

APRIL 2008

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Marketing Potential

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Source: Mercury Marine Engineering Department – June 2006. Test conducted using a Mercury BigFoot 60 hp FourStroke, an Evinrude 60 hp E-TEC and Suzuki 60 hp EFI four-stroke.
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BY ANDY ADAMS

WHAT YOU WANT When You Want It

That is what the *Boating Industry Canada* digital version gives you. It is free to access at www.boatingindustry.ca

Go to www.boatingindustry.ca and click "Read Online". Every issue is available back to February 2006. Just click the cover or the date you want and you can instantly get back to any article, any advertisement or any piece of technical information published in *Boating Industry Canada* over the last three years.

My favourite column in *Boating Industry Canada* is Insight. I have been involved in Canada's marine industry (and *Canadian Yachting* magazine) since 1976 and I would describe myself as a keen observer of the marine business.

As Editor of *Boating Industry Canada*, this column is my place to comment on and partially predict the future of Canada's marine industry. We do our best to plan and deliver editorial that supports your business needs.

In the last issue, we ran the new "Economic Impact of Recreational Boating" research study just released by the NMMA through the Discover Boating program. There have been several other important research reports in *Boating Industry Canada*. The "Read Online" digital versions allow you to go back to those when you need the information – for bank loans, planning additions or changes to your facilities, estimating staffing or inventory, needs and more.

In this issue, you will read about several exciting new outboards in the Propulsion section, an uplifting story about how Mars Metal and their MarsKeel division is staying competitive even after the 35% rise in the cost of lead and the rise in the Canadian dollar.

We also feature the upcoming North American Safe Boating Awareness Week, some new (and highly profitable) safety products, and perhaps the most exciting story in this issue – the 'Bayliner Tim Hortons Roll Up The Rim To Win' promotion that gives away [100 new] Bayliner 185 bowriders – what a coup!

Also in the February 2008 issue we described the idea of "Thininventory" – keeping your inventory commitments light and turning them over as fast as possible.

In their Investor Insights for Winter 2008, TD Bank's Deputy Chief Economist laid out several global economic themes for 2008. The big picture is that for most of the western economies growth will slow to about 2%; with the major US economic woes and the falling American dollar, however comes a great export opportunity, as US goods and services suddenly become more affordable.

The US sub-prime mortgage mess has changed the economic landscape. The result in Canada (and in the US to an even greater extent), is that all the major banks will increase their spreads, boost service charges as well as credit card interest, and probably tighten credit availability to boost retail revenues. That retail income will spread the sub-prime losses among millions of retail customers. We all share the burden and the losses will filter through ...but not for a while.

We have a serious manufacturing issue in Ontario. Ontario will be the biggest loser in auto production among jurisdictions in North America during the next five years, according to "Ward's Automotive Reports". In December '07 they predicted that vehicle output in the province will slide by more than 600,000 vehicles over the period, to about 2.2 million cars and trucks a year by 2012.

If the forecast becomes reality, it would reduce annual auto production in the province to its lowest level since the early 1990s.

Auto industry analyst Dennis DesRosiers called the Ward's forecast "over-negative." DesRosiers, president of DesRosiers Automotive Consultants, noted Canada will get a better idea about the future of its auto industry in 2008 after contract negotiations between the Big Three and the CAW.

"At this point, Ontario is the highest cost jurisdiction for the international auto industry," he said. "If the CAW addresses that, there will be a lot of future opportunity."

Booming oil and resources will keep the Loonie up but a big drop in the auto industry could really hurt Ontario – half of the Canadian boating market. Keep your eye on all this and don't forget to check the *Boating Industry Canada* digital versions to see how good our crystal ball is!

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PUBLISHER
John Kerr
johnkerr@kerrwil.com

MANAGING EDITOR
Andy Adams
aadams@kerrwil.com

CONTRIBUTORS
Andy Adams, Ian Gilson, Tom
Kjaersgaard and Angela Palmer

ADVERTISING SALES
Ian Gilson
igilson@kerrwil.com
• 905-719-5152
Tom Kjaersgaard
tkjaersgaard@kerrwil.com
• 705-715-7003
Greg Nicoll
gnicoll@kerrwil.com
• 416-620-9373
Yolande Teillet
yteillet@kerrwil.com
• 514-421-1749

ART DIRECTOR
Allan S. Bates

Elizabeth A. Kerr
President

Greg Nicoll
Vice President

John W. Kerr, Jr
Chief Executive Officer



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subscribe@magazineservices.ca

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The Outboard Revolution Continues for 2008

The Miami International Boat Show has become a favoured venue for new product introductions recently, especially among the outboard engine companies.

More than anything, the highest horsepower engines have held the spotlight with amazing new four stroke designs leading the charge in sales growth. In a US market that is down (in some cases substantially) in most segments, the big new outboards have been a bright spot.

The growth is coming at the expense of inboard and stern drive versions though, so the gains are bittersweet for Mercury Marine, especially given its historic strength in the MerCruiser division.

Never the less, it is a certainty that more and more boat builders will design their boats to take advantage of these excellent new outboards.

BRP – EVINRUDE E-TEC

In alphabetical order here, and at the Miami show as well, we started with the

BRP press session featuring Jose Boisjoli, Pierre Pichette and Roch Lambert who introduced the 100th Anniversary of Evinrude by showing an excellent historic video and by having several members of the Evinrude family present at the show. A genuine 1909 Evinrude was on display and they rightfully showed that Evinrude was a pioneer in marine power for the masses.

In attendance were the grandchildren of the inventor of the first commercialized outboard engines: Tom and Sally Evinrude, children of Ralph Evinrude who, with his father Ole, lead the evolution of the 100-year old brand. Among the guests were an important group of dealers, boat builders, and distributors who support BRP's efforts in expanding Evinrude engines' product offering worldwide.

The big introduction that BRP made, however, was the launch of their new 300-hp Evinrude E-TEC engine.

The 300-h.p. models – with new SLE Magnum gearcase – have 3.4 litres of displacement, that allow boaters to

plane heavy loads, pull skiers, wakeboarders or tubers, better than ever before. The Evinrude E-TEC 300-h.p. wraps a big-block, two-stroke direct injection power plant into a compact, lightweight design.

