



Strictly Sail Miami 2011
Miamarina - Bayside
Miami, FL

February 17th-21st

Staff Book



**IMPORTANT SHOW INFORMATION
&
STAFF HANDBOOK**

Table of Contents

General Show Informaion and Floor Plan.....Tab 1
Parking and DirectionsTab 2
Official Service ContractorsTab 3
Pre-Paid Seminars.....Tab 4
Free Interactive and Daily Seminars.....Tab 5
Special Show Features.....Tab 6

..



2011 STRICTLY SAIL MIAMI

SHOW STAFF CONTACT CELL NUMBERS

STAFF NAMES

Kevin Murphy – Show Manager
Cell: 401-651-3220

SHOW OFFICE CONTACTS

Courtney Erhardt – Cell: 219-689-1929
Anitra Murphy - Cell: 401-651-8747
Geoff Safron – Cell: 248-259-6622
Gary Edelman – Cell: 847-971-7301
Patti Lawrence – Cell: 513-583-5080

PRESS

Sarah Ryser – Cell: 847-636-9790

SPONSORSHIP

John Marcinek – Cell: 312-543-6802

PLEASE VISIT WWW.STRICTLYSAILMIAMI.COM FOR MORE INFORMATION

STRICTLY SAIL GENERAL INFORMATION

LOCATION / Shipping Address

Miamarina at Bayside
401 Biscayne Blvd
Miami, Florida 33132

IMPORTANT PHONE NUMBERS

Show Office	305-358-6549
Show Office Fax	866-543-0503
Registration	305-416-5017
Show Info	305-347-3254
Press Phone	305-347-3254

Date Available

Monday 02/14/11
Anytime
Monday 02/14/11
Monday 02/14/11
Monday 02/14/11

Show Hours

Thursday, February 17-21, 2011

Thursday, February 17th	10am – 6pm
Friday, February 18th	10am – 6pm
Saturday, February 19th	10am – 6pm
Sunday, February 20th	10am – 6pm
Monday, February 21st	10am – 6pm

Admission

Premier Day –	\$30.00
Adults –	\$16.00
2 Day Pass –	\$30.00

Children ages 15 & younger enter FREE! (when accompanied by a paid adult)

OFFICIAL SHOW HOTEL

Holiday Inn Port of Miami– Downtown
Exhibitors receive a discounted “Strictly Sail” room rate of \$189.00.
For reservations call: **1-800-526-5655**

Opera Suites & Marina

The Opera is proud to offer a special rate to Miami International Boat Show and Strictly Sail Miami Exhibitors and Attendees.

Rates:

One bedroom \$228
Two Bedroom \$287

For reservations call: **305-374-4449**

PARKING AND DIRECTIONS

Park-and-Ride

Park and Ride service is available from the America Airlines Arena with continuous service to all show sites.

Courtesy Shuttle Buses will run between the Park & Ride at the American Airlines Arena, Bayside Marketplace the Miami Beach Convention Center, Sea Isle Marina starting 1 hour prior to show opening and continuing until 1 hour after the show close daily. See Directions and Parking for more detailed parking information.

The daily parking rate is \$10.

Additional Parking Locations (with easy access to the Miami International Show)

1. Drive to the American Airlines Arena and ride the Miami International Boat Show & Strictly Sail Shuttle to Sea Isle Marina and the Miami Beach Convention Center. The Daily maximum rate is \$10.00 for parking. FREE Shuttles run continuously one hour before and one hour after show times.

2. Drive to the City of Miami and park in any public lot or garage within walking distance to the American Airlines Arena. Ride the FREE Miami International Boat Show & Strictly Sail Shuttle noted above. Follow this link to the City Parking Map with public parking rates and hours of operation: <https://www.miamiparking.com/maps/ProximitySearch.asp>

3. Drive to the City of Miami and park in any public lot or garage convenient to a Metro-mover Station (see parking locator map link above). Ride the FREE Metro-mover to the Adrienne Arsht Center/Omni Station and walk across the street to the Sea Isle Marina at the Biscayne Bay Marriott. Follow this link for the Metro-mover Station map: <http://www.miamidade.gov/transit/moverstations.asp>

4. Park at the Minute Park garage located at N.E. 15th Street and N.E. 2nd Ave., a short 4 blocks walk to the Sea Isle Marina at the Biscayne Bay Marriott. The daily maximum rate is \$15.00.

