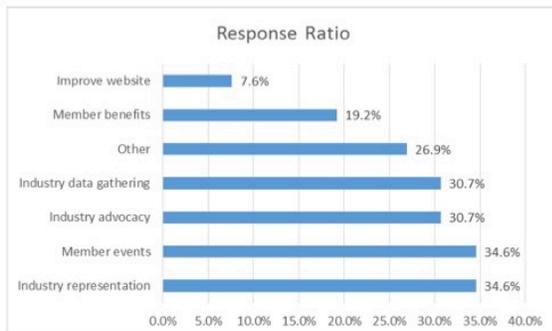
What content would you like to see in the newsletter?



How has being a Sail America member added value to your business?

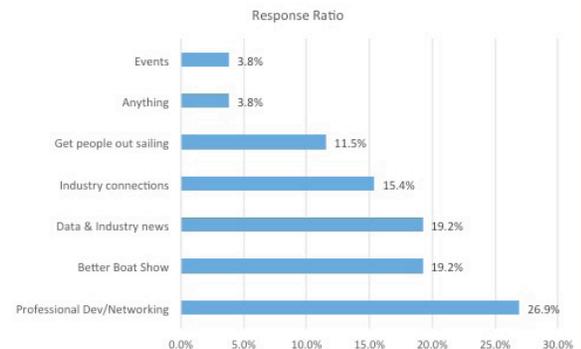


What would you like to see Sail America do better?



\*Most popular write in answer to "other" was improve the Boat Show.

What benefit(s) would add more value to your Sail America membership?





# NEWS & EVENTS CONT.

## American Boating Congress 2018 Brings Issues, Leaders Together

Source: [\*Boating Industry\*](#)

More than 250 attendees met with the nation's leaders and participated in a variety of informative sessions and workshops throughout last week's American Boating Congress.

The marine industry's premier political and legislative event produced by the National Marine Manufacturers Association (NMMA) shed a bright light on critical issues impacting the recreational boating industry, such as getting the Modern Fish Act passed, stopping the year-round sale of E15, and defending the industry from domestic and global tariffs.

More than a dozen high profile speakers, from members of Congress to members of the Trump Administration, addressed ABC attendees throughout the three-day conference, the largest and most influential group of speakers to date.

The lineup included Administrator of the U.S. Environmental Protection Agency (EPA) Scott Pruitt, U.S. Secretary of the Interior Ryan Zinke, and heads departments such as NOAA (Assistant Secretary of Commerce for Oceans and Atmosphere, Rear Admiral Tim Gallaudet) and the U. S. Coast Guard (Captain Jennifer Williams). Keynoting ABC was Chris Wallace, award-winning journalist and host of FOX News Sunday.

"There has never been a more critical time for the recreational boating industry to exercise its advocacy as we face major policy decisions coming to a head this year," said NNMA President Thom Dammrich. "We commend the organizations and industry stakeholders who joined us at the American Boating Congress and their advocacy work beyond Capitol Hill to educate the nation's leaders. And we thank our leaders for listening to the boating industry's policy concerns and what needs to happen to ensure the thousands of U.S. marine businesses and employees, and millions of American boaters are protected for generations to come."

Additional highlights of ABC 2018 included the conference's issue workshops, which covered everything from trade and fuel policy, to fishing access and jobs, which were designed to help ABC attendees navigate the industry's most important issues ahead of the conference's Hill Meetings, where attendees had a collective 180 meetings with members of Congress and their staff including Sen. Richard Burr (N.C.), Sen. Dan Sullivan (Alaska), Sen. Bill Nelson (Fla.), Rep. Jimmy Duncan (Tenn.), and Rep. Bill Keating (Mass).

New to ABC in 2018 was the Marine Industry Panel & Breakfast - "The Power of Advocacy," featuring industry leaders Dana Russikoff of SureShade, David Marlow of Brunswick Corporation, Jeff Wasil of BRP/Evinrude, Martin Peters of Yamaha Marine, and Melissa Danko of the Marine Trades Association of New Jersey.