One of the biggest benefits of unique Evinrude E-TEC technology is increased fuel economy and extended boating range. At 528 lbs., the Evinrude E-TEC 300-h.p. engines weigh significantly less than competitive engines at the same horsepower. Another benefit is that on alternator output, Evinrude publishes “net” available amperage, something a customer can actually use after the engine's systems consume what is required for them to run. Additionally, the alternator in an Evinrude E-TEC is belt-less – no belts to wear out, break or replace. The Evinrude E-TEC 300-h.p. alternator's gross output is 133 amps.

Other key E-TEC 300 h.p. features include a multi-point oiling system, all new SLE Magnum gearcase with improved hydrodynamic design, new high flow air inlet for increased perfor-

mance and a single piece aluminum inner exhaust housing that replaces the previous 24 separate pieces that made up the water plate, inner exhaust system and related hardware in the 3.3L platform. It is a simpler, more efficient design.

Also introduced to the public at the Miami show were high-tech Evinrude multi-fuel engines (MFEs) that were previously military issue only, however are now offered for sale to the general public.

These Evinrude MFE outboards are capable of running on kerosene, aviation fuels (JP-4, JP-5, JP-8, Jet-A and Jet-B), and standard gasoline. By adapting innovative design elements from the E-TEC technology, the Evinrude MFE meets the Common Fuels Initiative of the US Department of Defense. The Evinrude 55MFE is available in either a conventional propeller-ready gearcase or an impeller-equipped pump jet model.

The two-cylinder 55-h.p. MFE is rope-started with a convenient break-down tiller steering arm. Created for stealth operation, it features minimal engine noise and a matte tactical black paint color.

HONDA

The Honda four-stroke outboard line was introduced decades ago and Honda products continue to satisfy consumers, but the company has not entered into the high-end horsepower fray. The top Honda is, and has been for some time, the 225.

We understand there are planned introductions coming but the expectation is that new product will likely be in the mid-horsepower range using the technologies introduced last year on the BF90, such as the Boosted Low Speed Torque (BLAST) system for improved acceleration, Variable Valve Timing and Lift Electronic Control (VTEC), and other detail improvements.

MERCURY

You just knew Mercury could not allow Yamaha to hold the 350 horsepower pinnacle for long. At a 'closed to the public' media event, Mercury's soon-to-retire Pat Mackey lead the evening with

INTERVIEW WITH ROCH LAMBERT

Boating Industry Canada posed the question directly to Roch Lambert and he responded with an equally direct answer.

BIC: Will BRP soon answer the dealer's requests for new Evinrudes in the key 9.9 and 20 h.p. levels?

ROCH: Yes, we realize how important the 9.9 and other smaller size outboards are to many dealers, especially those serving the fishing and camp markets. We will be making some very important announcements in the near future. I can't say more at this moment but BRP will have the product those dealers want.

Our next question recognized the major commitment that BRP has made to two-stroke technology and the E-TEC branding. While we suspect that the market would be open to any new Evinrude 9.9 outboards, E-TEC or even carbureted if they met the emissions requirements, adapting the E-TEC direct injection systems to such a small engine would be a challenge.

BIC: Will BRP use E-TEC technology in these new small engines?

ROCH: Yes.

BIC: Won't that be a real engineering and computer challenge?

ROCH: Getting to 300 horsepower was a challenge too. So, I think you can safely assume we will be successful here as well.

So, stay tuned. The long awaited, smaller Evinrude E-TECs may be announced soon.



the introduction of the Verado 350 SCi, a supercharged 2.6 litre, inline 6-cylinder engine that was developed through the Mercury Racing Division in Fond du Lac, Wisconsin. The new cowl design breathes more freely and sports Mercury Racing graphics as well as a host of racing-type design elements.

A functional air scoop delivers fresh outside air to the supercharger, enhancing efficiency for maximum engine power and performance.

There is an all-new cylinder head, race-derived custom exhaust valves, Mercury Racing-derived cam timing and piston profile, plus a custom rotor profile for enhanced supercharger efficiency.

An important feature is the VesselView – Race Edition Trim Tab system that is able to display trim tab position via Mercury Racing's new VesselView Race Edition monitor.

In spite of the many Mercury Racing aspects, this Verado is still a consumer production motor that is built on the Verado production line.

Mercury showed many other product advances and introductions giving a lot of time to their innovative stern drive system, Axius. But as a grown-up, bad

boy, my favourite is the "Big Tiller" – a 175-h.p. OptiMax for guys who grew up with an aluminum car-topper and a 9.9.

SUZUKI

Suzuki announced a group of new compact, four-stroke engines at 70, 80, 90 and 100 horsepower.

In 2006, Suzuki released the industry's first 300-h.p. four-stroke outboard and, since then, has filled in a complete line of advanced four-stroke outboards from a mini 2.5-horsepower portable to that mighty 300-horsepower V6.

Suzuki's new DF70, DF80 and DF90 four-strokes share a new, compact 4-cylinder Dual Overhead Cam (DOHC) powerhead with four-valves-per-cylinder and 1502cc displacement. These new 70-, 80-, and 90-horsepower models feature digital sequential electronic fuel injection and solid-state ignition for improved performance and efficiency. They also have Suzuki's proven offset drive shaft for a compact design and better balance, a powerful 2.59:1 final drive ratio for quick hole shots and a zero-maintenance self-adjusting, timing chain.

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*Among 4-stroke outboards.



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Specifications, product features and colours are subject to change without notice. Read your owner's manual carefully and always make responsible boating your #1 priority on the water. Respect the environment and always ensure everyone on your boat wear an approved personal flotation device. See your participating Authorized Suzuki Marine dealer for details on the complete Suzuki line up of four stroke outboard engines. Suzuki. Way of Life.



[PROPULSION]

Even triples are possible with Mercury's new Verado 350 SCi.

more power, Suzuki plans to offer a new DF100 four-stroke for 2009 that is 'literally' in a class by itself. Suzuki claims it is the only 100-horsepower outboard offered in North America

"Our engineers are always working towards improving our outboards and delivering the performance and features Canadian boaters really need," said Len Hughes, Suzuki Assistant National Sales Manager, Marine Sales for Canada. "These four new outboards are a perfect example of this commitment. By expanding our line with new models and replacing existing four-stroke models with ones that are lighter, smaller and quicker, we plan to 'Power 4-Ward' in the Canadian boating market."

TOHATSU

With a line that features four-stroke engines from 2.5-30 h.p., as well as direct injection two-stroke engines from 40-115 horsepower, Tohatsu has much of the most popular sizes covered. In the very important smaller end, the company has introduced a 20-horsepower four-stroke to its Tohatsu and Nissan lines. It will replace their previous 18-horsepower model.

