Creating Sailing Opportunities: Diversifying through Outreach

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Dawn Riley

4 America’s Cups
2 Round the World Races
America True
Oakcliff Sailing
Opportunities

322 Mil Americans
158 Mil Women (+8mil than men)
154 Mil Non-white
12.7 Mil LGBT

All areas Sailing has traditionally ignored...

There are 1.4million sailboats in the water
Only 41,444 are members of US Sailing

That people, is a marketing opportunity!
Opportunities

Outreach Takes Effort ... And is Worth It!

- Opening Day – New Zealand style
- Ask People – MANY times
- Just like in business or a great dinner party – diversity makes it more fun!
Opportunities

Coaching Creates Opportunities:
• Oakcliff
• Gender & Ethnic Diversity

Diverse Leadership is Critical:
• College Coaches Conference – awkward
• Anita DeFranz: IOC Equal means Equal
Lou Sandoval  
President/Co-Founder- Karma Yacht Sales  
Rear Commodore- Chicago Yacht Club  

27 Year Career spanning Fortune 100 companies and Small Business.  
Marine Dealer and Industry Advocate
Lou Sandoval

- Introduced to Sailing in Scout Camp
- Learned to love later in Life
- Left a corporate career to engage in a marine business
- Industry Stakeholder- Advocate, volunteer, participant
Industry is facing some headwinds

Boat Owner Age Distribution - 1997

Percentage of All Buyers

Age Range

<25 25-29 30-34 35-39 40-44 45-49 50-54 55-59 60-64 65-69 70-74 75+
Boat Owner Age Distribution - 2013

Percentage of All Buyers

Age Range

- <25
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70-74
- 75+

Boat Owner Age Is Increasing
Future Boaters?

Boat Owner Age Distribution - 1997 vs 2013

Future Boaters?
World Around Us HAS Changed

Shonda Rhimes on Diversity: “It’s Not Trailblazing to Write the World as It Actually Is”
Why?

- Non-Traditional
- Women
- Younger
- Existing Boaters
Develop Your Strategy

E.E.D

- Engagement
- Employment
- Development
Examples

Vertical Inclusion

Design with Intention
Jason R. Thompson, Director
Diversity and Inclusion
United States Olympic Committee

20 Year Career in Diversity and Inclusion
Diversity and Inclusion training in Healthcare,
Higher Education and Sport
Why Diversity and Inclusion?

US Census Data (Households with Incomes of $40,000+, Race, Age, Gender)

Households with $40,000 Incomes and Over

College Enrollment Statistics

Between 2007 and 2018 college enrollment is projected to increase by:

- American Indian/Alaska Native: 32%
- Asian/Pacific Islander: 29%
- Black: 26%
- Hispanic: 38%
- International Students: 14%
- White: 4%

Source: U.S. Dept. of Education, NCES, Integrated Postsecondary Education Data System (IPEDS)
How do you get the job of driving this truck?
Your Opinion Matters

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