*During ABC, several awards presentations took place, honoring outstanding individuals and companies in the boating industry:*

- **Hammond Marine Industry Leadership Award**, honoring Regulator Marine President Joan Maxwell, and Grady-White Boats President Kris Carroll;
- **Eddie Smith Manufacturer of the Year Award**, honoring Mike Nussman, former president of the American Sportfishing Association;
- **ABC Co-Host Marketing Award**, recognizing the Association of Marina Industries;
- **BoatPAC Award**, Champions for Growth, honoring Formula Boats.

Read more at [\*Boating Industry\*](#).

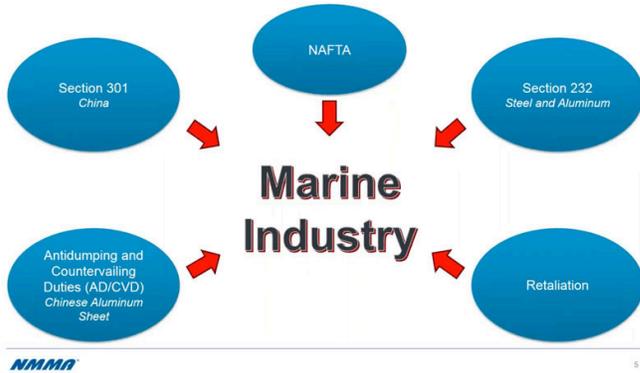




# NEWS & EVENTS CONT.

## NMMA: Bad Trade Policies are Piling Up

*Retaliatory tariffs by the nation's three top boat exporters apply to all new and used U.S. sailboats and powerboats.*



President Trump announced a new round of tariffs on China that would affect marine components being imported from there, further jeopardizing strong growth in the industry, said the National Marine Manufacturers Association.

The Trump administration on Friday announced another round of tariffs under Section 301, imposing a 25 percent duty on approximately \$50 billion worth of 1,300 Chinese products, including nearly 300 marine-related parts ranging from propellers to engines to marine navigational equipment.

“The U.S. recreational boating industry – a \$39 billion industry that supports 650,000 American jobs – experienced another setback due to the Trump Administration’s actions on trade,” said NMMA president Thom Dammrich in a statement.

“Today’s announcement on 301 tariffs once again puts our proud, uniquely American-made industry at the mercy of bad trade policies that are piling up on top of each other,” Dammrich said. “Collectively, these tariffs are causing the price of raw materials and marine parts to rise rapidly and stifling U.S. boat exports.”

The NMMA held a webinar focusing on the previously-announced tariffs affecting the U.S. marine industry last week to help boatbuilders and components manufacturers understand that not just aluminum boats will be affected.

The president is utilizing decades-old laws and unconventional methods with some of our closest allies, prompting retaliatory tariffs on all new and used boats exported to those countries, Nicole Vasilaros, NMMA senior vice president of government relations and legal affairs, said during the webinar.

“There’s a little bit of confusion out there that this is only impacting aluminum boats,” said Vasilaros.

There are three main areas that will be affected — raw materials, components and exports.

Tariffs on aluminum sheet that resulted from an uninitiated antidumping and countervailing investigation on China by the Commerce Department has resulted in increased prices worldwide on the cost of aluminum, as well as supply shortages and concerns in the domestic market, Vasilaros said.

“We’ve already seen nearly a 20 percent increase in worldwide price of aluminum,” Vasilaros said. “We know 90 percent of manufacturers source domestically, but combination” of tariffs are causing cost increases. “We expect that continue.”

The nation’s three largest export markets have already threatened or imposed retaliatory tariffs.

In 2017, the industry saw a 9.6 percent increase on exported boats with about a \$1.7 billion value. Retaliation is on all boats, new and used, and apply to the entire boat package. Engines exported alone are not included.

Canada represents \$562 million or 37 percent of U.S. boat exports, said NMMA Canada president Sara Anghel during the webinar.

More than 100,000 new and preowned boats are sold in Canada last year, and more than 65 percent come from the United States.

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



# NEWS & EVENTS CONT.

## NMMA Memo: New Tariffs on Our Industry Move Forward, What You Need to Know Now

The U.S. recreational boating industry experienced another trade setback this morning with the announcement of actions against a host of Chinese products, targeting 300 marine related parts with a 25% tax, including marine engines, navigational equipment, and components. Collectively, these tariffs are causing the price of raw materials and marine parts to rise rapidly and stifling U.S. boat exports.