YAMAHA

The 2007 introduction of the industry's first-ever four-stroke V8 outboard, the



Yamaha F350 is going to be a tough act to top. At Miami this year, Mercury equalled but did not surpass the 350 horsepower mark. The mighty F350 is still very new and Yamaha focused on this engine in their Miami PR program.

It's a great piece with a 60-degree V8 block employing dual overhead cams and 32 valves for excellent efficiency. In addition it offers Variable Camshaft Timing plus electronic sequential multi-point fuel injection. At 804 lbs. it is light for the power but this is an engine designed for large offshore boats.

For smaller boats, where more performance is desired, Yamaha Marine Group introduced the new F225TLR, a high-power V6, sports-style, four-stroke outboard with a 20-inch shaft. The

The ultimate Bad Boy Boat? Mercury's 175 h.p. OptiMax ProXS tiller model – are you man enough?





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[PROPULSION]



New Suzuki DF70

New for 2009,
Suzuki DF90

F225TLR provides all the benefits of a high-power Yamaha V6 outboard, with a 20-inch shaft making it an excellent match for many of today's most popular boats.

"A number of bay boats, pontoon boats, and "fish 'n' ski" boats are designed for large horsepower 20-inch shaft engines. It's also for Bass boaters who prefer four-stroke power," said Phil Dyskow, Yamaha Marine Group president. "I like to think of this F225 as the sport model; it gives customers all the power they need in a four-stroke package."

In two-stroke high-performance engines, Yamaha introduced new direct-injection outboards, the V MAX Series 2. Representing the next development of V MAX power, the Series 2 line-up of outboards includes models from 200 to 300 horsepower.

The V MAX Series 2 continues to be based on the proven 3.3-liter 76-degree V6 block, and equipped with second-generation, 1000psi High Pressure Direct Injection — the same technology that powered four of the last six Bassmaster Champions.

For many dealers though, the arrival of two new 9.9 horsepower, four-stroke models, the F9.9F and the T9.9G, is cause for celebration.

Using the SOHC, in-line two-cylinder design, both models feature an



enhanced 212cc aluminum block — 15cc's larger than the F8. The T9.9G is the high-thrust version and uses a higher gear ratio and Yamaha's optional Dual Thrust™ prop to deliver outstanding thrust needed to help control heavier boats. They are also three-star rated for ultra-low emissions by the California Air Resources Board (C.A.R.B.).

With all these introductions and development action, it seems certain that there will be plenty to keep consumers interested in the new outboards this season!



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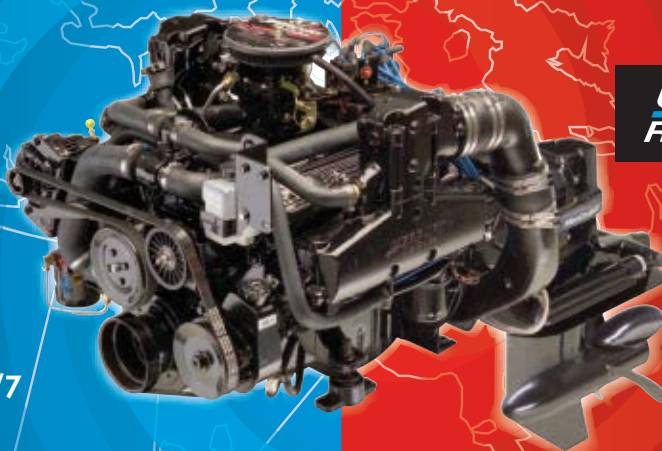
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Competing INTERNATIONALLY

This shot is a picture of the KZ-7 12 meter keel. It is 35,000 lbs with fully machined wings and an articulating trim tab. Kevin Milne and Bill Souter are seen here checking it over.

We found a lot of surprising facts when we visited Mars Metal on Morris Drive in Burlington, Ontario.

Our goal was to bring *Boating Industry Canada* readers another story about a Canadian marine industry business that is succeeding in the face of the dramatic and fast-paced changes in international currency markets, materials costs and other factors.

What attracted us to visit Kevin Milne and his company, Mars Metal, was

the news that they were about to ship a huge lead keel to South Africa.

The photograph (shown here) with the worker sanding out the finish coat, gives a feeling for just how large this weight is. This keel bulb is going to be installed on a Southern Winds 100 sailboat that is currently being built in South Africa. The keel bulb weighs in at 45,000 pounds and the fabricated steel fin that holds it in place is another 10,000 lbs.

What we were especially interested to learn was why a South African firm was buying a lead keel weight from Burlington, Ontario in Canada.

Don't you think they could find lead a little bit closer to South Africa? And, can you imagine what the shipping costs are for 55,000 lbs. of metal? These parts basically filled an entire shipping container.



Kevin Milne examines a shipment of lead ingots they have brought into inventory. These are 99.9% pure and are safer to store and handle than lead in other forms.

We found a lot of surprising facts when we visited Mars Metal on Morris Drive in Burlington, Ontario. Their two attractive industrial buildings are located side-by-side on the same street and, together, they give Mars Metal 35,000 sq. ft. of casting and manufacturing facilities with warehouse space and offices in a separate building. The staff of 30 people ship about 10 million pounds of lead to points around the globe every year.

Surprisingly, the shipping costs for the Southern Winds 100 keel bulb and fin are only about \$4,000. In the greater scheme of things, that kind of cost is not significant on a 100-foot custom yacht. This isn't the first keel that MarsKeel, a

division of Mars Metal has built for a Southern Winds 100, but this design is totally different from the previous one. That should start to explain why a South African firm would look all the way to Canada for a huge lead keel.

The specialty of MarsKeel is top-quality, precision manufacturing plus a very difficult to assess, intangible factor of knowledge and expertise.

MarsKeel has been casting lead keel weights for sailboats ranging from little family cruisers to America's Cup contenders. They make keels for mass-produced production sailboats and a huge variety of custom boats – including the very specialized canting keel that is being used on Derek Hatfield's new Open 60, Spirit of Canada.

The regular roster of MarsKeel customers reads like a "Who's Who" of sailboat manufacturing and design. While the manufacturers with mass



"Starting On November 9th 2008, Derek Hatfield will compete in the Vendée Globe – and sail around the world, single-handed, with no stops."

Started in 1989, the Vendée Globe is the most grueling single-handed race in the world, and in 2008 the race will start, for the 6th time, from the harbour of Les Sables d'Olonne, where it was born.

