

AUGUST 2008

Boating

INDUSTRY CANADA



Neil Gilbert

Canada's Great Unknown Designer

Is There a Cat in Your Future?

A Primer on Catalytic Converters

Tour Sea Ray Tellico Lake

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BY ANDY ADAMS

MAATS RIDES the Economic Roller Coaster

How appropriate – I'm writing this from my hotel room while attending MAATS and ICAST in Las Vegas, the ultimate adult amusement park and I feel like I'm in the last car on a monster roller coaster, getting whipsawed back and forth.

The twisting track we are all on is the world economy and it is the United States that is in the lead position.

Citizens are clinging to the rail, white-knuckled and terrified as they all plunge down the falling house price mountain, whip past the consumer debt hairpin turn and then climb the Fanny Mae mortgage rescue mountain.

On my first day here, I turned on CNN and learned that US inflation numbers are at a 25-year high and consumer spending has dropped to a 17-year low. The US government had announced that they would stand behind the two mortgage companies that hold a combined total of over 50% of all US mortgages but then, later that night, CNN broadcasted a feature on how to take your money out of your bank before it collapses the way banks did in 1929!

I'm not sure how to spell "scare-mongering" but I can see that bad news brings viewers in droves.

Yet, the slightly reduced-size MAATS and ICAST shows seem busy and the tone is not so down. Early reports are actually positive.

Then, the same day, at home in the frozen north, the Bank of Canada announced that the Canadian economy was rebounding. Its proposition is that all Canadians are profiting from the ongoing commodities boom and helping to rescue our economy from the throes of recession.

In a surprisingly upbeat report, given its warning only two days earlier about spiking inflation, the central bank said Thursday, July 16 that "available evidence" indicates that Canada's economy has bounced back from a first quarter dip and grew by 0.8 per cent in the second quarter that ended June 30. And it says the economy will continue to steadily recover going forward, growing by 1.3 per cent in the third quarter, 1.8 per cent in the fourth and 2.8 per cent in the first half of next year.

"Final domestic demand is projected to be the key driver of economic growth in Canada over the projection horizon," the bank said.

"Recent increases in global commodity prices lead to higher wages and salaries, higher government revenues, higher corporate profits and equity valuations, and stronger investment growth, particularly in the energy sector."

Inflation, fed by rising energy and food costs, will be a headache for the country the rest of the year and early next year, as the bank said on the previous Tuesday when it kept interest rates unchanged. But the bank emphasized that inflation will be a brief and passing problem for the economy, rising steadily from the current 2.2 per cent to a peak of 4.3 per cent in early 2009 before falling back to two per cent by the end of that year.

Things are really not bad at all...but hang on, this ride is far from over!



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Boating Industry Canada is published six times annually. To subscribe, go to: subscribe@magazineservices.ca

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Touring Sea Ray's

Tellico Lake Plant in Vonore, Tennessee

BY ANDY ADAMS

I have to admit that I was pretty excited to have a chance to tour the Sea Ray Tellico Lake plant this past June. I met Reese Stansell, General Manager of the plant and he took me through it personally.

This is believed to be the second largest volume boat plant in the world

next to Brunswick's Bayliner plant in Mexico and the facility exclusively builds Sea Ray's – up to the 240 model. Of course, that is where the big volume is and I was especially interested to see how they were organized to be so productive.

You have certainly heard that the US

market is way down right now, but I was lucky enough to be there when the plant was buzzing with lines of finished and shrinkwrapped boats waiting for the next transport truck to deliver them to dealers.

The area is interesting. The Tellico Lake Industrial Park is about 40 minutes



It starts here, where the workers inspect and prepare the mold to enter the spray booth.



Reese Stansell (right) leads us from the automated spray booth into another area of the facility where the lamination will take place.



Reinforcements are added as the various layers are added and rolled out.



Also in a separate area, we see a technician operating a CNC machine which is cutting small parts out of composite sheet material. This type of material can be completely recycled into a fresh sheet so nothing goes to waste.



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[MANUFACTURING & FABRICATION]



This computer-driven cutter is for material and fabrics and feeds the needed pieces into the upholstery shop.



More computers drive the custom embroidery machines stitching the Sea Ray logo into seat backs.



More workers are assembling the seats and other finish parts as they are needed.

outside of Knoxville on Tellico Lake. Directly across the bay is MasterCraft. Yamaha builds their sport boats around the corner. Cobalt had a massive facility there too.

The Park is beautifully maintained with manicured lawns and attractive facilities on large properties, all lined up around a pretty and fair-sized lake. It's a great place to work although it is well out in the countryside. Few people live nearby so employees are all commuting – many from Knoxville (fuel costs will be on the employees' minds these days).

This is a very experienced boatbuilding labour force though and I was especially interested to see if Sea Ray employed some new high-tech solutions for boatbuilding. Their boats have a well-established and strong re-sale value; even fairly old Sea Rays are often seen, still in good shape. They last, so the quality must be good.

Reese warned me that a few areas would be restricted to media and that I



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[MANUFACTURING & FABRICATION]



Technicians now have the completed hull before the deck is added and the mechanical systems and wiring are installed.

would not see a few of their best tricks. What did impress me was that the boats I saw in production were built using well-established and conventional techniques.

Some of the best secrets are in their molds. The tooling is top notch, well-maintained and they are internally marked for tape lines and other features to get the best and most consistent results.

Also, application of the gel coat and some of the laminate schedule is automated for precision and repeatable quality. That is also true for the computer driven mill and drill machine that does the transom cutouts and drills the installation holes. Precise engine orientation to the hull and running surfaces is critical to achieve consistent performance across so many boats.

So, join me on my tour (starting on page 7) of Sea Ray's Tellico Lake plant.

At full capacity, the Sea Ray Tellico Lake plant can produce 50 boats a day – an amazing feat, especially as I was see-

In the meantime, finished hulls are kept in this area outside the lamination area. These are waiting to be inspected for any defects.



Before the boat is ready to leave, another inspection reveals anywhere the finish may need to be buffed out.

ing boats built one at a time and in no order. The numbers are big but this is not mass production of a single model.

"Would it not be far more economical to build a run of identical boats all at once?" I asked Reese.