Here is what you need to know about these side effects and how they will impact your business.

Raw Materials	Components	Exports
<ul style="list-style-type: none"><li>Aluminum is a critical raw material for boat manufacturing.</li><li>In 2017, 117,000 or 44% of boats sold were primarily aluminum based.</li><li>Section 232 and AD/CVD tariffs are increasing global prices on aluminum, resulting in higher prices for marine manufacturers.</li></ul>	<ul style="list-style-type: none"><li>Component parts and accessories add value and safety to boats, ultimately enhancing the user experience.</li><li>Section 301 tariffs impact nearly 300 marine related products with a 25% tax ranging from engines to propellers to marine navigation and component parts.</li></ul>	<ul style="list-style-type: none"><li>Exporting opens huge untapped markets for U.S. marine businesses, with more than 95% of the world's consumers outside the U.S.</li><li>In 2017, exports increased 9.6% totaling \$1.7 billion in value.</li><li>Retaliation from trading partners targets <b>ALL BOATS</b>, not just aluminum, destined for their markets with tariffs.</li></ul>

Our industry is uniquely affected by these tariffs and is the only recreational industry facing retaliatory tariffs from Canada, the European Union, and Mexico. As a result, these taxes are driving up the price of domestically sold boats and making U.S. boats unmarketable in other countries.

President Trump needs to hear from the industry about how harmful these tariffs are. Take action today and tell the president to make a deal that immediately withdraws these tariffs. Sign our petition by clicking here: [www.votervoice.net/NMMA/Petitions/1356/Respond](http://www.votervoice.net/NMMA/Petitions/1356/Respond)

For more information, please visit the NMMA website: [www.nmma.org/government/issues/trade](http://www.nmma.org/government/issues/trade)



# NEWS & EVENTS CONT.

## What's your favorite trailering story?



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!

**MAY  
SURVEY  
QUESTION  
WINNER:  
ZBlock!**



### 2019 Sail America Industry Conference Save the Date!

March 6-8, 2019  
Panama City Beach, Florida  
More information to come  
this summer.



### 2019 Pacific Sail & Power Boat Show



Look for the 2019 Show  
date announcement  
later this summer!



# WAYPOINTS

**DORIS COLGATE**  
Co-Owner, Offshore Sailing School

*Most sailors have heard of Doris and Steve Colgate, co-owners of the Offshore Sailing School. For years, this dynamic duo has been actively engaged with Sail America and a dozen other volunteer organizations, from US Sailing to the Leukemia Cup Regattas and Doris' creation — the National Women's Sailing Association.*

*They've won a wide array of international, national and local awards, including two from the Lee County Vacation and Convention Bureau. Over the past 54 years, they have grown their business from a single location with two boats to the robust business that it is today — with more than 30 full-time staff working in six locations and headquarters, and more than 26 boats.*

*Sail America sat down with Doris to talk about running a successful sailing business; learn about her insights on the industry, today and into the future; and hear her advice for others in this recreation-based industry.*

**Q. You met your husband, Steve, in 1968 at a Sailing Symposium he was running in the Bahamas and then you joined him in 1969. What led you to sailing back then? How did you find out about that particular school? Are there any similarities between your personal sailing experience and your current customers' experiences?**

*“For sales, emailing is so much easier than getting people to pick up the phone. But it's not a productive way to get people engaged. It is a crutch! Pick up the phone!”*

A. “I had recently taken a secretarial job for Bob Bavier at Yachting Magazine. Every Monday, the staff seemed full of spirit, tanned and happily conversing about their weekend's sailing/racing. I was used to grumpy executives on Monday mornings. I had never been on a sailboat. I asked where I could learn to sail. The word was, there was only one place to go: Steve Colgate's Offshore Sailing School. They emphasized that he took care of the boats — “no grass on the bottoms,” said one person. I have been a stickler about grass on bottoms ever since! ...I think there was only one other sailing school at the time, in California.”

“My learning experience was fun! We had very little wind (July on Long Island Sound), but the instructor managed to make the boat go in reverse as well as forward. I found the experience empowering and amazing — and it opened my eyes to how much more there was in the world to learn, and how wonderful it is to be on the water, under sail. These are all words and phrases that I now read weekly on evaluations from our students.”



