



ALERION EXPRESS

NEWSLETTER · WINTER 2009



■ INTRODUCTION

As the fall comes to a close we have a lot to be thankful for at Alerion Express. While our owners were taking numerous “firsts” in different PHRF and one-design regattas throughout the country, we had our own collection of “first” time experiences. With the first year having a service and distribution network coming to a close, we are grateful to have over 50 new Alerion Express owners. Additionally, we shipped the first Alerion Express 38 to Japan along with 3 Alerion 28’s into Asia. Two more Alerion 28 fleets were introduced bringing the grand total to 5 fleets. For the first time ever, Alerions broke onto the NOOD regatta circuit. The Alerion Express 33 was featured multiple times in the Vineyard Vines clothing catalogue with a photo shoot and a boat test performed by the company’s founders. An AE 28 was shown at the Southampton Boat Show in the UK attracting the attention of multiple press organizations and capturing the hearts of sailors from afar. We saw the completion of the preliminary design and spec of the Alerion Express 45. We hosted five boats in the Vineyard Cup in order to raise money for the public sailing program on Martha’s Vineyard. We developed an Alerion Express 28 for a disabled customer. We sailed with Mike Durant, one of our Nation’s well-known military heroes, from Black Hawk Down. Most importantly we got to know you, our customers, a little better through sailing events, phone calls, emails and our new website. As we approach the end of the year we are hopeful for just as many good things to come in 2009. Thank you for making 2008 a terrific year for Alerion Express!



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ALERION EXPRESS FLEET PROGRAM



The Alerion Express 28 wasn't created as a raceboat. But, it's amazing to see how quickly owners of this pretty keelboat found out that she's so much fun to take across the start line and around the buoys; originally polishing off racer-cruisers far too easily and, now, head-to-head with sisterships in one-design racing.

It's great to be able to compete when you're using family as crew. After all, it is possible to singlehand an Alerion Express and still race against anyone. So, take your children, friends who have never raced, neighbors or just someone off the end of the dock who wants to go out with you!

In response to this, we are introducing an exhibition race program for 2009. Inspired by the fleet at the Devon Yacht Club, we are sponsoring regional races where owners have shown interest in growing an Alerion Express 28 fleet. The exhibition race format allows interested sailors to experience "Alerion Sailing" in a fleet format both as skipper and crew.

Fleet racing is already occurring on San Francisco Bay, the Chesapeake, Harbor Springs, MI, Marblehead (Where our first NOOD class was recognized) and at the Devon Yacht Club in Long Island, NY. Visit www.sfbayerion.org and www.chesapeakealerion.org to see what our fleets have been up to lately.



If you are interested in growing a fleet in your area we would love to add your location to the list of destinations for our exhibition race program.



Fleet racing at Devon Yacht Club

A GEM AMONG GIANTS

Harry and Carol Allen of San Francisco, take a closer look at the Maltese Falcon on their Alerion Express 28, "Arabella".

INTRODUCING THE OWNERS CORNER

Starting next month Alerion Express will launch a private, Owners Only area of the Alerion website. Owners will have access to all sorts of useful information. With the enthusiasm and knowledge of Pat Nowak (Hull #322) among others, you will have access to a message board in order to share your stories and experiences. You can also look for tips on how to fully optimize your Alerion sailing experience. With occasional comments from the factory team, this is a great way to stay up to date with all things Alerion. Stay tuned to the website for the owners corner and look out for an email with your username and password in the near future. If you have any questions please contact us through the website.



A Gem among Giants, San Francisco Bay

SPEED RECORD?

by Pat Nowak

Our Alerion Express 28 #322, set a new speed record, for this particular boat, out on Lake Michigan, getting up to 8.88 knots for a short period. The wind was blowing 15-19 knots, waves were 4-6 feet, and it was a real sleigh ride. Sailing mostly on a close reach or beam reach, the boat's average speed was 7.31 knots over a course of about 13 miles. I was running the blade on the Hoyt boom, which is absolutely the right sail in these conditions because one has a great deal of control over the sail and the boat as well. The waves kept the foredeck clean and occasionally an especially big one would visit the cockpit, but what fun. Our previous top speed was 8.30 knots. I was single handing but never felt out of control. Most of the other sailors stayed off the big lake this afternoon but the Alerion Express 28 was in her element.