"We build the boat when we get the order," Reese answered. "Having boats for inventory is expensive and does not respond well to market needs. We have found it better to build what is needed,

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[MANUFACTURING & FABRICATION]



This test tub enables the company to trial run the engine right there on the assembly line. They even add anti-freeze in case cold weather hits.

when it's needed. We can switch from model to model and gear up very quickly. Our people are used to that," he answered.

It was an impressive tour yet the techniques are all familiar and time-proven. Now let's just hope that the market recovers and Sea Ray Tellico Lake can ramp back up to full capacity. ●

Reese Stansell is now smiling broadly as he watches the boats nearing completion. The rest of the plant has been divided into convenient small areas dedicated to specific tasks but this shot shows the actual size and scope of the Sea Ray Tellico Lake plant.



Decals are added and the boats roll out to get a final inspection before being prepared for shipping.



Now the finished Sea Rays are carefully lined up in the yard and on racking, awaiting shipment under their protective layer of shrinkwrap.

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IS THERE A CAT In Your Future?

BY ANDY ADAMS

Starting on January 1, 2008, the California Air Resources Board (CARB) required all new inboard gasoline marine engines to meet its CARB Four-Star Super-Ultra-Low emissions level to be sold in California.

As Mark Riechers, Regulatory Development Manager for Mercury Marine and MerCruiser put it, "There's only one way to get to those levels: you'll need a catalytic converter system."

As you would expect, Mercury, Volvo Penta, PCM and Crusader, Indmar and any other company selling inboard gasoline engines in the California market are now installing a system with a catalytic converter. It seems that each of these companies has done its own research and development work and has created its own system to sell in California.

At the moment, the Four-Star level only applies to California. Currently, there is no Environmental Protection Agency (EPA) emissions standard for inboard and sterndrive engines, but EPA is finalizing a new standard similar to California that becomes effective in 2010. Environment Canada is now drafting requirements for our domestic market and it's expected that these Environment Canada requirements will harmonize with the US EPA requirements that, in turn, will move to a Four-Star Super-Ultra-Low emissions level for all 50 states January 1, 2010.

Because that is less than 18 months off, and the only way current technology enables us to meet those emissions levels is with a catalytic converter, it's almost certain that there are cats in your future. But, there are some significant engineering challenges to be faced when you use a catalytic converter in a marine environment.

We've all had catalytic converter-equipped cars for years now. They seem to work seamlessly, do their job and are completely unobtrusive.

Thankfully, they don't smell like rotten eggs the way they did in the 1970s.

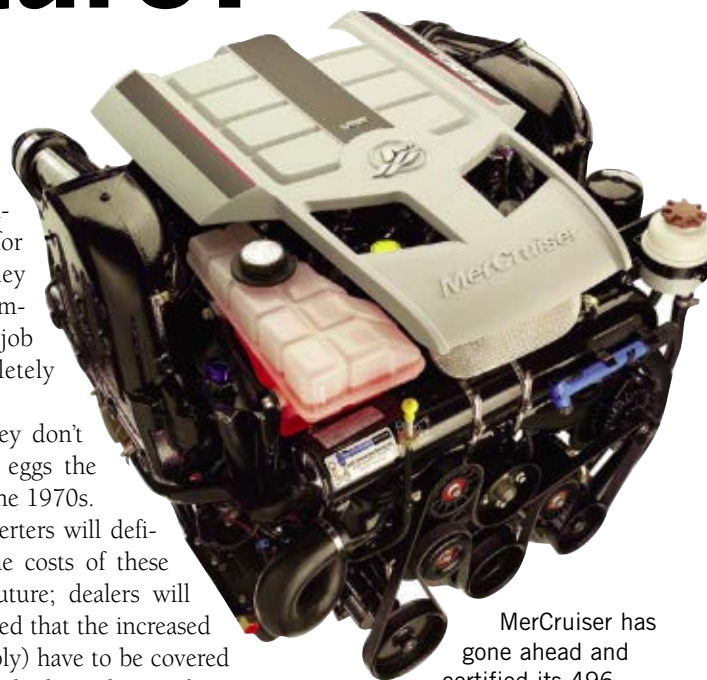
Catalytic converters will definitely increase the costs of these engines in the future; dealers will have to be prepared that the increased costs will (probably) have to be covered by the consumer who buys the new boat and motor. It's not just the cost of the catalytic converter, some significant research and development costs will also have to be recovered.

All the manufacturers have made the investment though, so they are going to be ready when 2010 comes, however, it was much more difficult than just adding a "cat" to the exhaust system.

Cats don't like water. The precious metals in the system cannot withstand cooling water in the fuel exhaust.

We spoke to Trey Thurman at Pleasurecraft Marine (PCM) and Crusader and he explained the challenges. Technically, as of January 1, 2008, the California requirements were that the engine had to meet an emissions level of less than 5 g of hydrocarbons and oxides of nitrogen per kilowatt-hour of operation. This is the new CARB Four-Star Super-Ultra-Low emissions level.

By comparison, the CARB requirements from 2003 to 2006 were for 16 g per kilowatt-hour to achieve the Three-Star Ultra-Low emissions level; in 2007, this was reduced from 16 to 14 g, but



MerCruiser has gone ahead and certified its 496 ci/8.1 L big block for CARB Four-Star Super-Ultra-Low emissions (so has Volvo Penta) in spite of knowing that GM plans to replace this engine in the future.

still at the Three-Star level. As Trey pointed out, the EPA tends to follow the CARB levels and smaller builders like PCM got a bit of a break to help them make the transition but the large engine companies like Mercury and Volvo Penta had to get there faster.

The challenges that Trey described are both challenges of a non-catalyst motor and perhaps even greater challenges in a cat motor because water can get in from one of three sources: intrusion; combustion; and/or condensation.

The engineers have to make sure that water cannot intrude from any external source but as a byproduct of combustion, there will be water from condensation on warm up and then again when the engine cools. It is important to protect the catalytic converter substrate as well as the very sensitive oxygen sensors



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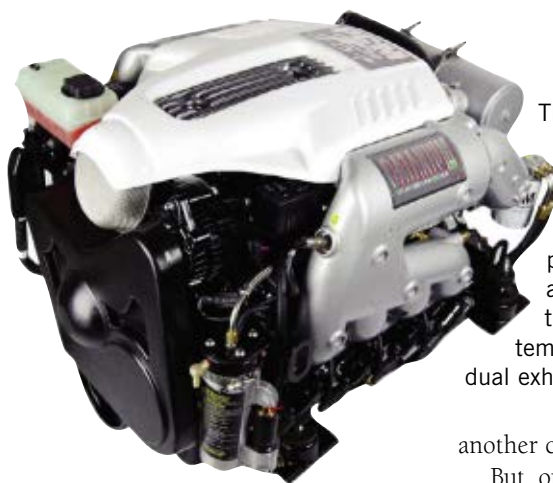
[PROPULSION]

that control the combustion process in order to meet the correct levels. Keeping these two items free from water are the additional challenges of engineering a catalyst system.