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[MANUFACTURING & FABRICATION]



Boating Industry Canada was at Mars Metal in late February to see a later and visibly different version of the Southern Winds 100 keel. This is a fabricated steel fin section with a 45,000 lb. lead bulb attached. We watched as a crane loaded it into a container for shipment to Capetown, South Africa via ocean-going freight.

slow down by 10% or even by 20% but recently, we have seen unrelenting strength in the higher-end market.

Custom yachts continue to be commissioned and built and the goal for your company, as it is for MarsKeel, is to be the business that is so in demand by that resilient high-end market, that slowdowns in the mass market business do not bring the company down.

In fairness too, Mars Metal is not that large a business, and owner Kevin Milne can be flexible and responsive to those rapid market changes.

A key way they have done this is to start MarsShield, another division that makes lead shielding for x-ray facilities. Another diversification is producing lead products for use in nuclear power generation.

Mars specializes in lead but they have taken their skilled workforce into new areas that require their specialty – lead fabrication. With access to CAD/CAM techniques and systems, this company can tackle a wide range of non-marine manufacturing and fabrication to minimize the negative impact of those occasional marine industry downturns.

Marine is still half the business but with other new products coming on, a 20% downturn gets moderated significantly – then again, the skill and specialization seems to be protecting Mars from the economic slowdown that is hitting some other businesses.

We think this is an inspiring story and an encouraging one for other Canadian manufacturers. ●

www.marskeel.com



production are plainly important customers for MarsKeel, it's really the naval architects and designers of parts like the specialized America's Cup winged keels that come from around the world to Burlington, looking for the knowledge and skill to pull off such a championship design.

When Kevin Milne and his father started Mars Metal, they specialized in cast lead. They have competitors, but apparently few equals.

The take-away here is that in the face of the rise in value of the Canadian Loonie from \$0.70 US to parity, when other companies are suffering...and when the price of lead triples as it has done in the past three years...and when the huge US market slows down dramatically ...the internationally recognized expertise at MarsKeel keeps the orders coming in and the shipments going out.

We all know that the market may

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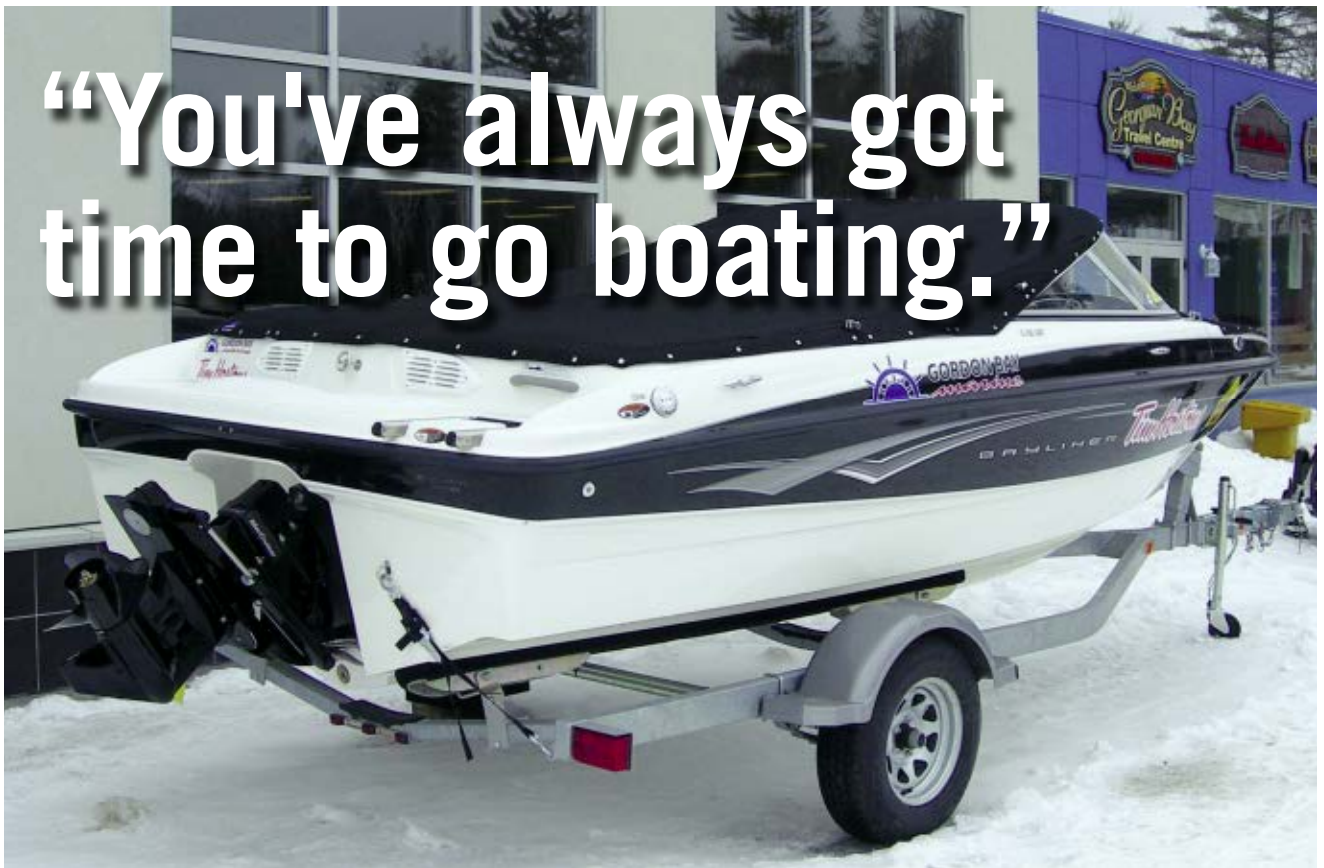
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“You've always got time to go boating.”



THE TIM HORTONS AND BAYLINER BOAT PROMOTION

They say you've always got time for Tim Hortons. Now, Canada's largest fast food business would like you to feel that there is always time to go boating too. Tim Hortons is giving away 100 Bayliner 185 bowriders with trailers and MerCruiser 3.0 L engines between February and April 2008.

The numbers involved here are astonishing. The Tim Hortons organization will actually purchase 100 Bayliner 185 bowriders, on matching bunk trailers ready to run with 130-h.p. MerCruiser stern drive engines. In every one of Tim Hortons 3,000 locations across Canada, bright yellow and red banners and hanging signs advertise their perennially successful and famous “Roll up the Rim to Win” contest. Many Tim Hortons franchises even have big-screen video above the counter and the promotion is repeated there.