C.C. RIDER

by Jack Kelly

Well the 2008 racing season is over and it's been a successful season for my C.C. Rider. It was almost a duplicate of our 2007 season. The Jib and Main fleet grew in size with the addition of an S211 meter and an S27.9. S2's never give up and they are competitive. Our season consists of three, four race regattas and we won two, with a 2nd in the other that cinched the summer season total. To finish off the year we won the fall series as well! With a 155% genoa we maintain a competitive equality with the rest of the fleet. The AE 28 sails very well in heavy air as well as in light breezes. The Alerion 28, what a delight to sail! I read Pat Nowak's article about the storm. What a great story and testimonial on how seaworthy the 28 truly is. Incidentally, Pat's boat and mine were on the same trailer when shipped from your plant to western Michigan.



C.C. Rider- Success In Regattas And Fun Had By All



SUCCESSFUL ALERIONFEST

Submitted by the San Francisco Bay Fleet



Twelve of the twenty Bay Area Alerions were represented at this year's fest at Richmond Yacht Club, October 17-19. Those attending some or all of the events included:

Festivities began Friday afternoon with the arrival of boats from Sausalito and Belvedere. After some adult beverages and amazing sea stories, a great dinner in our own private dining room was followed by Kame Richard's always excellent slide show of San Francisco Bay tides and currents.

Saturday's activities began leisurely with a huge and delicious spread of lox & bagels, fruits, home baked goodies etc. provided by Michael and Patti Land.

This was followed by a great presentation by Ralf Morgan about how to sail the Alerion for maximum performance whether racing or cruising. Ralf is definitely the leading authority on the subject as he and Deb won every race in this season's championship series, and all by convincing margins. Ralf described in detail the properties and characteristics of the Dacron sailcloth and how it is affected by adjustments to backstay, traveler, mainsheet, vang, cunningham, shroud tension, jib boom position etc., in a wide range of wind conditions. As Ralf pointed out, these boats are easy to sail casually, but obtaining maximum performance requires a lot more attention to detail.

After lunch, four boats participated in a day sail from RYC south toward the circle and some also sailed up around Red Rock, mainly for the purpose of demonstrating the adjustments described in the morning chalk talk. The definite highlight of this epic voyage was seeing Ralf leaping from boat to boat in breezy conditions to put his theories into practice on the various boats!

Sunday began bright and early with a great breakfast at the nearby All's Faire restaurant overlooking Brickyard Cove



Marina. Just outside the restaurant were two new Alerions which had just been delivered to Passage Yachts, the local dealer. Breakfast was accompanied by serious political discussions and yet even more amazing sea stories. However, without question the singular highlight of the event was Ralf's gracious gesture of not only buying Kirk's breakfast, but loaning him \$20 so Kirk would have gas money for the trip home in his Aston Martin!

After breakfast some boats departed, while others participated in an on-the-water demonstration of spinnakers - Kirk's asymmetrical on Dream and Ralf and Deb's symmetrical on Ditzzy.

“THIS PLACE WAS
BUILT FOR FUN”.

All in all a great success and we're looking forward to an even better event next year.

Many thanks to our host, the Richmond Yacht Club, which as always lived up to it's motto - "This Place was Built for Fun". Also many thanks to the two Debs, Ralf, and Michael Land for taking charge and making this event happen. Hope to see everyone next year if not sooner, with more sailors and more boats.

OUR CUP RUNNETH OVER

The highly contested 2008 Vineyard Cup Regatta was held on Martha's Vineyard this past July and set the stage for a number of Pearson Composites-built boats to finish 1-2-3. Of particular note were the second and third place finishes achieved by Alerion Express Sailboats (first place was a J-35 that Pearson Composites built for J/Boats). Alerion 33, named "Alerion" sailed by Scott Bryant and Rich Barker nipped the Alerion 33, Anna Elizabeth sailed by Malcolm and Christian Winckley. Trailing astern in this rather competitive class for boats without spinnakers, were two Morris 36's, a Friendship 40, a Friendship 53 and a Hinckley DS 42. The Race committee agreed that we were not only faster but prettier; the former now proven by the results. This event continues to grow in size and level of sponsorship with Men's Journal, and Luminox watches showing up as lead sponsors. Vice President of Luminox, Doug Leutbecher and the publisher of Men's Journal enjoyed an afternoon of "Alerion Sailing" with our own Scott Bryant before the regatta got under way. Doug was quickly calculating how many watches he had to sell to place his order!