Initially, some engine manufacturers used an oxygen sensor at one end and a thermocouple at the other to measure temperature (and some companies still do), but there is speculation that everyone will have to go to pre- and post-O₂ sensors because it provides more information.

Of course we all know that precious metals such as palladium, iridium and platinum in various mixtures are used in the catalytic converter itself so it's easy to see how those materials will increase costs. However, there are different mixtures and many ways of creating a catalytic converter. Various manufacturers have chosen different routes. Some have chosen to use a stainless steel substrate while others have a ceramic type.

The catalytic converter itself is made



This is PCM's "Catanium" system on its 409 model engine. The shape of the manifold plainly shows the exhaust outlets collecting past the first oxygen sensor and entering the catalyst at the top. The Pleasurecraft system then goes to a single vs. dual exhaust outlet.

up of what's called the mantle (the outside container) and the substrate (which holds the precious metals). The process of applying the precious metals is called the wash coat.

The oxygen sensors are installed both before the exhaust enters the catalytic converter and then a second sensor is used as the exhaust exits. To control temperatures in the enclosed environment of an engine bay, the manufacturers have had to water jacket the catalytic converter itself for cooling –

another challenge.

But, one of the biggest challenges the manufacturers had to address is an engine issue called 'reversion'. This is where the direction of the exhaust actually reverses due to the effects of cam overlap which sucks the exhaust back in. It is an industry-wide problem that water can be sucked back into the exhaust ports and everyone has had to solve that issue.

It is easy to see that bringing an engine to meet CARB Four-Star Super-Ultra-Low emissions levels is an expensive proposition so only engines with a

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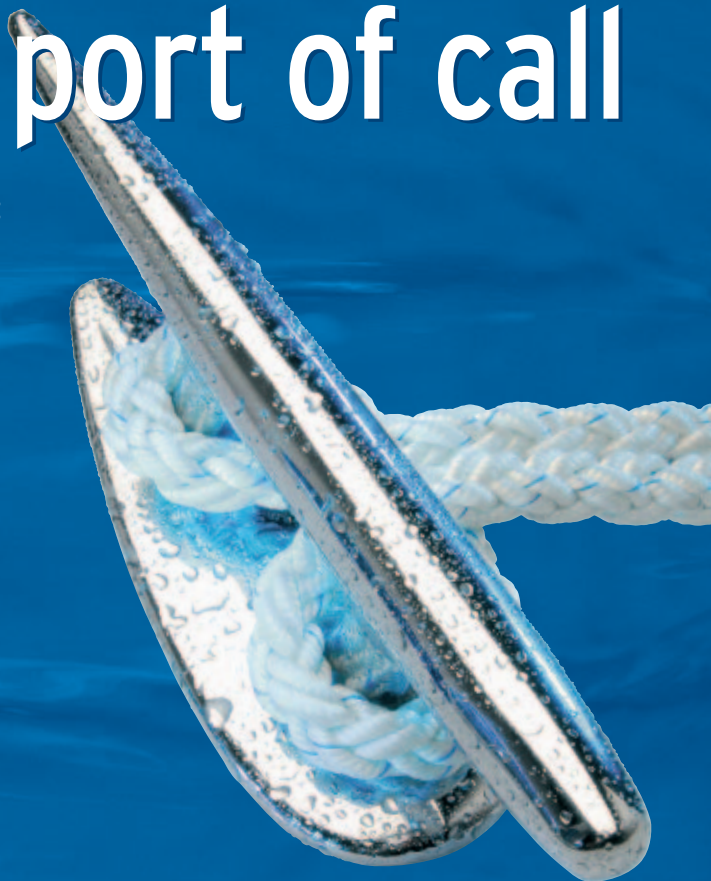
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[PROPULSION]

significant future merit the investment.

Depending on who you talk to, various engines are available in California right now at the CARB Four-Star Super-Ultra-Low emissions level. Because General Motors has announced that new engines will be replacing their 4.3 L and 8.1 L models in the near future, those engines have either been dropped from the lineup or in some cases have been temporarily exempt from the regulations.

Most of this development has focused on the V8 engine blocks at 5.0, 5.7 and 6.0 L but a few manufacturers went ahead and did the development work on the 8.1 L as well.

Mark Riechers at MerCruiser men-



tioned that there are different standards for engines producing over 500 hp as these super-high performance engines are sold in very small numbers and catalytic converters won't work on them.

Our readers may be surprised to learn that the venerable 3.0 L four-cylinder has survived this amazing engi-

MerCruiser's new manifold places the catalyst up above the exhaust outlets on the side of the engine.

neering challenge. To work with the catalytic converter, all the engines have to have electronic fuel injection to achieve the level of control required. California gets the 3.0 L engine equipped with EFI and a catalytic converter and it is now making more horsepower than ever. Volvo Penta is listing its version as 150 hp and other manufacturers are likely to be the same.

When we spoke to Mercury's Mark Riechers, we asked if consumers would see any difference when driving these new catalytic converter models. His answer was very positive. "To drive a catalytic converter-equipped engine, you'll find virtually no difference and certainly no performance penalty. In fact, the 3.0 L engine has much improved drivability and more power as well. For the other engines that already were EFI in all markets, the consumer will see no difference. These will continue to be great running engines in all respects," Riechers said.

He added, though, that there could be some packaging issues and some thermal issues that the boat builders will need to consider as the cats add some size and they generate a bit more heat. This led us to ask if these same CARB Four-Star Super-Ultra-Low emissions standards would be applied to outboards.

For now, the answer is no. He explained that the EPA is going to bring down emission levels for outboards as well, but only to the levels already required in California.