# WAYPOINTS CONT.

**Q. The U.S. was pretty different 50 years ago, as we are reminded by episodes of “The Dick Van Dyke Show” or “Mad Men.” Back then, the median family income was about \$6,900, and we were working on getting to the moon. Given your long perspective in the sailing industry – and at the same company —what are some of the business challenges you have faced and how have they evolved?**

A. “You bet the world was different. It moved at a much slower pace, and there was time to take a deep breath and get away from work. Now we carry cell phones wherever we go and are working 24/7.

We have been through at least four recessions since I joined the company full time in 1969. We haven’t had to lay anyone off, but we have had to tighten our belts many times. We weathered two major hurricanes that stopped parts of our business in its tracks — for a year at one of our Florida locations (Hurricane Charlie), and five months at both BVI [British Virgin Islands] locations (Hurricane Irma). These were huge losses of revenue, but happily we are coming back well now.

As a woman in a managerial/decision-making position, I was often shunned by male counterparts — notably when opening a new location in Puerto Rico in 1973. I was asked to sit outside the closed-door room next to a Coke machine, while Steve negotiated alone.

On the marketing front, the main source for getting the word out about our products was advertising in SAIL magazine – first with a one-inch ad, then a series of half-page vertical black and white testimonials, then four-color ads in Sail, Cruising World and other sailing publications. That’s all we needed to do, along with some press releases and local newspaper advertising. It was easy to get a writer (on the writer’s publication’s nickel) to take a course and write a story for boating, lifestyle and adventure magazines and newspaper columns. Now those avenues take a back seat to the internet. If you want to get a good article written, you must spend some money, and then wonder if it will be read. Today on the internet, anyone who gets a good webmaster can make themselves look as good as Offshore Sailing School — with underhanded tactics that use our trademarked and registered phrases in PPC [pay-per-click] and other campaigns.

The biggest challenge is the pace at which we must work now. Email is a monster that consistently absorbs far too hours of each of our team members’ days. Legitimate emails that would have been phone calls in the old days — where we could often come to a solution or an answer with just one call — end up going through two to 10 iterations before a decision is finally made.”

**Q. How have your customers and their preferences and boating patterns changed?**

A. “I think our customers are pretty much the same demographics as when we started. Although now they may be a bit younger, and more are bringing along their kids. But, they also have little “free” time and far too many choices on how to use that “free” time and discretionary spending. Regarding kids. Since 9/11 [September 11, 2001], we have found that most parents will not leave the kids at home. So, we adapted our five-day Learn to Sail program to allow parents to bring up to three kids to take the course with them at no extra charge. We used to say the minimum age was 12-years-old. But kids are much smarter and bigger today. So now our minimum age for kids who can come for free with parents is seven-years-old.

In the 60’s and 70’s, learning to sail and particularly racing programs were popular. We used to do 11 weeks straight during the winter, with 20 to 40 participants each week. That’s a lot of avid racing sailors. Now we offer these programs one to three times a year. In the early 80’s we bought our first cruising boat to use in teaching — a 26-foot Pearson. Now we teach on 39- to 48-foot catamarans and 43- to 51-foot monohulls. It is all about cruising. And that is a result of how charter companies have evolved with very strong marketing and easy-to-sail boats. About 75 percent of our customers think they want a catamaran, partly because it appeals to the not-so-sure partner in the family. We try to explain that you aren’t really learning “to sail” on a catamaran; you can’t really get the feeling of sailing or learn how to manage the wind.

But, the good news is we have a lot more women taking our courses now than we did years ago! We still offer some all-women programs each year, but more women are taking our coed courses on their own or with others. We are now talking to women who are buying boats and chartering as skippers, taking their partners and kids with them on cruises as crew.”



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

By Margaret Podlich, [mbpodlich@gmail.com](mailto:mbpodlich@gmail.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.

## Recreational Boating Leadership Council Meeting Summary – May 2018

What is the Recreational Boating Leadership Council (RBLC)? It is a council “created to focus on guiding and overseeing the marine industry’s efforts to increase participation in boating and overcome barriers that would prevent increases in boating participation.” Sail America is a member of the board of the RBLC and joined the meeting recently held at the American Boating Congress in Washington D.C.