The Vineyard Cup raises money each summer for the public sailing program on Martha's Vineyard known as MV Sail. This tradition, in its second season has proven to be a delightful addition to the New England race circuit. It is rich with maritime tradition, island festivities and of course great sailing. With the race being held in Vineyard Haven, the setting could not have been any more beautiful.

Please visit www.vineyardcup.com for more information on the Vineyard Cup July 17th through 19th 2009. We hope to see you there.



AE 28 - A CLASS APART

For the 11th annual Sperry Top-Sider National Offshore One-Design (NOOD) Regatta, held this July in Marblehead, the local Alerion 28 fleet pulled together and put enough boats on the line to have a designated class. Thanks to the efforts of newly appointed class officer, George Spiecker, five 28's enjoyed one design racing for the first time in this area. They were led in the final standings by Steven Berenson and his "Tumbler" In second came George Spiecker with "Airtha" who nipped Eric Cressy, sailing Don Macaulay's "Sabrina".

Everyone was awarded with something at our Alerion Express fleet dinner after the races. As fleet captain, George took on the responsibility of giving out the "turkey bone" awards. Everything from "captain" t shirts to Jimmy Buffet books were handed out to signify each participants "special" accomplishments for the weekend. The laughs and smiles were not in short supply thanks to George's efforts.

This is the first NOOD Regatta to have an Alerion 28 division, but enthusiasm of the first contestants suggests that other AE 28 owners should plan early for the the 2009 NOODs. There are 9 other locations other than the Marblehead NOODS. Please contact us (www.alerionexp.com) if you are interested in pulling together a fleet for a NOOD regatta that is close to you.



ALERION EXPRESS: GEAR TO GO WITH THE GRIN.

You can now find yourself grinning ear to ear when sailing in your new Alerion Express clothing. We have teamed up with Team One Newport, Patagonia and Vineyard Vines, to provide our owners and hopefuls with a range of clothing that will leave you warm and dry when sailing or proud when accepting your prize at various regatta award ceremonies. Check out the Alerion Gear Site www.team1newport.com/products.asp?dept=311 for a range of gear available to you prior to the gift giving season and stock up on the latest Patagonia by Alerion Gear or Vineyard Vines Alerion Ties, Belts and other Accessories.



28 REGATTA SUCCESS IN HARBOR SPRINGS, MI SUGGESTS REPEATING

by Pat Nowak



After finishing a successful Alerion Express Regatta in Harbor Springs we held a ceremony and dinner to honor the effort and dedication of our many Alerion Express Fleet members.

As part of the entertainment, I was asked to speak briefly at the dinner afterwards about crossing Lake Michigan last summer in our AE 28 with Curt Van Duren in a six hour thunderstorm that featured 80 mph winds and giant waves.

We had 7 AE 28's racing One Design in this regatta and our entry finished 4th. She was a borrowed boat called Glory, which was once owned by Randall Pittman, winner of this year's Chicago - Mac race. I raced with Claus and Mike. Claus helmed and Mike & I trimmed. The race was 3-4 miles long around a triangular course, followed by a fancy meal and drinks furnished by Irish Boat Shop, the Alerion Express dealer in Michigan. They did it up right and presented the winning boat with a half hull of the AE 28 and announced plans to make this an annual event.

Jerry Sanderlin, owner of the Alerion Express 33, joined the party with his boat - a real beauty that seems 10 feet longer than my AE 28 but is actually just under 5 feet longer. The new owner tells me he spends most of his time sitting on the flat teak coaming while his passengers sit on the "couches" in the forward part of the cockpit. The autopilot can also be managed by a remote control that you keep in your pocket. Boats like this keep me buying lottery tickets and trying to write a best seller!



A nearby sailor was so taken with the beauty of the Alerion Express 28 that he took these photos and then hailed me to get my email address so he could send them to me. Wasn't that nice? These were taken on Lake Michigan just off the coast of Holland, MI.

MAKE SURE TO KEEP UP WITH THE FLEET AS WE SAIL INTO
REGATTAS NATIONWIDE THROUGHOUT 2009.

AE TEAM PLAYER PROFILE

Rusty Stewart of McMichael's Yachts.

Rusty Stewart took an immediate interest in the Alerion Express brand when McMichael's Yacht Brokers became a dealer in September of 2007. His approach to customer service has helped Alerion Express have a record sales year.



What brought you to the Sailing Industry?

I have sailed my whole life and after working one job for 18 years, I thought it was time to follow my passion. I have worked for McMichael Yacht Brokers for the past 10 years, prior to that I worked in the Garment district as an overseas purchasing agent and production manager."