While increased manufacturing costs are a certainty, the price impact may not be very great and the cleaner air solution is certainly what consumers want. Plus, improved drivability and better performance is something we know the consumer is willing to pay for.

It sounds as though all the manufacturers have solved the challenges this new CARB Four-Star level presents and I, for one, can't wait to have these new, cleaner engines in our marketplace. ●

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Ad Nauseam

BY JOHN MORRIS

Q With all the co-op logos and multiple boat and engine logos, my ads don't really look like mine. Does this mean I'm not building my "brand image" and what do you suggest I do to create my "look"?

Marina Operator, Ontario

A We're all basically in the same business so, without some care your ads can look like your competitor's and everyone else's too. After all, most dealers offer one or more of the engine biggies and there are only so many boat brands.

When I get confused about graphics I call Joe the Creative Director. He suggests taking a look at your ad and answering these simple questions:

Is it unique? Colours, typeface, use of photos or illustrations, layout, tone of copy?

Is it tasteful, attractive, and inviting to look at? Can the style be applied to different components? Signage, web site, ads, stationary, vehicles.

Does it have a meaningful tag/base/theme line that can be used for many years?

Does it reflect the character, tone and manner of the business itself?

Your answers will very likely be no, no, no and no. If you don't have a good grip on design, engage someone who does and give him/her this list of criteria and expect to pay for their help subject to your needs. With good direction, a dust-off of your logo and some smart execution, your ads can develop a style of their own that distinguishes your operation from the crowd. It will be money well spent.



The crazy world of marine advertising – you've got to use your noodle

Q Should I advertise my products or my marina? I get co-op money when I run products but I feel I'm promoting the wrong thing.

Cooperative, British Columbia

A Having worked with OEMs on their ad needs, I can assure you that co-op is a true love of theirs. They want to give you money and it makes sense – they get you to select the media in locations where you know the customer base and media while they turn up the heat with corporate product ads.

So the question is how to avail yourself of your share of the co-op pool without getting lost in the black hole of cookie cutter advertising. First off, Joe made some pretty good suggestions in the letter above this one. But when it comes to co-op, don't be afraid to capitalize on what the manufacturers have to offer. Read and memorize your co-op manual and make sure you are using the latest and greatest graphic elements they have provided. Adrian Rushforth at Mercury, for example, has a whole online fleet of customizable ads that incorporate Brunswick boat brands as well as their engines and they often update it with new designs. They are trying to help.

Brand names for manufacturers carry a lot of equity and your association with

those brands is an asset. The issue often comes down to execution – creating graphics for ads and outdoor, radio or even TV that uses the strength of your own brand while blaring the virtues of the brands you carry. This requires that you first pay careful attention to your own image and combine it carefully with the best they have. Extra tip – clutter is an

inevitable result of co-op and especially multi-product advertising. Clutter on your desk is probably ok but in ads it becomes confusing; try to control it.

Then claim every one of those co-op dollars and re-invest them in more promotion. You and your OE will both be happy.

Q I'd like to get a story about some new facilities in the local newspaper. Can I just call them?

Marina Owner Seeking PR, Alberta

A If you know the editor, a phone call is fine. If you're an advertiser, your rep will eagerly connect you with the editor, although don't be shocked if the editor isn't quite as excited as your rep.

If your news is significant (say 100 new covered slips), it's a good bet the editor will be interested and will arrange to cover your story. If your news is less compelling (a new model now available) it will depend on what else is going on in the community. In summary, if your news is newsworthy – be honest, now – you'll get the coverage you would love to see.

Sometime soon, we'll lay out some simple guidelines for developing and distributing a press release including the information that media types will be looking for. ●

BY JOHN MORRIS



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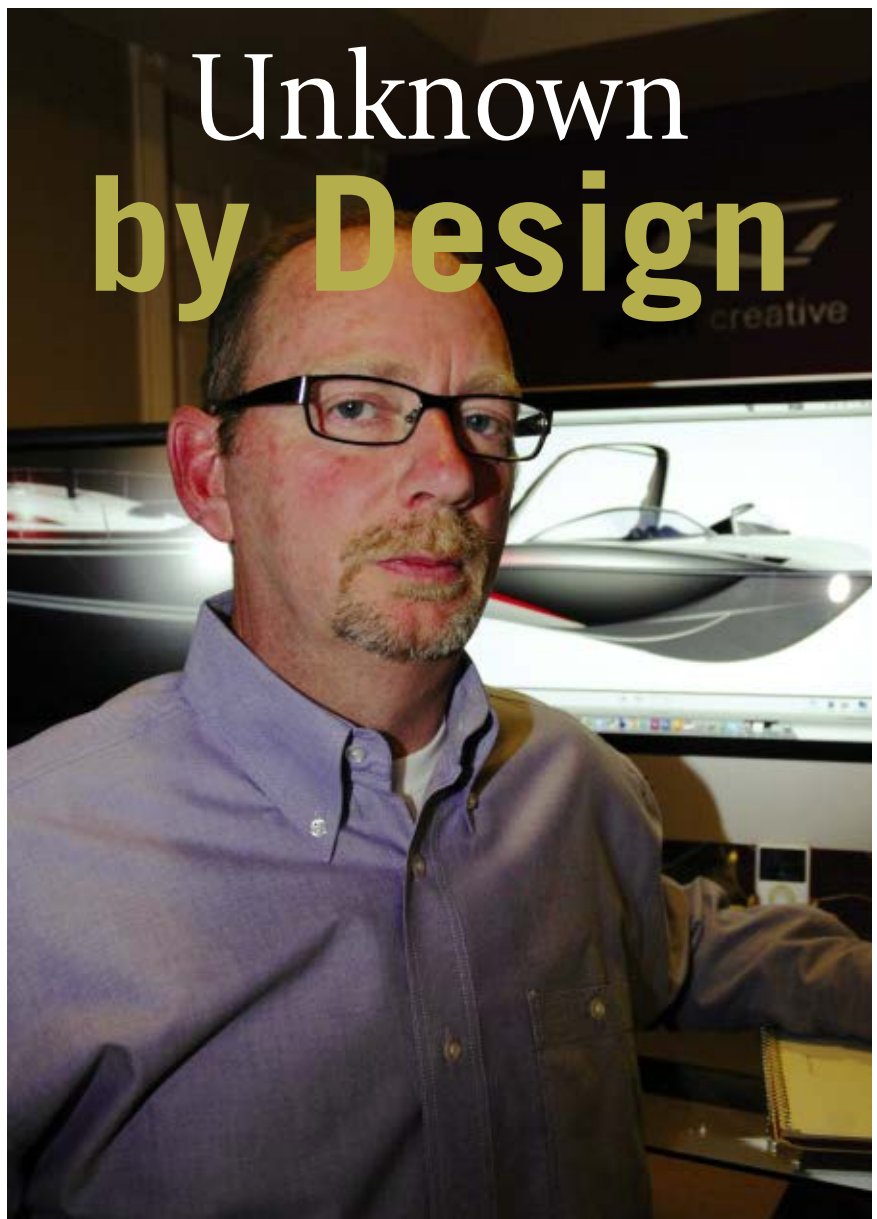
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Unknown by Design