5. Park at the Omni Garage located across the street from the Sea Isle Marina at the Biscayne Bay Marriott. The daily maximum rate is \$30.00.

DIRECTIONS

From the North I-95 South to exit 395/Miami Beach East, exit at Biscayne Blvd. Turn right, follow Biscayne to Port Blvd. (NE 5th Street). Turn left, follow right hand lane into the Bayside Garage.

From the South I-95 North. Exit at Biscayne Blvd. Stay in left hand lane until the stop sign at Biscayne. Turn left on NE 3rd Street; follow the left side of the road into the Bayside Garage.

OFFICIAL SERVICE CONTRACTORS

Decorator:

Carpet, Furniture
Rental, Carpenter &
Decorator Labor

Expo Convention Contractors, Inc
57 N.E. 179th Street
Miami, FL 33162
Phone: 305.751.1234 / Fax: 301.751.1298
Nancy Stewart nstewart@expocci.com

Electrical Services:

EDD Helms Electric
17850 NE. 5th Avenue
Miami, FL 33162
Phone: 305- 653-2520
www.eddhelms.com

Telephone:

Bellsouth Small Business
(800) 625-8879 ext 54488

Catering Services:

Vassilis Mavridis
Dedalos Inc
Phone: 305 859-7800
dedalos@bellsouth.net

**Freight Carrier &
Warehouse Contractor:**

ABF Freight Systems
Roy Franz

Strictly Sail Miami Full Day Paid Seminars Pre-registration and Fee Required

**DIY Presents Two New Interactive Seminars for 2011
Advance Registration Required**

Synthetic Rigging for Cruising Sailboats

February 19th 9am–10:30am, Miamarina at Bayside Tent A

Join us at the Strictly Sail Miami show for DIY Boat Owner's Skills Class on the basics of the synthetic rigging, which replaces steel with ultra-strong lines that sailors can rig and tune themselves. Synthetic standing rigs are increasingly appearing on cruising sailboats. Hear from a leading expert about the options available, and inspect synthetic lines and hardware for yourself — we'll even do a splicing demonstration.

The cost is \$45 for individuals and \$75 for couples. That includes a two-day ticket to the boat show; a gift bag with more than \$100 worth of products, samples and discounts; and an entry in a raffle to win free gear. Sign up in advance by following the link below, and you'll also get DIY's Sailboat Rigging eBook for FREE at the class.

February 20th 9am–10:30am, Miamarina at Bayside Tent A

Diesel Engine Maintenance For Sailors

Join us at the Strictly Sail Miami show for DIY Boat Owner's Skills Class on the basics of diesel engine maintenance, from oil changes and filters to replacing an impeller. See a hands-on demonstration of simple maintenance techniques that can prevent wear on your engine, save money, and enhance your understanding of a vital system on your boat.

The cost is \$45 for individuals and \$75 for couples. That includes a two-day ticket to the boat show; a gift bag with more than \$100 worth of products, samples and discounts; and an entry in a raffle to win free gear. Sign up in advance by following the link below, and you'll also get the DIY Mechanic eBook for FREE at the class.

Two Day Marine Meteorology Weather Course (Level 1) by Lee Chesneau

Location: Miamarina at Bayside

Time: 8am–4pm Sat and 8am to 3:30pm Sun

Lee Chesneau, Senior Marine Meteorologist, formerly with NOAA/NWS's Ocean Prediction Center, and now owner of Lee Chesneau's Marine Weather, will provide a challenging follow up to his hour seminars with a two day course for a mariner's self reliance in understanding High Frequency (HF) Single Side Band (SSB) Radio-facsimile weather charts (also available on the Internet) and predicting marine weather.

His 39 years of forecasting marine weather and strategic route planning on a global, synoptic, and local scale for mariners has been now successfully transferred to the classroom where he takes you step by step toward understanding both the ocean and atmospheric environment that you boat in. As a former mariner, Lee knows that this is

necessary and important for not only in determining your own weather forecasts, but making strategic decisions whether operating with the coastal waters, offshore, or in trans-ocean crossings.