Over the course of a four-hour meeting, the RBLC meeting featured report-outs from the many task forces that serve to drive projects that are part of the current RBLC focus. Several task forces are actively searching for new projects, having completed their initial projects. Ongoing projects that continue to impact the boating community were covered by the Marketing Task Force and the Workforce Task Force. Carl Blackwell from the National Marine Manufacturers Association (NMMA) shared updates on the continued success of the Grow Boating and Discover Boating campaigns and websites. While sailing is a part of these websites, Sail America is actively working with the NMMA to further enhance sailing’s participation. Look for more information in future communications from Sail America. And, mark your calendars now! Grow Boating will host a one-day seminar the *day before* IBEX. The seminar is “[Digital Marketing: Join the Evolution.](#)” Please join Sail America for this timely and important seminar!

The Workforce Task Force officially launched “[Strategy 10+1](#)” during the 2018 American Boating Congress. Authored by the Rhode Island Marine Trades Association, the guide outlines strategies to help solve the workforce challenges currently facing the marine industry. “If we can’t build the boats that we can sell, and we can’t service the boats that we have already sold, boating will suffer.” Look for a summary report in a summer edition of Sail America News.

Other task forces sharing progress reports include: Youth Task Force, Education Task Force, New Markets Task Force and the Advocacy and Accessibility Task Force.

Sail America annually attends Recreational Boating Leadership Council meeting and others to ensure sailing is represented and participating in the issues of the boating and marine industries.



# MEMBER NEWS



VOLUME V 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).

“ 8 million metric tons of plastic enters the ocean from the land each year. That's equivalent to about 1.5 million cars. ”



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



# JOB POSTINGS

## Major Gift Officer

US Sailing Foundation

Multiple Locations, Remote



This is an extraordinary opportunity for an experienced fundraiser who is passionate about sailing and seeks to apply their professional expertise to the goal of strengthening the long-term future of the sport. The US Sailing Foundation was restructured in 2016 to secure donor support for US Sailing Association programs that offer sailors innovative, dynamic, inclusive programs as well as opportunities to participate, compete and excel at every level of the participation. Reporting to the US Sailing Foundation Managing Director, this person will be an active participant in conceptualizing, managing and executing complex project plans and strategies to secure investment in programs and initiatives that will foster change within the sport of sailing.

### Responsibilities

- Secure major gifts at the \$10,000 plus level through prospect identification, cultivation and a donor centric approach to fundraising.
- Research, identify and manage a rolling portfolio of 75-100 donors and prospects
- Make direct, face-to-face solicitations and assist board members, volunteers and staff with solicitation strategies (e.g. identify prospects, strategic counsel, donor communications, engagement events)
- Identify core donor affinity and match donors with funding opportunities that align with their values and interests
- Work with volunteers, staff and leadership to align efforts and present a unified approach to the market
- Assist in developing creative fundraising campaigns and stewardship communications
- Participate in multiple, concurrent fundraising campaigns and quickly grasp the full portfolio of US Sailing initiatives to present funding opportunities that align with donor interests.
- Utilize CRM software to track and cultivate donors and prospects and apply consistent moves management strategies
- Track and report progress using specific metrics

### Personal Characteristics

- A true people person with an outgoing nature who can get people excited to achieve big goals together
- Possess an entrepreneur's penchant for action, innovation, taking strategic risks, staying nimble and continually improving.

### Position Requirements

- 5-10 years of nonprofit fundraising experience and a proven track record for securing major and principle gifts through strategic relationship management
- Attentive to details, understanding that donors expect an organized, prepared, detail-oriented presentation with prompt follow-through on promises
- A knowledge of sailing and the variety of constituent groups within the sport
- Excellent persuasive writing skills as well as strong verbal and presentation skills
- A history of creative fundraising campaign development and successful execution
- Working knowledge of donor data management practices and CRM solutions, ideally, Blackbaud Raiser's Edge
- College Degree

For more information: [www.ussailing.org/about/our-people/careers/major-gift-officer](http://www.ussailing.org/about/our-people/careers/major-gift-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 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](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.**