It would be impossible to calculate the exact number of advertising expo-

The best kind of promotion is one that works from the top down and from the bottom up.

While Bayliner arranged the major national promotion, some dealers worked it from the bottom up by partnering with local Tim Horton stores.

Dealers such as Gordon Bay Marine in Parry Sound, ordered in some Bayliner 185 bowriders, lettered them up and displayed them in front of Tim Hortons stores like this one in Parry Sound.



sures generated in-store alone. The company's national paid-media ad campaign will dramatically increase that number but consider just this one statistic alone: the “Roll up the Rim to Win” contest (and all prizes) is promoted on every single one of the six million paper cups of coffee that Tim Hortons stores sell every day.

We contacted Bryan Down, Regional Sales Manager in charge of Bayliner's sales in Canada and he told us the real story. You might think that the “Roll up the Rim to Win” promotion is intended to sell more coffee but that's not actually the case. The real reason that Tim Hortons does this is that it is a loyalty program.

The major prizes of 35 Toyota Matrix cars, 100 Bayliner boats and 5,000 Garmin GPS units are there to add the “sizzle”. The real steak in the contest is that Tim Hortons customers will win more than 31 million food prizes.

It's a little "feel-good" way for Tim Hortons to thank their loyal customers. Of course, the more loyal they are, the more likely they are to win!

From the perspective of the boat business, giving away 100 eighteen-foot bowriders is a great way to stimulate broad National interest in boating. The Bayliner boat prizes may get 200 or even 300 million advertising impressions through the course of the "Roll up the Rim to Win" contest.

That is certain to get lots of non-boaters thinking that it would be pretty cool to win a boat. One hundred of them will, but we hope that hundreds more will seek out boat dealers across Canada to fulfill the dream that Tim Hortons got them started on this winter.

Bryan Down told us the story of how all this came about. It's really a great tale.

Last August, Bryan was doing an exhaustive market tour with Jeff Minert from Bayliner's corporate head office in the United States. Driving along in the car, Jeff's cell phone rang. Bryan's ears

really perked up when he heard Jeff say "Tim Hortons". When the call ended, Jeff asked about the Tim Hortons chain.

Bryan said "I don't need to tell you about Tim Hortons. I can show you." Moments later the first of many big red Tim Hortons signs appeared.

For the rest of their trip, Jeff realized that in Canada you can only travel 20 minutes or half an hour before you find yet another Tim Hortons. The scope and the potential impact of the "Roll up the Rim to Win" promotion became clear very quickly.

On the other hand, such a major project takes a long time to come to fruition. As all the details were cleared and finalized, Bryan had to maintain a painful, long silence until the campaign was ready to break.

At the end of February, Tim Hortons launched the 2008 "Roll up the Rim to Win" contest and 100 Bayliner 185 bowriders featured prominently in all the materials. *Boating Industry Canada* was quick to break the news in our

electronic newsletter *Newsweek* and within days, thousands of Canadian boating industry professionals were aware of the program.

The most important audience to Bryan Down, however, is his team of Bayliner dealers across Canada. Their enthusiasm and support is understandable. Some dealers, like Gordon Bay Marine in Muskoka, ordered boats in as quickly as possible, had them lettered up with the Gordon Bay identification as well as Tim Hortons "Roll up the Rim to Win" graphics, and then Gordon Bay placed several boats prominently in front of participating Tim Hortons.

It's great to see pictures of the boats, but it's a lot more powerful to have the real thing on a trailer sitting in front of the store. Our hat is off to Bruce Hatherly and his gang at Gordon Bay, as well as all the other Bayliner dealers who bought and displayed boats to capitalize on this massive advertising promotion.

Bryan explained a few other important details of the program. Firstly, the



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To all of our Dealers, Vendors and Staff at Grace & Speed, who made our Trade Show such a Great Success!

[ADVERTISING & MARKETING]



Extensive signage like these large-size, in-store promotional banners and further coverage on the in-store video that some locations have, helps to capitalize on the 6 million "Roll Up The Rim To Win" cups that the Tim Hortons stores distribute each day.

Tim Hortons organization is very diligent about ensuring the secrecy and the security of how winning cups are distributed. Another thing is that although a winner has to answer a skill-testing question, once you win the prize in Canada, it's yours with no strings attached. To claim the prize, winners contact their nearest Bayliner dealer and their new boat is delivered, ready to go. After the "photo-ops" take place, the dealer ensures that you have everything you need to get into boating.

In Canada, all the taxes are paid, everything is looked after, and the boat is yours.

This is a great thing for the 100 lucky winners but, more importantly, Bryan feels the Tim Hortons customer base is "right on the money" for also being Canadian boaters. He sees this as a perfect match and the Tim Hortons people feel that they have expanded their loyalty program in an important and powerful way. The Bayliner 185 is an impressive prize, especially considering that this is only a second prize. Giving away 100 is amazing.

The distinctive black and white-trimmed, Bayliner 185s will be showing up on the water all across Canada in the coming year. Bryan assures us that he and his Bayliner dealers in Canada will make every effort to ensure that this is the success Tim Hortons was looking for, and that they have a shot at making this happen again in 2009.

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BY IAN GILSON

Mid-Canada

An Untapped Marine Market Opportunity?



For some, Manitoba and North-western Ontario might not immediately spring to mind as hot spots for recreational boating in Canada. The 2008 Mid-Canada Boat Show provided *Boating Industry Canada* with an ideal opportunity to gain a 21st Century perspective on recreational boating in mid-Canada and to speak with Jim Flood, the man who has, for over 15 years, championed the Mid-Canada show held each year at the Winnipeg

Convention Centre.

Jim's love of boating surfaced at 14 when he took people on fishing excursions. He later realized a passion for sailing at 30 and decided to start his own sailboat dealership, "Bowline Yachts", 27 years ago. As a broad grin emerges on Jim's face, he eagerly admits that "there is nothing more fun than demo-ing a sailboat on a lake."

Jim is unabashed in his sentiment that "Mid-Canada is home to some of the



finest recreational boating in the country". There are numerous "really good" lakes that host recreational boating activities of every stripe. "Lake Winnipeg is ideal for ocean-type sailing, and Lake of the Woods near Kenora, Ontario is renowned for its pristine waters and unspoiled wilderness." Ever the popular spot, the LOWISA (Lake of the Woods International Sailing Association) regatta is staged there each year. In 2008, its 43rd year, it will take place from August 2-9. Since its inception in 1965, the event has become a tradition for those throughout Canada and the US who enjoy multi-class racing, socializing and cruising.