Two Day Course Includes:

- Concepts of atmospheric behavior and its cause & effects of marine weather
- Basics of cloud formations and related visibility concerns
- Basics of surface weather and patterns
- Interpretation of OPC and TPC surface pressure charts
- OPC & TPC wind & wave chart interpretation
- Introduction to Tropical Cyclone 1-2-3 Rule for avoidance
- Course Certificate

Course Fee: \$325.00 (workbook additional \$24.95 includes application exercises & note taking guide of the material presented.)

Location: Miamarina at Bayside

Time: 8am–4pm Sat and 8am to 3:30pm Sun

Cruising Couples Seminar at Strictly Sail Miami

Blue Water Sailing magazine is co-sponsoring a [Couples Cruising seminar](#) with the American Sailing Association featuring Captains Jeff & Jean, Lee Chesneau, Liza Copeland and *BWS's* own George Day on February 19th at the Miami Boat Show. The seminar will feature lessons in creating your own guide to the cruising life, teamwork, voyage planning, weather routing, the cruising lifestyle and much more. The cost is \$275 per couple. For more information and to register, go to www.twocansail.com.

Modern Multihull Cruising Seminar at Strictly Sail Miami

Wondering what it really takes to purchase, survey, outfit and voyage on a catamaran? Look no further—*Multihulls Quarterly* and Strictly Sail Miami are sponsoring an exciting four-hour seminar on cat cruising from start to finish during the Miami Boat Show. The seminar will be held at the Hard Rock Cafe Conference Room at Miamarina at Bayside on February 18th at 1pm. Hosted by Phil Bermnan, president of The Multihull Company, the seminar will cover how to select, survey, buy, equip and cruise a modern multihull. The seminar costs \$25 per person or \$40 per couple. To purchase tickets in advance, call Blue Water Sailing at 888-800-7245. Tickets are also available at the door.

Free Seminar Schedule

Interactive Seminars Below Are FREE With the Price of Admission. These seminars are on the show floor. For more information please contact Kevin Murphy or 401.293.5207.

FREE Seminars sponsored by Blue Water Sailing

Thursday, February 17, 2011

11:45 am	Solar and Wind Power Technologies	Bob Williams	A
11:45 am	The Weather Briefing: Self Reliant Weather Interpretation Skills	Lee Chesneau	B
1:00 pm	Couples Cruising to the Caribbean	Jeff and Jean Grossman	B
1:00 pm	Sail Care	Anson Mulder	A
2:15 pm	Benefits of Synthetic Standing Rigging	John Franta	A
2:15 pm	Force 10 - Storm Sailing Strategies	John Kretschmer	B
3:30 pm	Galley Secrets A-Z	Corinne Kanter	A
3:30 pm	Mediterranean Magic	Liza Copeland	B
4:45 pm	Gulfstream Crossings: Wind and Wave Consideration	Tony Wall	B
4:45 pm	Healthy Cruising with Yoga On Board	Kim Hess	A

Friday, February 18, 2011

10:30 am	Offshore Energy Management	Bob Williams	B
10:30 am	Yacht Financing & Insurance in the New Economy	Vern Blanc	A
11:45 am	Downwind Sailing	Art Bandy	A
11:45 am	Take the Drama out of your Dream	Jeff and Jean Grossman	B
1:00 pm	Become an Expert on Your Own Boat	Suzanne Pogel	A
1:00 pm	Introduction to Yacht Racing	Bob Roitblat	B
2:15 pm	Basic Diesel Maintenance	Steve McGovern	B
2:15 pm	Sailboat Buying 101	Coconut Grove Sailing Club	A
3:30 pm	Cruising Florida's Suncoast	Randy Deering	A
3:30 pm	The Weather Briefing: Self Reliant Weather Interpretation Skills	Lee Chesneau	B
4:45 pm	Preparations for Offshore Cruising	Liza Copeland	B
4:45 pm	Understanding the Catamaran Phenomenon	Charles Kanter	A