If we have a common trait in this country, it seems, sometimes, that we all take pains to avoid acknowledging successful homegrown talent. Within our marine industry ranks, we have a single designer who has accomplished the following. He worked for our largest and most successful sailboat builder, C&C, during its stellar run as a world leader in the 80s. He went on to design the Doral line that took that upstart company to huge international success and prestige at the time making it this country's biggest powerboat success

story ever. He subsequently designed a broad range of Champion boats that helped the Kelowna builder to star on the North American stage and turn heads with innovative designs. He has designed and built a further extensive list of power and sail craft. He continues to design innovative and large selling boats today likely making him the most prolific designer Canada has ever produced and placing his designs among the world's most popular. But can you name him?

Neil Gilbert's story includes



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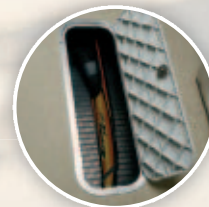
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IMPACT

Campion, Doral, Vector and Malibu, but let's start with sail, because that's where Neil did. Right out of school, he was an ardent sailor and would-be designer (won the Sea Cadet Championship and the 1981 Shark Worlds with brothers Ralph and Cam). He was fortunate enough to get encouragement from a family friend, George Cuthbertson, one of the Cs in C&C, ultimately joining that company during its long reign as the country's flagship boat brand. Neil earned his papers as a qualified boat builder and then as designer working on a re-fit of the Canada's Cup winner Evergreen and production boats. He was project manager for the C&C 27 Mk V, the last boat to come out of that company as it then existed and subsequently designed and marketed the fairly radical Gilbert 30 of which 11 were built in Oakville and sold to sailors who loved them.

In the 80s when the sail industry encountered some rough seas, Neil was invited to join the booming action at Peter Hanna's Doral Boats in Grand-Mère, Quebec where the mandate was to make the Doral brand stand out in the world market. Neil learned his chops by designing runabouts and bowriders, watching as they got built in droves in the factory below and sold in large numbers. Doral added to its line and Neil penned sexy looking 'bar of soap' gems with auto-styled dashboards and features that owners adore. Picking just two leading examples, every Prestancia 30 or a Boca Grande 35 is a Gilbert boat or an updated version of his original.

As the historians out there will confirm, the powerboat industry caught the same flu that burdened sailing and in the subsequent contraction, Doral was absorbed into Cadorette, previously a cross-town rival in Grand-Mère, the small town that dominated power manufacturing in Canada for years (it's only other claim to fame is that Jean Chrétien, a Doral customer at the time, comes from neighbouring Shawinigan.) No problem, Neil moved down the road and re-worked the combined fleet.

In the 90s, the boat world rebounded and started flexing its happy dance. From its perch in idyllic BC, Campion



We asked Neil about the future. "People's love of boats will remain, but the boats themselves will change radically. Electric power can propel boats at even 80 mph thanks to battery technology – that's coming for sure," Neil predicts.

Marine sensed a new rush to the showroom and started its own makeover. Neil went west to create a hot line-up and did every Champion from 93-96 including the one at your cottage. He brought in ideas and added pizzazz inventing and learning from other industries. Neil feels that simply looking at other boats just doesn't cut it. "If you're looking in the industry for inspiration you're already behind. I think my hallmark is to be inspired by things around."

That catalog complete, Neil continues his prolific ways from his Kelowna base recently completing a string of wakeboard beauties for Malibu helping the California manufacturer capture the heart of the shredding community.

So where is it all headed? Neil says there's a lot more to boats than getting from the dock to the island these days – your boat is a water-based platform for holidays, sunning, reading, partying and more. Owners make suggestions: could the seat slide over here and then turn around this way?

So the designer has to incorporate those changes or better yet, anticipate them. "People's love of boats will remain, but the boats themselves will change radically. Electric power can propel boats at even 80 mph thanks to battery technology – that's coming for sure," Neil predicts.

He is currently working with a US company that is leading the way in battery and electric motor development. This is fueled (pun intended) by the

panicky automotive industry but there are huge benefits to the boating world too. Neil feels that despite the inertia of the boating industry and cautious consumer, the time for electric power is upon us. Since you're adding modern lithium-ion batteries and a light motor in place of a V8 or two and the consumable fuel tank, there are strong weight advantages to electric. The shifting ballast of the fuel is eliminated. The actual cost of fueling up via a 15-minute push-charge is dramatically lower with electric (at least until it starts being taxed at carbon fuel rates).

Needless to say, there is adaptation required in the marketplace for electric boats to be viable (like bringing power docks) but this is no dream and can help the industry in so many ways, especially in growing boating, according to Neil. "I feel it's important work. I am not a tree hugger, but if that technology is here I think it's only responsible to explore it."

But what is the future for Neil? Shouldn't the Gilbert brand be a bit more famous? "Nah, I'm the designer. The important brands are the brands of the boats and especially the people who are proud to own them."

You can see Neil's conventional, electric and other marine designs, learn more about what's on the horizon and 'meet' Neil himself via his blog writing. Visit www.gilbertcreative.ca.

