

LOFT LINES

Now Reaching Over 2000 Sailors

A NEWSLETTER FROM HAARSTICK SAILMAKERS

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Saturday Morning Hours Starting at Haarstick

In order to better serve our customer's needs we will be open:

***Every Saturday 8am-12pm All Year Starting Next Saturday 7/21/07**

It may pull us away from our time on the water, but that is more your job than ours anyway. We look forward to seeing you.

***holidays may be an exception to “every”**

AMERICA 'S CUP

I think it is a safe assumption that all of you already know that the Swiss have won the America 's Cup. 5-2 was the final count when the Swiss beat Team New Zealand by one second on the last race. Planning for the next Challenge is already underway and there is talk of making the boats bigger, 90' is the rumor. Final details will be announced on or before 12/31/07 .

America 's Cup Home – <http://www.americascup.com/en>

THERE IS NO SUBSTITUTE FOR EXPERIENCE!

By Steve Haarstick

Last month, I wrote an article that discussed the factors that determine the pricing of our sails, and the relationship between price and value. There are other factors beyond those that were discussed last month: the costs of testing and stocking a sufficient supply of premium cloth and materials, beyond the costs of continuous innovation, and attentive service to our customers.

The training, the experience, the talent, and, most of all, the dedication to the quality of every sail, are all defined by the people that design, cut, manufacture, and manage the sailmaking facility. An experienced, skilled, dedicated, and thoroughly trained work force is essential to achieving the best ratio between cost and value.

The best sails are built by the best sailmakers. This sounds trite, but it is the people in our sail loft that ultimately define the quality and value of each sail made. Sailmaking is not your everyday manufacturing, it is quite unique. It takes a long time for a new sailmaker to become fully trained. There is really no substitute for experience. The average years of experience for all the sailmakers here at Haarstick Sailmakers is 11.5 years! This says a lot about the commitment of our people to their craft, and the satisfaction we all receive from our efforts to build only the best sails possible, every sail, every day.

I would like to briefly mention the key personal that work hard every day to earn your trust and satisfaction with every detail of your experience with our sails:

Tony Peelle , our loft manager started with us in February 1982! After 25 years, Tony is thoroughly skilled in ALL aspects of the sailmaking business. Not only is he the expert in all aspects of sail construction, but he has complete knowledge of the entire operation! He can, and has run and maintained the Gerber cutters, is our most experienced sewing machine mechanic, orders all the materials, other than sail cloth, runs the office, including the accounting, and helps us all out when we need him! Many of you have had direct contact with Tony over the years, and, would agree, I'm sure, that he is our most valuable asset!

Paul Seymour started with us over 13 years ago in January 1994, and immediately took an interest in our cutter. Paul has since become the "guru" of the Gerber cutters. He headed up the project of upgrading to the "newer" Gerber that we run today. Paul spends an average of over 4 hours per week calibrating, and maintaining the Gerber cutters, and devised a calibration test that he runs every day, PRIOR to cutting any sails. This test ensures that the machine is "tuned up" and ready to cut within 0.008" accuracy before ANY sails are cut! I've been told by several customers that have visited other cutting lofts, that they have never seen such a test performed!

Paul's knowledge of the Gerber cutters is complete, and evidenced by the fact that we have not had a machine problem that lasted over one day in the last eight years! This is no minor trick for a machine as complicated as these Gerber cutters, and even more impressive is the fact that Paul fixes every problem that occurs with little to no outside assistance!

Paul also tests all our incoming cloth samples on our Instron testing machine prior to acceptance. Paul's efforts to insure the best cloth, and the most accurate cutting sets the standard for the rest of the shop. Everyone can see from day one that we don't just treat the quality of our sails as a slogan, but really mean it when we say that quality comes above all else. Last, but certainly not least: Paul is also an expert sailmaker, and has complete knowledge of all phases of sail manufacture.

Doug Bush, our custom floor manager, began his sailmaking over 8 years ago in April 1999. Doug is also a complete sailmaker. While his primary responsibility is sail assembly, the most critical job in the shop, (a perfect sail starts with a perfectly assembled seam), Doug is also in charge of the quality of the sails as they progress through the shop to completion. He checks, but, more importantly, makes sure that everyone double checks their work, and the work that comes to them. He also organizes the work force daily to handle the varying production mix of sails through the shop, making sure that each one is finished on schedule. For our final inspection, we hang each sail, to make sure it is smooth and clean, and every detail of the order is verified and correct, before the sail can be declared completed.

Doug Burtner started his full time career with us in August 2000, almost 7 years ago. At first, Doug was trained as a sailmaker, and proved to be a very quick study. In a little over a year, Doug learned most of the sailmaking process, and became expert in several. As it is my strong belief that you have to know the product, before you can properly advise your customers on their best new sail choice, Doug first learned our production process. After this, Doug was moved into part time sales, and later became our Sales Manager, where he heads up our sales team, and schedules all our service. Doug has sailed with many of

you, and, for those who have not had the experience, Doug is always a welcome guest aboard. He is always upbeat, friendly, and positive. He also gives you expert advice on your sails, without the usual “sales” pressure. He enjoys sailing with our customers, and it shows: No sales pressure, just expert advice, and service.

Our newest sales and service sailmaker, Eric Christensen, joined us just over two years ago. Eric was living in Buffalo, and after training as a sailmaker in repairs over the first winter, he began to service the Buffalo area the following summer. Eric has proven to be a quick study, and has developed into an excellent sailmaker. He has also done an excellent job with servicing an every growing customer base in Buffalo. Once again, no sales pressure, just service! With his sailmaking knowledge, sailing experience, and positive attitude Eric has made an impact both on the floor and with his rapidly expanding number of customers in the Buffalo area.