In Jim's estimation, the split between power and sail within the region is approximately 95% power and 5% sail, with the power component taken up more by smaller runabouts than by cruisers and other larger craft. While there seems to be no shortage of fishing craft by Lund, Legend, Lowe, Misty

assistance, so as to maintain a solid presence in the area and the perception of mid-Canada as Lund Country. When this same question was later put to Garth Bromley, President of Rond's Marine, Garth added that Lund's departure did open a bit of a window for competing companies in that market to establish a stronger presence in the area.

Fortunately, too, there were ample other employment opportunities in the area at the time for the displaced workers – albeit, not necessarily in the marine sector.

Overall, Jim rates the relative health

The Mid-Canada Marine Dealers Association serves a relatively small population base but a huge geographic area that features some of the world's biggest and most beautiful inland freshwater lakes. The drive to Lake of the Woods is less than two-hours from Winnipeg and this amazing lake is said to contain over 6,000 miles of shoreline for boating and recreation.



River and others, Jim comments that wakeboard, pontoon and other sport boats ply their waters in healthy numbers. As in other parts of Canada, wilderness canoeing and kayaking are also extremely popular activities in the central region.

When asked about the impact of Lund's departure from Steinbach, Jim replied that Lund is still very active sponsoring dealers and providing sales

of the recreational boating industry in mid-Canada as "very good, but there is always room to accommodate more players. The demand is there." Like the rest of Canada, however, the central region has experienced severe shortages of skilled marine mechanics and other trades people. Many who worked in Manitoba and Northwestern Ontario were lured away by the prospects of substantial earnings in the Alberta oil and



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The vast size of the area almost guarantees that there is outstanding fishing available. Enthusiast sportsmen visit from all over the world.

gas industry.

When Jim first took the reins of the boat show that is sponsored by the Mid-Canada Marine Dealers' Association (MMDA), it only occupied a single floor in the Winnipeg Convention Centre. He admits that growth was slow until around the year 2000 when things just seemed to take off. Recently, the show has become a year-over-year sell-out

occupying all three floors with some 200 Exhibitors, 40 of which are dealers. "For the exhibitors, the show provides an excellent kick-off of the season with impressive numbers of boats moved," Jim adds.

A "Ladies Night" is held on the opening day of the show each year. Jim commented that "this year there were more women in attendance than both men and women last year – a healthy sign." Approximately 20,000 people frequent the show over its annual four-day run.

The show committee is comprised of approximately four dealers appointed by MMDA President Garth Bromley and chaired by Greg Alcock of Woodlake Marine. The committee provides input to, and general oversight of, show planning and operations-related activities. Committee participants are rotated periodically to ensure variety and to keep the show fresh and vibrant.

Apart from sponsorship of the show, the MMDA has, since its inception approximately 25 years ago, actively

promoted recreational boating interests both to the public and within the government. Their membership body of approximately 60, and Board of Directors numbering 10, are sourced primarily from Manitoba and North-western Ontario. (While the invitation is open for Alberta and Saskatchewan-based trade organizations to participate, none are currently involved.)

Some of the many projects the MMDA has advanced in its stewardship of recreational boating in mid-Canada include:

- The Zebra-Mussel Prevention Program
- Marine Mechanic Training Program at Red River Collegiate
- Urban Angling Partnership Program
- Miscellaneous Safe Boating Programs
- On-Water PWC Training Program

In the coming weeks, the MMDA will also launch their 2008 advertising campaign to encourage boating in the region. The program asks "What are you doing this weekend?" and promotes boating as a great family recreational activity.

So it appears that there is keen interest in recreational boating amongst mid-Canadians, and abundant opportunity to indulge those pleasures on bodies of water, large and small. One might also take from the trailerable nature of the vast majority of boats at the show, that these boaters enjoy touring the region to experience all that each area has to offer.

From a market opportunity perspective, this region provides an attractive alternative to vying for the boaters' dollar in the more competitive regions around the Great Lakes, Georgian Bay, Haliburton and the Kawarthas. (Statistics on signed sales contracts for boats in excess of \$15K at the 2008 show reached 157.) Manufacturers, distributors, dealers and advertisers who have paid little attention to this neck of the woods, might do well to stake their claim in mid-Canada.

It's as important in the recreational boating world as anywhere else. Location! Location! Location! ●

SAFETY

BY ANDY ADAMS

Safety Can Sell



For those of us who work to promote boating, there is a genuine concern about broadcasting boating safety messages.

You know the ones I mean...with the guy floating face-down without his life-jacket, the upside-down canoe...we've had years of it.

How is our industry supposed to attract new people into boating when the public safety messages tell consumers to 'Go boating and die'?

The answer is through positive safety messages. This can include photos showing attractive people having fun in well-fitting, comfortable-looking life jackets as they paddle along, take off skiing, or go tearing down the lake in a bass boat.

The industry is full of great products that fulfill this positive and reassuring mission. My personal favourite is the Salus Marine Wear Bijoux PFD for infants. It's cute, works very well and gives parents a reassuring feeling by doing the right and responsible thing. It's even better if the adults are seen wearing well-fitting PFDs too. Parents can do all sorts of things to encourage

smart behavior in their children. It's positive to set a good example.


The new pouch-type, suspender-style inflatable life vests are great. I wear one and it's no bother at all. Showing professional anglers with specialized PFDs is also a great way to make life jacket wear acceptably "cool".

Let's face it – for decades boaters have proven that they would rather die than look like a dork in a life jacket. So, in your dealership and in your company's ads, make sure you have proper and approved safety equipment displayed in a positive way. It's good business to get behind boating safety by taking an active role. In fact, make it a goal to "own" this positive position in the minds of your customers.


Here's a great way to do that.

JOIN IN NORTH AMERICAN SAFE BOATING AWARENESS WEEK'S 2008 CAMPAIGN

This year, from May 17-23, it is North American Safe Boating Awareness Week. In Canada, this initiative is organized by the Canadian Safe Boating Council

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(CSBC), a non-profit organization and its members and partners from all areas of the marine community including manufacturers, marine trade associations, boating education organizations, water safety and marine law enforcement sectors.

The goal of the campaign is to ensure that the millions of Canadians who head out on the water this summer are equipped with the knowledge for a safe day on the water.

