NauticEd

21ST CENTURY SAILING EDUCATION

NauticEd Leads Sailing Instruction Into the Future as the World's Top Online and on-the-Water Sailing Educator
NauticEd has provided more than 250,000 sailing courses worldwide since 2008

AUSTIN, Texas – NauticEd, a global boating education company that combines a strategic mix of an e-learning platform and on-the-water instruction, has changed the way the world learns to sail.

"In the past, aspiring sailors signed up for a course, got a printed study manual in the mail and showed up at the school expecting a weekend immersion in sailing," said Grant Headifen, founder and global director of education for NauticEd. "In reality they ended up spending too much of the weekend learning theory, concepts and taking paper tests instead of being on the water learning the required practical skills that are necessary to become competent."

NauticEd students, on the other hand, gain knowledge and learn sailing theory online before getting on the water via multimedia instructional modules that are customized to meet their needs. This ensures that their one-on-one time on the water with an instructor is exclusively focused on practical skills vs. theory, with the natural outcome being greater competence.

"Whether it is a beginner wanting to become a competent crew member or an advanced sailor wanting to safely sail the deep blue, NauticEd instructors and our courses help students take their sailing to the next level," said Headifen.

NauticEd's comprehensive learning management system is the only training program in the world that customizes an immersive and comprehensive sailing education program according to a student's skill level and stated goals. NauticEd also was the first in the United States to be recognized by the U.S. Coast Guard and the National Association of State Boating Law Administrators as having met the very rigorous American National Standards.

Others in the sailing industry have taken notice.

"NauticEd's interactive sailing training is fresh, innovative, and effective," said Peter Nielsen, former chief editor for *Sail Magazine.*

"We gladly promote and recognize the NauticEd sailing license because of NauticEd's focus on developing competent sailors," said Scott Mayer, owner of Bluesail Vacation

Yachts & Sailing Academy in Key West. "NauticEd's cutting-edge techniques sit at the intersection of learning psychology and mariner competency, a groundbreaking approach that has disrupted the status quo for mariner training programs here in the United States."

NauticEd instruction features a specific rubric to assess and rate each skill the student has learned, said DeVaul "De" Henderson, NauticEd Director of Development. Henderson brings more than 30 years of active boating experience to his role, including 15 of direct marine industry experience. He is one of several global sailing experts on staff who collectively bring tens of thousands of nautical miles of sailing experience to bear and to benefit students.

"NauticEd's theory and practical program help students to both learn and demonstrate sailing skills with competency while developing an integrated sailing resume," Henderson said. "Our instructors and learning management system reflect and validate a sailor's knowledge, demonstrated skills and experience, while the instructor training and assessment is documented and logged electronically. Our program maintains this resume and makes it easy for a student to share electronically with friends, other instructors, yacht charter companies and port authorities."

In the early 2000s while operating the world's first fractional sailboat sharing company, Headifen realized that would-be skippers needed more than a certificate to demonstrate their sailing competency. Inspired by this knowledge and insight, Headifen founded NauticEd in 2008 with the mission to create safer, more competent sailors. He collaborated with scores of leading sailing educators, e-learning technologists, forward-thinking sailing schools, yacht charter companies and a select group of top international instructors to build NauticEd's comprehensive curriculum.

Besides the focus on delivering a mix of e-learning and live sailing educational experiences to benefit students, NauticEd is deeply committed to providing the highest quality of instruction throughout its ranks. It has partnered with a veteran Navy TOPGUN instructor and special forces trainer to develop a transformational instructor course which focuses heavily on leadership and team training techniques, along with personality management skills, all of which are required to successfully deliver a powerful learning experience on the water. NauticEd's partner schools and instructors are highly rated, confirmed by both peer instructors and students' transparent social-proof rankings.

Headifen has pushed tirelessly since 2008 for continual improvement in the learning platform to achieve NauticEd's current level of success. In that spirit, new website enhancements are expected soon that will revolutionize its ability to customize a student's online and on-the-water experience coupled with enhanced site navigation and design.

About NauticEd
NauticEd features over 24 online sailing courses, certification for sailors at all levels, feature-rich proprietary learning management systems, and a global network of sailing school and charter affiliates. Since Grant Headifen founded NauticEd in 2008, it has provided over a quarter million sailing courses to students worldwide and currently supports over 80,000 boating enthusiasts with courses, experience building tools and charter vacations. NauticEd is the only sailing education program recognized by the U.S. Coast Guard and the National Association of State Boating Law Administrators as having met the rigorous American National Standards, and NauticEd's SLC licensing is accepted by charter companies worldwide. For more information, please visit www.nauticed.org.

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