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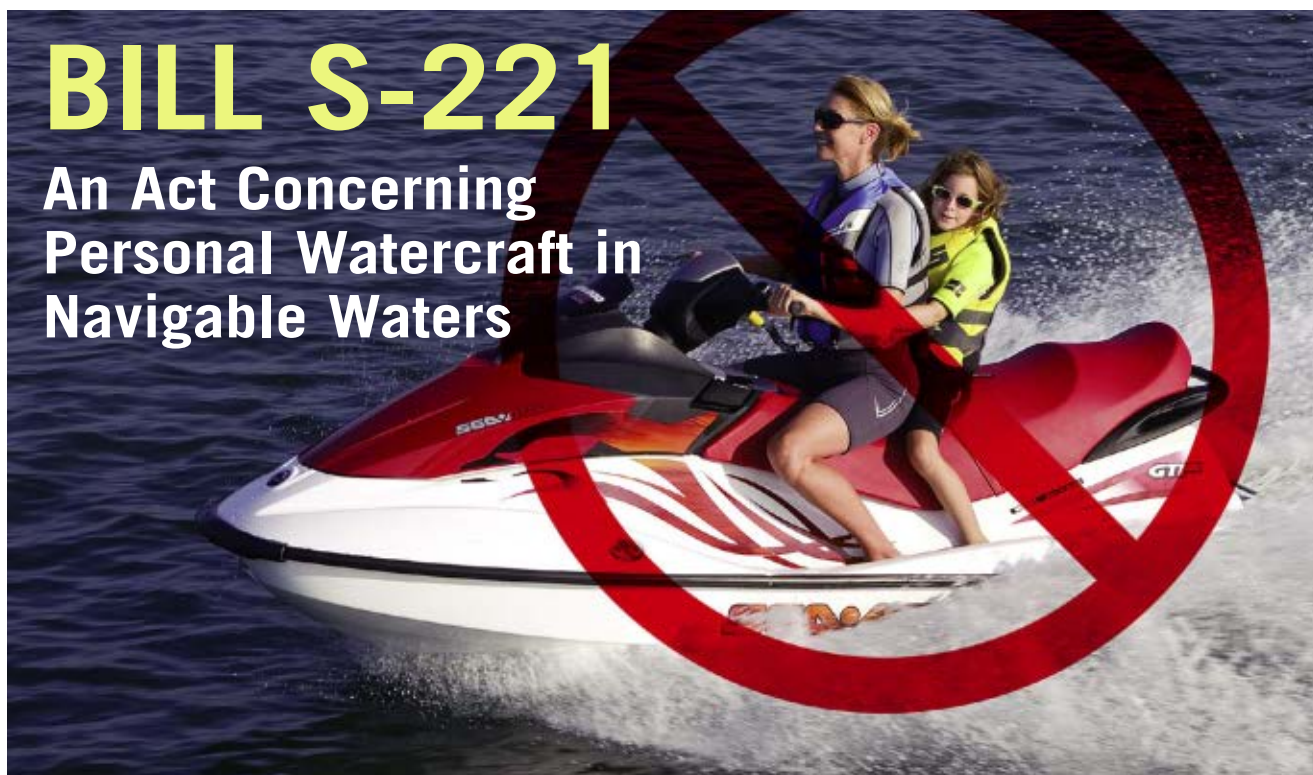


GOVERNMENT

BY SARA ANGHEL

BILL S-221

An Act Concerning Personal Watercraft in Navigable Waters



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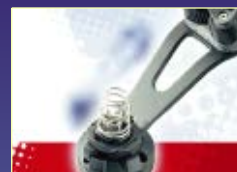
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I know many of you reading this article are annoyed by the amount of times you have read or heard about Bill S-221 and you might say it is not worth worrying about because it keeps dying and won't become law. While you might be correct, it is important to note that the Bill has made it to the House of Commons twice, including once to second reading. Only sheer fluke and luck of process has kept it from passing.

Bill S-221 was recently introduced in the Senate – for the fourth time — by Senator Mira Spivak as a private members bill. The Bill is worded exactly as when it was first introduced in 2001, and Senator Spivak has not made any new arguments or any arguments at all. She has merely stated that Senate should read the previous transcripts to educate themselves on her arguments.

The Bill received second reading in April and during debate, Senator Spivak asked that it be referred to third reading without being heard at committee. Her argument was that the Bill was exactly the same as all the other times it had been introduced and did not need to be heard at committee again. Our industry owes thanks to the Deputy Leader of the Government, Senator Gerald Comeau, who argued that regardless of whether or not the legislation was the same, it should still be referred to committee. He further argued that it should be referred to the Transportation and Communications Committee, rather than the Energy and Environment Committee where the Bill has gone each time before.

WHAT BILL S-221 CAN DO

The legislation basically gives local municipalities or cottage associations the power to ban the use of personal watercraft on any lake or river in Canada. The steps to achieve this are minimal and there are no specific guidelines set out in the Bill to structure the ban.

Consider the impact this decision would have on your business, tourism and recreation. Not to mention the over-arching precedent it sets by giving these non-elected entities the power to ban our rights to use the waterways. This could lead to the banning of pontoon

boats, fishing boats, canoes and swimming on a lake that might annoy a local cottage association.

The Bill was referred to the Senate Committee in April. I wrote to all the members of the Committee expressing NMMA's concerns with the Bill. At the end of May, both Transport Canada and

I appeared before the Committee.

Transport Canada made the following arguments.

"Bill S-221 proposes that applications for restrictions on the use of personal watercraft alone be made directly to the minister by local authorities without requiring municipal or provincial gov-



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ernment involvement. The committee might want to consider the views of the provinces such as Quebec, Ontario, Manitoba and Alberta, which actively participate in the administration of the existing application process related to the regulations.

The definition of "local authorities" allows for non-elected and non-representative groups, such as cottage associations, to regulate waterways under federal jurisdiction. One of the government goals in streamlining regulations is to ensure that the principles of fairness and good governance are followed. The Bill places a reverse onus on the



minister who must justify why a regulation was not made instead of requiring the local authority to justify regulatory intervention. This essentially sub-delegates the federal regulation-making power over navigation as stipulated in the Constitution Act, 1867, to local authorities that have no federal accountability."

Transport Canada was asked directly if they felt Senator Spivak's bill was redundant now that the ministry has introduced new vessel operation restriction regulations. The official clearly stated that he did not feel there was a need for the bill. These new regulations will provide a mechanism for municipalities to request some restrictions on a number of specific waterways in the interest of the environment and safety.