I would like to highlight all the hard working sailmakers at Haarstick, but will defer to future issues of this newsletter.

The quality, performance, and durability of any product are ultimately dependant on the people. It is our responsibility to train, reward, and set the atmosphere that recognizes and rewards quality. From the cloth testing that is visible, and audible to all, the daily machine calibrations, the in-process inspections, and the final inspection of every sail, where it is hung up for all to see, there is a pervasive atmosphere throughout our shop that only our best effort is good enough. Not just for the “premier” sails, but for EVERY sail, big, small, cruising, or racing, only our best is good enough. We have NO “Second Tier” sails coming out of our shop!!!!

It is gratifying to have multiple chances to see the results of your efforts every day, as sails are hung for inspection. A beautiful, smooth, expertly made sail, hanging up for all to see, is a justification of all the effort. This was, and still is the part that gets my blood flowing! I know that the best sails are made by the best people, and I really believe that our current Haarstick Sailmakers are the best that we have ever had!! I am very grateful for their efforts and dedication to the quality of their work.

J/24 District 7 Regatta

Haarstick powered boat wins the District 7 regatta, again. It was a tight race for the top three boats, but Kris Werner ended up taking the win by two points. Nice work Kris.

Full results at:

http://www.rochesteryc.com/files/District%209%20Championship_J%2024_Overall.htm

Beneteau 40.7 Spring Series

YES, Haarstick makes sails for boats this large.

This is nothing new to Haarstick, but it is still new to many of you out there. Haarstick doesn't build just dinghy and cruising sails, we also build Nationally Competitive One-Design sails, and High-Tech, Super Light, Offshore Racing Sails for boats over 40'. I was shocked when I was sailing in Toronto last month and a guy I was sailing with was awe stricken that we actually built these large sails in little ol' Rochester NY, right here in this building. I guess I am just too used to the idea that Haarstick is actually an internationally competitive sailmaker. Sorry for my rant, but here are the results to prove that we can, and do, make such sails.

Of the nine 40.7's at Rochester YC, the 4 Haarstick powered boats finished 1,3,4,7 (highlighted). The other 5 boats are using sails that are made by brands x, y and z.

1 Out of the Blue 12.00 1 4 2 2 3

2 Amorita 14.00 3 2 3 1 5

3 Polestar 15.00 2 1 7 3 2

4 Silver Bullet 20.00 4 6 4 5 1

5 Affinity 24.00 6 5 5 4 4

6 Mullet 28.00 5 7 1 6 9

7 In The Moment 33.00 10c 3 6 8 6

8 Umi Taka 39.00 7 9 9 7 7

9 Acadia 43.00 10c 8 8 9 8

Free Service – Haarstick Customer or Not.

This is nothing new to us. We have always offered free service to anyone who calls and asks. We are happy to come out and review your sails with you, go over proper sail trim and help you get the most out of your boat.

Eric Chris tensen is available to go sailing with those that wish to get a little advice on their sails and boat set up. Please call Haarstick and ask for Doug or Eric to set up an appointment: 800-342-5033.

A Few Results From Our Buffalo Customers:

(Fleet/Place/Boat Name/Skipper)

BHSC Ice Breaker Regatta:

S2 2nd "Kewero" R. Gradwell

S2A 1st Seitz Seer D. Seitz

2nd Mad Max R. Ham

S3 2nd Csta' R. Daley

3rd Esprit C. Weigel

S4 2nd Déjà Vu Brady/Cardella

3rd Orion R. Gillman

M3/M5 2nd Eluvsive G. Czumaj

BHSC Cool Water Series Re-cap

S2 1st Kewero R. Gradwell

2nd Abino Hawk P. Rains

S2A 1st Gusto J. Mathias

2nd Egstasea Team Egloff

J/27 1st Seitz Seer D. Seitz

M1 3rd Plumb Bob M. Sendor

M2 1st Hideaway T. Clouden

2nd Summer Love T. Vaughan

M3 2nd Elusive G. Czumaj

50th Anniversary Lake Erie Interclub Cruise (Erie-Dover)

Fleet Champions

Fleet C 3rd Kewero R. Gradwell

Fleet E 3rd Mad Max R. Ham

Fleet G 1st Nimbus S. Allen

A FEW RECENT TESTIMONIALS

Freedom 33 Ketch:

“Dear Steve ,

...I have managed to get something near 10 hours sailing time with my new sails in light to medium winds: including the club races I'm using to tune-up the boat and myself. In one race, 3 to 7 knots of wind, I managed to sail through the fleet on a close reach and just kept opening the lead on the following broad reach to take a first over nine other boats...

Thanks again and best regards to you and your staff, “

-Lou Petrosino

“Hi Doug,

Just a quick note to say that the two brand new spinnakers that Haarstick made for my SR Henderson 27 and Catalina 22 Sport look great. Nice job! I am very happy with each chute design and our race results.

Thanks,

Randy Pawlowski

SR 27 - Conspiracy

Catalina 22 Sport - White Hawk”

Pearson Vanguard

“I wish to thank Team Haarstick for the prompt professional resolution to my recent mainsail fit problem.

The sail is rigged, fits perfectly and I could not be happier !!

Thanks again, I hope you guys have a great summer.

Be Well.

Don”