The way this campaign works is that the CSBC makes available a wide range of media materials and campaign ideas to help you and your business gain media attention and coverage.

Here is a list of CSBC's Seven Steps to help your boaters and the media to raise awareness of safety this spring.

1. Host a "What you need to be safe on the water this boating season" information session, and have required equipment on display for quick sales.
2. Host a "Boat safe. Return safe. Wear It" session where you show parents how to find – and care for – properly fitting PFDs for the whole family.
3. Include safety articles – available free at www.csbc.ca – in your customer newsletters, with invoice mailings, and on your web site, at www.csbc.ca.
4. Arrange a date to have a Pleasure Craft Operator Card provider hold courses and examinations on site for the convenience of your customers.

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SAFETY



Getting involved in the National Safe Boating Awareness Week activities is a clever way to gain added positive awareness for your business. Contact Ian Gilson at sbaw@csbc.ca.

5. Run a weekly or monthly safety quiz on your web site, at your marina or in your newsletter, and offer safety-related prizes.

6. Host and distribute a "Vessel & Operator Preparedness Checklist" itemizing checks to be made each and every time the boat leaves the dock.

7. Arrange to have a weekend of free vessel safety checks for your customers.

Help your customers have more fun boating. Save them from being fined too! To sign up as a volunteer participant in the North American Safe Boating Awareness Week Campaign, please contact Ian Gilson at sbaw@csbc.ca.

UPDATE ON PLEASURE CRAFT OPERATOR'S CARD

Canadians continue to be confused by, or have a low awareness level of the requirement to have a Pleasure Craft Operator's Card to operate a powered vessel. The Government calls this "proof of competency". Currently, proof of competency is required if you fall into one of two categories:

1. You operate a pleasure craft fitted with a motor AND are born after April 1, 1983.
2. You operate a pleasure craft, fitted with a motor, that is less than 4m (13 feet) in length (regardless of age).

If you were born before April 1, 1983 and operate a pleasure craft, fitted with a motor, that is 4m and over in length, you will require proof of operator com-

petency by September 15, 2009.

That means every powerboat operator will need a card after September 15, 2009. It is the "phase-in" deadline.

Also, there are age/horsepower restrictions that prohibit operators under the age of 16 from operating recreational vessels above specified horsepower limits:

- Children under the age of 12 and not directly supervised by someone 16 years of age or older can operate a recreational vessel with no more than 10 h.p. (7.5 KW).
- Youth between 12 years of age and under 16 years of age and not directly supervised by someone 16 years of age or older, can operate a recreational vessel with no more than 40 h.p. (30 KW).
- Only persons 16 years of age or older can operate a personal watercraft (PWC) regardless of supervision.

These restrictions apply to all operators (including non-Canadians) of pleasure craft in Canadian waters.

You have probably heard that Transport Canada has recently amended

the Pleasure Craft Operator Card course provider and examination regulations. People are no longer allowed to take the test in an unsupervised location. As of January 1, 2008 all online tests must be taken in a regulated facility that is supervised by an approved course provider.

Recently, some course providers have had their accreditation revoked. Check the Transport Canada web site for a listing of accredited providers. We suggest you contact at least one reputable provider in your area to be able to provide your customers with information about available courses.

The rumors you may have heard, that there is no complete database at present, of people who hold Pleasure Craft Operator Cards, is apparently true. But, emphasize to your customers that boaters are required to always have their real card with them when boating.

After the deadline of September 15, 2009, anyone operating a power boat in Canada without a Pleasure Craft Operator Card could be fined \$250.

There are complete and detailed answers to every question regarding Pleasure Craft Operator's Cards on the



Every young parent will feel better with their infant in a PFD like the Bijoux model from Salus Marine Wear. Then, sell them inflatable PFD's for themselves. It makes both dollars and sense.

SAFETY



Yep...it's that small. The Virtual Lifeline is clipped to the young lady's bikini bottom. If she were to fall overboard, the engine is automatically stopped.

Transport Canada, Office of Boating Safety web site. One common question is "How do I replace my lost Pleasure Craft Operator Card?"

While Transport Canada administers the regulations – all cards are issued by private sector organizations referred to as "Course Providers". To arrange a card replacement:

First, contact the accredited course provider that originally issued the card. A complete list of course providers is available on the Transport Canada web site.

Second, if you can't remember the name of the course provider that originally issued your card, here are a few things to do to help you remember:

- Did you take the test with a family member or friend? If so, check with them as the name of the course provider will be on their card.
- Did you keep a copy of your receipt or the letter that came in the mail with your card attached to it? The course provider's name is included on both of these documents – and...
- Most importantly, Transport Canada recommends that all boaters make a copy of their card upon receiving it. This will eliminate doing any research in order to get a replacement card. It's the simplest and most effective way to get your card replaced!

www.tc.gc.ca/BoatingSafety

COOL NEW SAFETY PRODUCTS

In the last issue of *Boating Industry Canada* we highlighted a neat product called SPOT Satellite Messenger. It is a pocket-sized GPS-enabled device that can transmit the user's location from just about anywhere in the world. (See www.boatingindustry.ca and click on "Read Online", then "February 2008", page 27).

Another cool product is Virtual Lifeline. Falls overboard can

lead to drowning, propeller injury, collisions, capsizing and property damage. A fall overboard can happen to anyone and it always happens unexpectedly.

Virtual Lifeline is a wireless engine shut-off device that helps prevent injuries and fatalities associated with falling overboard. With Virtual Lifeline installed, the operator and all passengers onboard can be equally protected when everyone wears a sensor.

Upon submersion, the sensor immediately activates and sends a signal to the onboard control module, which sounds an alarm and shuts off the motor. XLI's Rescue Mode allows restarting of the engine to recover the person in the water.

MariTech Industries, maker of Virtual Lifeline was the winner of the 2006 CSBC Award for the marine industry. Their Virtual Lifeline/CAST "no strings attached" wireless engine shut off device was also honored with the NMMA 2005 Innovation of the Year Award for Safety.

SAFETY PRODUCTS CAN BE COOL AND PROFITABLE

These are just a few ways your business can benefit from promoting safety in a positive and progressive way, to both the media and to your customers.

You are (or should be) the experts – take a leadership role and show your customers how desirable and useful boating safety products can be.