NMMA's arguments focused on educating the public and how our industry recognizes public concern regarding safe recreational boating practices in Canada. However, the vast majority of any ensuing recreational boating safety incidents reside with the operator, not the particular product. Boaters and users of PWCs need to be made aware of the difference between acceptable and unacceptable behaviour when participating in recreational boating. Our industry strongly supports greater public education and awareness among operators rather than a ban or restriction on a safe product.

Since the mid-1990s, sit-down style, multi-passenger watercraft have made up about 99 per cent of all PWC sales, with three-person family models being the fastest-growing segment.

They are affordable family boats with clean, quiet, fuel-efficient engines and no exposed propellers. Manufacturers have responded to consumer desire for environmental friendly recreation and have created cleaner, quieter and more versatile watercraft. Recent data shows that the average PWC purchaser in the last five years is about 41 years of age and 71 per cent are married.

Senator Spivak also argued that PWCs are polluting the environment. However much has changed since she first introduced her bill. In 1999, manufacturers entered into a Memorandum of Understanding (MOU) with Environment Canada resulting in substantial reductions in emissions levels, by as much as 75 per cent. With US EPA Tier Two standards just around the corner, the emissions levels will be reduced even further for those products imported.

I conclude by asking you to consider what this Bill would do to your business if it passed. While I have succeeded in raising doubt and concerns about the Bill with the Senate, and have delayed its review by a few months, the Bill will still be reviewed by the Senate in the fall. I urge you to write to the Senate and express your concerns with the Bill so we can put a stop to it once and for all. ●

For information on how to send a letter, contact Sara Anghel, Vice President, Government Relations & Public Affairs, National Marine Manufacturers Association (NMMA) Canada at sanghel@nmma.org

[RESOURCE DIRECTORY]



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A New and Improved Discover Boating Magazine For 2009

Kerrwil Publications Limited Selected

After conducting a search for a new publisher for Discover Boating magazine, the National Marine Manufacturers Association Canada announced today it has partnered with Kerrwil Publications Limited, publishers of *Canadian Yachting*, *Trailer Boating Canada* and *Boating Industry Canada* – Kerrwil's marine trade title.

Kerrwil is uniquely positioned to meet the needs of Discover Boating magazine head-on.

"By partnering with Kerrwil, Discover Boating will have a higher quality magazine than we've had in the past that will be of great value and appeal to our core target audience of people getting into boating for the first time," stated Lindsay Rennie, Marketing Director of the Discover Boating program.

The 2009 edition of Discover Boating magazine will be launched at the Toronto International Boat Show and will be made available in English and French through Discover Boating Centres at boat shows across the coun-

try. The magazine will continue to be distributed throughout the summer months at community events and waterfront festivals through Discover Boating booths and information centres.

The magazine's editorial is designed to educate and inform consumers on a variety of topics related to getting started in boating such as 'Why Boating is Fun', 'Which Boat is Right for You' and 'Environmentally Savvy Boating'. Its casual writing style helps emphasize the key message that boating is easy and offers a great lifestyle.

"We are delighted to be partnering with Discover Boating on this exciting initiative and to have the opportunity to work closely with NMMA Canada and particularly Discover Boating to help it fulfill its mandate to grow boating across Canada," says Elizabeth Kerr, President of Kerrwil Publications Limited. Although the industry at large is facing some economic challenges, we are confident that, with the combined forces of Discover Boating and Kerrwil, we will be able to create an exciting environment (and tools) that will help attract more new boaters.

John Gullick Joins Kerrwil Publications and Canadian Yachting

Kerrwil Publications Limited, publishers of *Canadian Yachting* are pleased to announce that John Gullick has joined its team.

John is currently the Manager of Government and Special Programmes for Canadian Power & Sail Squadrons (CPS) where he has worked for the past eight years. He will continue in this position for CPS on a part-time basis.

John will be writing feature articles on knowledge-based issues related to boating and the boating industry for *Canadian Yachting* and *Trailer Boating Canada* magazines. He will be responding to reader's questions, conducting boat reviews, giving public presentations and engaging in special projects.

John is and has been an active volunteer instructor for CPS for almost twenty years. He is a Boating Safety Specialist for the Canadian Coast Guard Auxiliary, a Board Member and Past Chairman of the Canadian Safe Boating Council, the Co-Chair of the Canadian Marine Advisory Council, the Vice President of the Trent Severn Antique and Classic Boat

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INDUSTRY NEWS

Association, the Chair of the Peterborough Dragon Boat Festival and a member of the Canadian Yachting Association.

Boating Industry Loses Hall of Fame Member Harold Shield

Best known to Canada's boating industry as the founder of the Toronto International Boat Show and the first member of Canada's Boating Hall of Fame, Harold D. Shield passed away suddenly on Sunday July 13, 2008 at Sunnybrook Medical Centre.



Born in Peterborough in 1928 and raised in Toronto, Harold attended Jarvis Collegiate Institute and then Ontario Agricultural College in Guelph where he graduated in 1951.

Harold enjoyed a very successful 31-year career as the President and General Manager of the Canadian National Sportsman's Shows. Later, Harold went on to devote the next 25 years to create and operate Shield Associates Ltd., which operates consumer and trade shows and exhibitions.

Harold's many varied interests included his long-time membership at the Royal Canadian Yacht Club. He had a great love of boating and spent many happy days aboard the various "Good News" both power and sail. He was a past-president and long time member of the Antique and Classic Boat Society and also wrote many articles and books including the definitive volume, Ditchburn Boats about his beloved launches and watercraft of bygone days.

He created the "Taking Off The Lines" project for the Antique and Classic Boat Society where he organized a group of volunteers to measure and re-draw the lines for 15 different classic boats and with his long-time friend C&C Yachts founder George Cuthbertson, has provided these historic drawings to marine museums around the world.

Harold leaves behind a legacy of friends and colleagues throughout the marine industry worldwide.

Cliff's Marine Sales and Angus Yachts of Toronto Join Forces

Cliff's Marine Sales and Angus Yachts of Toronto announced that they are joining



Left to right: John Armstrong, Al Patterson and Mike Burns

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forces to create one of the largest pre-owned yacht sales operations in North America. The combination of Clift's, Canada's largest yacht brokerage, with Angus Yachts' diverse new boat sales and service expertise, will create a truly professional and unparalleled buying experience for sailors and powerboaters at every level.