Saturday, February 19, 2011

10:30 am	Basic Diesel Maintenance	Steve McGovern	B
10:30 am	TBA	Mad Mariner	A

11:45 am	Cruising for Couples	Liza Copeland	A
11:45 am	Sailboat Stability and Safety	Bill Bolin	B
1:00 pm	An Overview of Celestial Navigation	Chris Kreitlein	A
1:00 pm	The 10 Things They Never Tell You about the Cruising Life	George Day	B
2:15 pm	Force 10 - Storm Sailing Strategies	John Kretschmer	A
2:15 pm	Gulfstream Crossings: Wind and Wave Consideration	Tony Wall	B
3:30 pm	Cruising Secrets for Biscayne Bay	Coconut Grove Sailing Club	B
3:30 pm	Ten Biggest Mistakes when Purchasing a used Catamaran or any Boat	Phillip Berman	A
4:45 pm	Spinnaker Sailing	Anson Mulder	B
4:45 pm	Yacht to be Green	Cameron Murray, Meghan Matthews	A

Sunday, February 20, 2011

10:30 am	TBA	Mad Mariner	A
11:45 am	How to Sail and Stay Happily Afloat as a Couple or Family	Suzanne Pogel	B
11:45 am	Plumbing	Art Bandy	A
1:00 pm	Cruising the Caribbean Circuit	Liza Copeland	B
1:00 pm	Safety At Sea with Marine SSB	Marti Brown	A
2:15 pm	Exploring Florida's Big Bend Coast	Rick Rhodes	A
2:15 pm	Sailboats For A Serious Ocean - 25 Great Sailboats For World Voyaging	John Kretschmer	B
3:30 pm	Communications for Cruisers	Steven Bowden	A
3:30 pm	Lone American entry in the Route du Rhum	Etienne Giroire	B
4:45 pm	Introduction to Yacht Racing	Bob Roitblat	A
4:45 pm	Mercy of the Sea	John Kretschmer	B

Monday, February 21, 2011

10:30 am	A Beginner's Guide to Planning a Cruise	Randy Deering	B
10:30 am	Kids 4 Sail	Leanne Bailey & Leighia Murray	A
11:45 am	Cruising for Couples	Liza Copeland	B
11:45 am	Your nose knows! Replace that Diesel with Clean, Affordable Electric Propulsion.	Bill Tomlinson	A
1:00 pm	Sail Yourself Safely Home	Suzanne Pogel and Priscilla Travis	B
1:00 pm	Single Handed Spinnaker Sailing	Etienne Giroire	A
2:15 pm	Force 10 - Storm Sailing Strategies	John Kretschmer	B
2:15 pm	Healthy Cruising with Yoga On Board	Kim Hess	A
3:30 pm	Sailboats For A Serious Ocean - 25 Great Sailboats For World Voyaging	John Kretschmer	B

3:30 pm	The Most Important Skill: Anchoring	Charles Kanter	A
4:45 pm	An Overview of Celestial Navigation	Chris Kreitlein	B
4:45 pm	Cruising Inland Rivers and Negotiating Locks and Dams	Rick Rhodes	A

Special Show Features

Meet Zac Sunderland

When: All Days of The Show

Where: TBD

Zac Sunderland, the youngest person to ever sail around the world, will be making an appearance at the 2011 show to meet and greet fans and talk about his solo journey circumnavigating the globe. Zac will also discuss plans for future adventures.

Details to come!

DIY Presents Two Interactive Seminars for 2011 Advance Registration Required

February 19th 9am – 10:30

Miamarina at Bayside, Tent A

Synthetic Rigging for Cruising Sailboats

Join us at the Miami Strictly Sail show for DIY Boat Owner's Skills Class on the basics of the synthetic rigging, which replaces steel with ultra-strong lines that sailors can rig and tune themselves. Synthetic standing rigs are increasingly appearing on cruising sailboats. Hear from a leading expert about the options available, and inspect synthetic lines and hardware for yourself – we'll even do a splicing demonstration.