What drives your passion for sailing? How does that drive you to help people find the boat they belong to?

"To answer the first part of the question is very easy; it is the feeling of freedom, away from the daily issue that we all face and that it's me against Mother Nature! I listen to my clients as they tell me what they hope to get out of sailing and then focus on finding them the right boat for today, not 5 years into the future."

What is your favorite aspect of working with Alerion Express?

"I have always loved the classic lines of the Alerion, then about 15 years ago I had the opportunity to sail one. I was amazed how she cut through the water and sailed effortlessly on all points of sail. The boat really sells itself. All you have to do is get someone onboard and take them for a sail. After an hour everyone always comments how easy it is to sail. The boat makes even the newest sailor look and feel great."

What is your favorite owner story thus far?

"I sold a boat to an 84 year-old client this year. We met in Rhode Island and after launching the boat for sea trials, it was blowing 15-20 and raining cats and dogs. I was hoping that we would just look at the boat and call it a day, but no, they wanted to go for a sail. We all put on our foulies and motored out into the harbor where there were big waves and it was just plain nasty. I raised the main without a reef and turned off the engine. We started moving right along when they had me pull out the jib. So, we pulled out the jib and plowed through every wave beating into a strong 15 plus breeze, tacked a few times and then turned to sail down wind. We snapped out the boom and started sailing wing on wing...we were flying! We decided to head in when my client shouted out, "that is the most fun I've had in 80 years!!!!"

If you had to pick the most rewarding part of your job, what would it be?

"Taking the client sailing on their new boat for the first time; they always look like a kid getting a new toy with a smile from ear to ear."

If you were to choose an Alerion for your own pleasure which one would it be and why?

I would pick an Alerion 20! I spend just about every weekend racing high tech race boats with tons of electronics and gadgets. The Alerion 20 allows one to get back to the roots of sailing. Nothing is better than going out by yourself, or with another person to simply go sailing. The boat sails well on all points and she is always by far the prettiest girl in the harbor.

To contact Rusty at McMichaels please feel free to send him an email at: RustyS@mcmyacht.com



A family enjoying their day of racing.



A proud owner taking delivery of his new Alerion in Sweden



Another day at the races.

GIVE US YOUR IDEAS AND STORIES

Each time we go to an Alerion get-together, we are amazed by all of the clever, practical and innovative ways our owners find to personalize their boats, add to their comfort, extract more performance, increase safety and more. We want to continue to let this newsletter be your newsletter. So, send us stories, events, adventures, tempests survived, and favorite Alerion experiences. Include snapshots, too. We'll publish the best and give credit where credit is due.



**ALERION EXPRESS EVENT
AND SHOW SCHEDULE**
PLEASE STAY TUNED TO THE WEBSITE FOR MORE
UPDATES

CHICAGO STRICTLY SAIL

January 29th through February 1st

NEW ENGLAND BOATSHOW

February 14th through the 22nd

Boats on display will be the Alerion Express 20, 28 and 33

FACTORY RENDEZVOUS

March 14th

Call for more information

NEWPORT BEACH, CA BOAT SHOW AT LIDO MARINA

April 15-19th

Boats on display will be both the Alerion Express 28 and 33

ALERION EXPRESS EXHIBITION RACE

June

Call for more information

ALERION EXPRESS EXHIBITION RACE

July

Call for more information

THE VINEYARD CUP 2009;

July 17th through the 19th

www.vineyardcup.com

MARBLEHEAD NOOD REGATTA

Contact George Spiecker at

g.spiecker@comcast.net for more
information.



MAINE BOATS AND HARBORS

August 7th-9th

Boat on display will be the Alerion Express 33

ALERION EXPRESS EXHIBITION RACE

August

Call for more information

ALERION EXPRESS EXHIBITION RACE

September

Call for more information

NEWPORT INTERNATIONAL BOAT SHOW

September 17th through the 20th

We will be introducing our newest addition to the Alerion
Express Line of Sailboats!

CHESAPEAKE BAY ALERION RENDEZVOUS

Dates TBD

Stay tuned through www.chesapeakealerion.org
for more information.

ANNAPOLIS SAILBOAT SHOW

October 8th through the 12th

Boats to be shown: Our full size range including the newest
addition.

ALERION FEST! RICHMOND RIVIERA, CA

Dates TBD

Stay tuned at www.sfbayalerion.org for more information



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WWW.ALERIONEXP.COM