The company's head office and showroom in Port Credit will be augmented by regional brokers in seven of Ontario's popular boating centres - Kingston, Orillia, Lefroy Harbour, Midland, Bronte, St. Catharines, and Sarnia. Mike Burns, Sandi Dyckmans, and most of the Clift's brokers will continue in similar capacities with the new division.

The family of the late David de Eyre,

former president and owner of Clift's, are delighted to enter into this merger with Angus that will ensure David's vision is fulfilled. Al Patterson, President of Angus Yachts, pays tribute to David's significant contributions to the marine industry. "Dave built on the initial success of George Clift to create the largest yacht brokerage in Canada over the past sixteen years. Our goal is to preserve Dave's legacy - to build on his community values and his commitment to enhancing broker professionalism and the yacht buying experience.

The Best of MAATS

Boating Industry Canada interviewed show organizer Kathleen Clickett about



NMMA trade events manager Kathleen Clickett at the 2008 MAATS show in Las Vegas.

why MAATS is so valuable to the industry. She explained that the whole idea behind the Marine Aftermarket Accessories Trade Show (MAATS) is to bring product innovation to the marine industry and she cited an example of the power MAATS had on the success of the "Paws Aboard" line of boating pet accessories. Paws Aboard founder Amber McCrocklin said, "MAATS literally made my company."

This year, Canadian Jan Mundy, Innovation Awards chair and editor of *DIY Boat Owner* magazine presided over the Innovation Awards, organized by NMMA and judged by BWI. The audience watched eagerly as six products were honored at the awards reception in Las Vegas.

In the Aftermarket Electronics category, Lowrance - Navico won for its Broadband Sounder 1 which was hailed for unparalleled sensitivity and definition to distinguish fish targets.

In the Boat Care/Coating/Chemicals and Maintenance Tools category, the award went to Re-Structure Marine Polish from Mark Silvey Marine Services for its non-petroleum, water-based penetrating polish that uses nanotechnology.

The Wrino Boat Mooring System from Anzus Imports was this year's winner in the Deck Equipment category that supports and solves a multitude of mooring challenges.

The winner in the Interior Parts category was the Dry Boat; a revolutionary DC powered dehumidifier system that uses Peltier thermo-electric cooling technology. It's from Delta T Systems.

The winner of the Safety Products category was the Aqualuma Brake Light System which is an LED light that signals when the boat or PWC operator releases the throttle for at least one-half second. It is also a manually activated SOS signal.

In the Trailer Parts & Accessories category, Cequent Performance won for its F2 2000; a full-featured winch that offers several improvements. It was virtually a full re-think on winches. ●

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Does Higher “Quality” Protect a Brand During a Downturn?

LOOKING FOR an answer to our question, we contacted Todd Markusic at J.D. Power and Associates, but first a little background.

It's July 7, 2008 and most parts of Canada have just enjoyed an absolutely perfect summer weekend of great weather and great boating. While we are aware of the US market experiencing the most severe marine industry downturn since 1990, Canada looks to be an oasis of success.

Market conditions are apparently different here but we should never be complacent. Things can change. As we suggested in Forum in the June issue of *Boating Industry Canada*, we do have a crystal ball based on the US market and we have plenty of time to adjust and respond.

What interests us is that certain brands seem to enjoy enduring success regardless of the economic conditions. It was an offhand comment from one of our dealers who is currently enjoying record-breaking sales: “The rich are getting richer”.

That comment got us thinking...does quality protect the brand during an economic downturn?

Perhaps rich Canadians are getting richer and it seems reasonable to presume that rich people are less price-sensitive so, they probably are more willing (and able) to pay for a quality product. Since quality is measured here as a Customer Satisfaction Index (CSI), better quality products that appeal to the rich people who are still easily able to buy, might result in continued strong sales – even if the rest of the market sinks.

At the Miami International Boat Show this past February, J.D. Power and Associates announced its annual Marine Industry CSI Award winners. Of the marine engine manufacturers, Mercury, Pleasurecraft (PCM), Yamaha and Volvo Penta each earned top scores as follows:

- Mercury, first in Outboard DI two-stroke
- Yamaha, first in Outboard four-stroke
- Volvo Penta, first in Sterndrive EFI
- Pleasurecraft (PCM) first in Inboard EFI four-stroke

J.D. Power also measures CSI for a number of boat brands and Bass Cat, Cobalt, Correct Craft, Grady-White, Manitou, MasterCraft and Regal all won in various segments.

The rich get richer comment came from a dealer who carries two of those brands and has been a Canadian industry

leader in Dealer Certification which, again, is based on CSI.

We called Todd Markusick, senior director of power sports research for J.D. Power and Associates and we put the question to him, “Does quality protect a brand during a downturn?”

“It's a great question,” he answered but at present, no one is indexing sales against CSI for the marine industry. However, J.D. Power and Associates has done that in the car business.

J.D. Power conducted an analysis of internal data they collected from 1998 to 2003 that matched the sales growth of individual car brands with the movements in their CSI scores. The brands that had the highest CSI score increases during that period saw sales rise by 44%. Brands that earned middle range CSI scores were ahead 24% but brands with low CSI scores actually had sales declines averaging 4%.

Does CSI matter? It seems clear that it does. And, buyers' satisfaction would obviously come from a combination of product quality and dealer service quality.

Exploring this during the marine industry CSI surveys, J.D. Power asked, “Why did you buy a particular brand of boat?” Todd told me that price was in the top four considerations for most brands except for Grady-White and Cobalt boats where price was a very low consideration for owners.

This becomes more significant when you learn that another question they asked explored satisfaction with the “value” of the boat they purchased. Grady-White scored very high in terms of the value perception. So, price was not a consideration but value perception was high.

As Todd explained, if you deliver on the satisfaction metric, the buyer will be happy. It's a price value relationship and although they may have paid more, they seem to believe that they get more.

Not every dealer can get a top-rated boat line to sell (although you can get top-rated engines easily) but think about your value as the dealer in this whole process. Can you be the top quality dealer in your area?

Dealers who carry several boat brands may not have the “clout” to attract a top-quality brand. Are you focused on the best line and is it right for the strongest spenders in your market?

We will watch, with interest, to see which brands prosper in the US market in 2008. Then let's watch for the new J.D. Power scores next February – *Boating Industry Canada* will be there! ●

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* Discover Boating Canada, The Economic Impact of Recreational Boating in Canada, 2006 Summary Report