The cost is \$45 for individuals and \$75 for couples. That includes a two-day ticket to the boat show; a gift bag with more than \$100 worth of products, samples and discounts; and an entry in a raffle to win free gear. Sign up in advance below, and you'll also get DIY's Sailboat Rigging eBook for FREE at the class.

http://www.diy-boat.com/rigging_class_miami

February 20th 9am – 10:30

Miamarina at Bayside, Tent A

Diesel Engine Maintenance For Sailors

Join us at the Miami Strictly Sail show for DIY Boat Owner's Skills Class on the basics of diesel engine maintenance, from oil changes and filters to replacing an impeller. See a hands-on demonstration of simple maintenance techniques that can prevent wear on your engine, save money, and enhance your understanding of a vital system on your boat. The cost is \$45 for individuals and \$75 for couples. That includes a two-day ticket to the boat show; a gift bag with more than \$100 worth of products, samples and discounts; and an entry in a raffle to win free gear. Sign up in advance below, and you'll also get the DIY Mechanic eBook for FREE at the class.

http://www.diy-boat.com/engines_class_miami

New! Yacht to be Green Display

When: All Days of the Show

Where: Miamarina at Bayside - Booths 1200 - 1213 (near the seminar tents)

Check out the newest in sailing innovation and renewable energy systems in this eco-friendly exhibit.

Six companies gathered to offer the latest technologies to reduce your carbon footprint and help you become more environmentally friendly at the helm.

Plus daily seminars including "How to Green Your Boat."

Author's Corner

When: All days of the show

Where: Miamarina at Bayside

Stop by the Author's Corner and visit with your favorite story teller. Author's from around the world will be on hand with all of the latest adventure novels.

Stop back for the 2011 list of participating authors.

Discover Sailing

When: 10-6 All Days of the Show - See Schedule Below

Where: End of Pier B - Miamarina at Bayside

**Come to Strictly Sail Miami and Sail Away. Launch your Boating Life Here!
Discover Sailing Hands on Learning Center**

Are you new to Sailing (or just a little rusty)? Learn how easy and fun sailing is by participating in one of our "**Introduction to Sailing**" skills building clinics aboard a Discover Sailing training vessel. During these 90 minute sessions you'll learn how to raise and lower the sails, trim the sails correctly, tack and Jibe, steer a compass course and more.

For more experienced sailors, there will be advanced skills building opportunities in the "**Coastal Cruising**" clinics. During these 90 minute sessions participants will learn several important skills including how to heave to, reef the sails, steer with the sails and crew overboard recovery methods.

These hands on training clinics are taught by professional, American Sailing Association Certified Instructors and are designed for those 18 and over who are able to participate as an active crewmember while underway. Space is limited so advance registration is recommended. Sign up online [Click Here](#) or register onsite. Please see the clinic schedule for class times.

10:30 AM – 12:00 PM Introduction to Sailing
1:00 PM – 3:30 PM Coastal Cruising
4:00 PM - 5:30 PM Introduction to Sailing

Kids Aboard – Free Kids Boat Building

When: All Days of the Show

Where: Miamarina at Bayside

Kids are invited to help build a 10-ft wooden boat and then sail it at the show. Bring the kids to Strictly Sail (15 and under FREE with paid adult) and not only do they get in free; they can build a boat while they are there! Relax and enjoy the show while your kids are safe and having a good time: participating kids have fun while learning about teamwork and the skills involved in building a boat—math, science, art/design. water safety and more. Learn more about the Kids Aboard Academic Boat Building Workshop at www.kidsaboard.com.

Yoga Onboard — A guide for cruisers and live aboards

When: All Days of the Show

Where: Miamarina at Bayside - See Seminar Schedule for Times and Location

Yoga Onboard is a practical guide intended to introduce various ways of tapping into your creativity; adapting traditional yoga postures or asana to your vessel as well as learning to listen to your body and create exciting new postures that work for you. Some of the benefits of a regular yoga practice include increased strength and flexibility, restored energy, and harmony between the body and mind.

New for 2011 - Yoga will be demonstrated and instructed onboard a boat in the show.

Major Live Concert Event!

When: Saturday Night, February 19 at 6pm

Where: Miamarina at Bayside

"Eric Stone Live at Strictly Sail Miami" — Saturday night, February 19th during the sixth Annual *Latitudes & Attitudes* Miami Cruiser's Bash. Enjoy the tropical sailing sounds of the Eric Stone Band live on stage with FREE pizza & beer! *Latitudes & Attitudes* TV will be on hand to record the concert for a one-hour special to air later. Everyone is invited! But you must be inside the Strictly Sail gate, Saturday night by 6:00pm or you won't get in. So come early, enjoy the boat show and stay for the concert.