



PARTNER SPOTLIGHT

At 8 a.m. on June 27th, USODA's newest partner, Dinghy Locker@Landfall opened the doors to its new store in Stamford, CT. On display was every junior sailor's wish list from fast boats to cool gear, and everything in between. Dinghy Locker offers a full line of junior sailing boats from the Optimist to the 420, the Laser, and beyond. It is the exclusive North American distributor of Bluemagic Optimists, the Blueblue International 420, and the J-Sail, all manufactured in Poland. It is also a preferred dealer for Laser Performance (formerly Vanguard) which includes the Laser, the C420, Sunfish and V-15, and is the sole dealer for Magic Marine goods in North America.

There's a "WOW" factor when you come into the 3,000 s.f. store. The inventory space is split from the retail by a large mesh screen showcasing oversized Laser Performance graphics. Throughout Opening Day the 2009 USODA Team Trials video ran continuously. By Spring 2010 additional event and instructional videos will run daily on the store's entertainment system, contributing to the energy and vibe.

Dinghy Locker signed on as a USODA Gold Partner in 2008 and since then has been active at USODA events. 2009 Team Trials participants recently received a DVD in

Mark McNamara is the face of Dinghy Locker at USODA events. A competitive sailor himself, he started racing dinghies as a kid on the Long Island Sound. His racing career peaked at the America's Cup as part of the Il Moro di Venezia campaign in 1992.





DINGHY LOCKER - USODA Gold Partner

the mail of footage from the event. Dinghy Locker is a division of Landfall, formerly Landfall Navigation, a leading specialist for over 25 years in offshore outfitting, navigation and marine safety. “Parents with big boats asked us when we were going to get into Opti sailing,” remembers Mark McNamara, Director of Sales. In 2007, Captain Henry Marx, Landfall President, and McNamara decided to test the waters and McNamara started showing up at Junior Sailing events on Long Island Sound with a trunk full of gear for sale. By the following year Dinghy Locker was ready to hit the road with a Mobile Support Center fully equipped with all things Opti including the new-to-market Bluemagic Optimist.

This year McNamara and his Mobile Support Center have been on hand at many USODA events, chartering boats, fixing equipment, and always with that needed spare part available for the sorry sailor who left something at home. McNamara always manages to send the sailor away with a smile.

While there are a lot of opportunities in junior sailing, Dinghy Locker continues to focus on the Opti.

“It’s the boat a young sailor grows from,” says McNamara, “it’s the best starting point.”

Keep an eye out for the Dinghy Locker Mobile Support Center at ACCs, Midwest Champs, Orange Bowl, Midwinter Team Race Championship, and the Valentines Regatta. Don’t forget to say hello to McNamara and his team and thank them for Dinghy Locker’s support of USODA!