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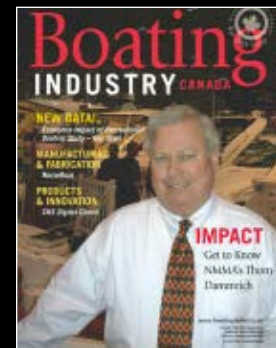
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PEOPLE

Hub Steenbakkers Designated as a Certified Marina Manager

Hub Steenbakkers, the owner of Collins Bay Marina in Kingston, has received his designation as a Certified Marina Manager (CMM) from The Association of Marina Industries (AMI).

The CMM designation is a professional qualification and certification program assuring marina customers, investors, bankers, insurers and the public that marina properties are professionally managed and run. The award follows his completion of the Advanced Marina Management course, providing training in site planning, marina-development skills, marina-operation techniques, business strategies, risks and liabilities and environmental policies. Hub becomes only the 4th person in Canada and the 212th person in the world to attain this certification since the program's inception in 1992.



The Association of Marina Industries represents over 1,500 marinas, boat-yards, yacht clubs, and public/private moorage basins around the world providing slip space for over 240,000 recreation watercraft.

Hub Steenbakkers, right, is congratulated on his award by Jim Frye, President, The Association of Marina Industries.

For more information, you may contact Collins Bay Marina at www.CollinsBayMarina.com or the AMI at www.marinaassociation.org.



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PEOPLE

Sara Anghel Announced as New Vice President Government Relations for NMMA Canada



NMMA Canada recently announced that Sara Anghel has joined the association as Vice President Government Relations.

Anghel has experience in government, the private sector and associa-

tions spanning 11 years. Most recently, she served as Vice President of Government Relations and Public Affairs with the Ontario Energy Association. Prior to that role, she worked within the government and regulatory affairs group at Direct Energy.

Anghel also has a number of years' experience working within the Ontario government in several ministries including energy, natural resources and health, and was Chief of Staff to Jim Wilson, MPP, Ontario's Minister of Northern Development & Mines and Environment.

You can contact Sara directly at sanghel@nmma.org or 905-951-4048

Michael David Barthel of Rekord Marine Enterprises Has Passed Away

His family announced that Michael David Barthel, oldest son of Major Don and Kate Barthel, went home to

be with our Lord and Savior on March 12th, 2008.

In 1969 the Barthel family settled in Vancouver, B.C. where shortly after Michael obtained his diploma in Mechanical Engineering at BCIT. Michael joined his father in 1975 (and was later joined by his brother Steven) in their family business, Rekord Marine Enterprises Ltd. Michael rose to the position of President, managing the day to day operations of the company and his father later turned the business over to Michael and Steven.

Michael leaves behind his loving wife, Louise Ingrid, two sons, Samuel (Tresa), Daniel (Katie), his parents, Don and Kate and his brother Steven (Cynthia).



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Boating Industry News

Communications Breakdown

THE REASON YOU'RE READING this right now is that you are interested in knowing more about what's going on in your industry— the Canadian marine business.

It's our job at *Boating Industry Canada* to keep you informed, but we can't talk about what we don't know if we don't know about it. And, even if we do know about a particular topic, if it has been years since we last heard any news, we presume the topic is a dead issue.

So, it really took us by surprise when Gary Losee at G&J Tops in Gravenhurst, Ontario contacted us. He started off by saying he was a regular reader and enjoyed *Boating Industry Canada* magazine. However, he went on to ask us how we can publish the industry's trade magazine and not mention the MED A3 requirements, especially when the deadline for compliance is April 1, 2008? Good question!

MED A3... back in 2003 or maybe 2004, I learned a little bit about the Marine Emergency Duties (MED) program while working with Michael Vollmer on marine education programs for the Canadian Yachting Association.

I learned that Transport Canada had brought in requirements for Marine Emergency Duty training (a commercial boating safety protocol, basically) and that anybody operating a commercial vessel over 26 feet would be required to have a MED A3 certificate.

I could barely remember the topic, let alone specific details, so I went to the Transport Canada (TC) web site (www.tc.gc.ca), typed MED into the "Search" button, and immediately got a chart of MED course providers by geographic region.

That was good, but it became much more difficult to find out what those course requirements really were. The information is on the web site but I didn't have a long time to search. So, I started telephoning my contacts in Transport Canada and the Office of Boating Safety.

The real point Gary Losee was raising is that he believes many people in Canada need this education (and an MED A3 certificate) to avoid being fined this summer, but he thinks people are not aware of that.

He should know; he teaches at Georgian College. You can get the course there but he senses demand is too low.

No surprise. At *Boating Industry Canada*, I have never received a press release or any form of communication from TC on MED A3. My associate, Michael Vollmer, regularly attends both the Canadian Marine Advisory Council (CMAC) and Recreational Boating Advisory Council (RBAC) meetings, but he is focused on the recreational boating topics and for information on "commercial" discussions, he referred a few names.

I made several calls and finally heard back from Marc Nolan. He explained that any person who has the "duty of care" for any commercial vessel of 15 tonnes or more, needs an MED A3 certificate. And, they have to carry that certificate with them on the water. Mark was very helpful but he also admitted that the interpretation of the regulations is maybe not crystal clear. He referred me to more people that I should call.

I reached Captain Doug Wilson. He agreed with Gary Losee's understanding that MED A3 training is needed to operate commercial vessels, not just a Small Vessel Operators Permit (SVOP), and he added that who actually needs the certificate is a bit of a gray area. The laws are rather vague.

Transport Canada wants mariners to get this education, so that's their emphasis.

This leaves much open to interpretation. As a marina operator, it seems that your staff needs MED A3 to run a commercial vessel if it is over 15 tonnes. If they are paid and have duty of care, you could be exposed. Charter fishermen may need it. Some people wonder if marina mechanics need MED A3 to water test a customer's boat. It is still a pleasure craft, but it is in that gray area.

I also contacted a representative of the Ontario Provincial Police and coincidentally, they had just left a meeting on exactly this topic. They confirmed that the laws would be enforced and fines would be laid. What is that old expression...ignorance of the law is no excuse?

So this should be an incentive for more people to attend CMAC meetings but, for now, be aware of that April 1, 2008 deadline. ●

What's wrong with this picture?



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the waterfront challenge

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Based on various criteria, a panel of seven judges will award seven prizes valued at \$5,000 per region and one overall grand prize of \$25,000. The regions include: Canada, Caribbean, Mid Atlantic US, Mid West US, West Coast US, North East US, and South East US. Proof of your project will need to be provided. No Purchase necessary. Closing date for submissions is November 5, 2008. The winners will be notified on January 5, 2009. The chances of winning will depend upon the number of eligible entries received.

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