

JUNE 2009

Boating

INDUSTRY CANADA

Industry Research

What's Keeping You Up At Night?

Marketing

Gaining an Advantage

The Boat Shop

Rubbing You the Right Way

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BY ANDY ADAMS

Shock and Awe

in the Summer Of 2009

IT SEEMS LIKE we are all suffering a bit of shock these days. This issue features a cross-country research check-up called "Boating Industry 2009 – Crisis of Confusion or, What is Keeping You Up At Night?" Read important new research measures and comments from industry members in all areas across the country. What do you wish you knew? What is keeping you up nights? Let's put your questions into instant online research through our weekly electronic newsletter, Newsweek.

The great thing about being a dealer or retailer in the marine industry is that you're probably catering to a wealthy and well-heeled clientele who is at least somewhat insulated from the financial chaos of this global recession. While that doesn't mean that all of those affluent clients are going to buy a boat this year, we continue with the editorial thrust of ideas for doing more business with the customers that we are privileged to have.

Does your marina or store carry foul weather gear? We think it's a powerful product line to offer because the right foul weather clothing can persuade people to go boating when the weather might otherwise keep them at home. That ultimately means more money for you. Check out our Retail article about Selling Foul Weather Gear on *page 10*.

Astute business management and effective marketing are the hallmark of a successful business. Read about how the Brunswick Dealer Advantage program that was introduced a year ago in Canada is helping two dealers gain a competitive advantage in this tough market. The story is on *page 14*.

Shock and awe, [and amusement too!] is what we felt when we watched Sandy Cove Marine Recyclers drop an entire fiberglass boat into a giant grinder and reduce it to fibers that can be recycled and reused. We hope you'll enjoy the story and photos starting on *page 18*.

Once again, the observant, experienced and irreverent John Morris weighs in on advertising and marketing in his column Ad Nauseam on *page 22*.

Our newest section, The Boat Shop continues with practical, hands-on advice to the people in our service departments,

repair and refit. This month on *page 26*, we "Rub You the Right Way" with a review on the latest abrasives and workplace-friendly tools for standing and refinishing.

Searching for ideas to help the marine industry make more money is what guides us at *Boating Industry Canada*. We hope you enjoy this issue and we look forward to your comments.

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On the Cover: Don Ford of Sandy Cove Marine Recyclers stands on a fiberglass boat – after it made a trip through the grinder. Don and partner Ted Dallimore are making more and more of those disreputable old boats "go away".
Read about it on page 18.

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Boating Industry 2009

- Crisis of Confusion



What's Keeping You Up At Night!

This is the time when a crystal ball is probably just as accurate as the Bank of Canada, your investment advisor (unless that was Bernie Madoff), or your spouse when it comes to figuring out what you need to do for your business.

What information would help guide you through what looks like a crisis of confusion?

We posed that question to a number of industry leaders in marine associations, at boat builders and at dealers and retailers across Canada and their answers almost always surprised us. But, what would you expect when we live with changes like those in the chart (at right).

SO, WHAT DO YOU WISH YOU KNEW?

The answers we received vary regionally by type of business and things seem to be in flux even within those parameters. That is what has led us to call

Barrel of West Texas Crude in US\$

July 11 2008	\$147
August 4 2008	\$120
January 7 2009	\$48
June 1 2009	\$68
Difference	\$99 or 206.25% fluctuation in less than 12 months

Canada / US Exchange Rate – 50 Year High/Low

Low – January 21 2002	\$1.00 Canadian = \$0.6179 US
High – November 7 2007	\$1.00 Canadian = \$1.1030 US
Difference	\$0.4851 or 43.98 % fluctuation in 5 year period

2009 a crisis of confusion and the confusion seems to have global scope. But, starting here in Canada, wouldn't you assume the boat business was down? Maybe way down?

Service Canada reports pleasure craft registration data through Transport Canada. A new boat gets registered when it's sold and 99.9% of the

time, a transfer represents the sale of a used boat from one person to another, whether that is through a dealer, broker or curb-sider.

This chart compares the year-to-date, Canada-wide, pleasure craft registration data for the January to April period in 2007, 2008 and now 2009. The OMOA kindly shared their chart with us.

Here, members of the Kerrwil team, Tom Kjaersgaard, Greg Nicoll, Ian Gilson and Andy Adams consult their crystal ball hoping to understand the future better – nothing appeared, so we are using new industry research and statistics!

ARE YOU SURPRISED? WE WERE.

Totalling the new and transfer data we see that in January of 2007, there were 1,664 registrations, rising 17.1% to 1,949 in 2008 with virtually all the increase among new boat registrations – almost certainly a result of the extremely high Canadian dollar. In January 2009, transfers of used boats held up but new sales dropped 43.5% from the record-breaking 2008 levels.

On a year-to-date running total to the end of April in each year, we saw a total of 17,023 transfers in 2007, 19,353 in 2008 and 17,638 in 2009. If we accept

2008 as an exceptional year and take it out of the mix, 2009 is ahead of 2007 (a good year at the time) by 615 registrations. Specifically, new is down 8.3% while transfers (or used registrations) are up 16.4%.

At present, we have access to limited data. Other registration information gathered but not reported are what the dollar values are, what the boat sizes and types were and whether these were fiberglass or aluminum; all those dimensions would really clarify the story. But, it's hardly a story of disaster!

Brock Elliott at Campion Boats in Kelowna was rocked to see that total 2009 registrations were actually ahead of 2007 numbers.

Brock raised the question, "What about the sizes of those boats? People are buying smaller boats in my opinion; 14 feet to 20 feet is where the market is now. The 24 foot and up...the larger boats...that market is really soft."

Brock offered this interesting opinion, "Buyers seem to feel that they cannot afford to buy new."

The global crisis of confusion and our strong used boat sales seem to bear that out, but maybe it's because buyers are hunting for fire sale pricing. We spoke to Len Baronit at Yacht Sales West in Vancouver. He said, "Things are pretty bad. I'm still feeling optimistic but getting closure on sales is very difficult. You have to deliver boats now. August is too late. I'm getting 50% of the numbers I expected."

Len shared a story about a used boat bought in the US for a third the price of a new boat. At first, it sounds really bad, but it was a low hours 2003 and when you consider the age and lack of US market strength, maybe it wasn't such a shocking deal.

The real shock seems to be the ripple (make that a Tsunami) that has ripped through the floor planning busi-

2007, 2008 & 2009 YTD Canada Pleasure Craft Licensing

2007 Boat Sales

	Jan	Feb YTD	Mar YTD	Apr YTD	May YTD	June YTD	July YTD	Aug YTD	Sept YTD	Oct YTD	Nov YTD	Dec YTD
New Boat Sales 2007 YTD	759	1755	3780	8813	18595	27486	35381	40638	42857	44593	45855	46432
Used Boat Sales 2007 YTD	905	1883	3802	8210	18743	30535	41558	50224	54268	56951	58416	59061

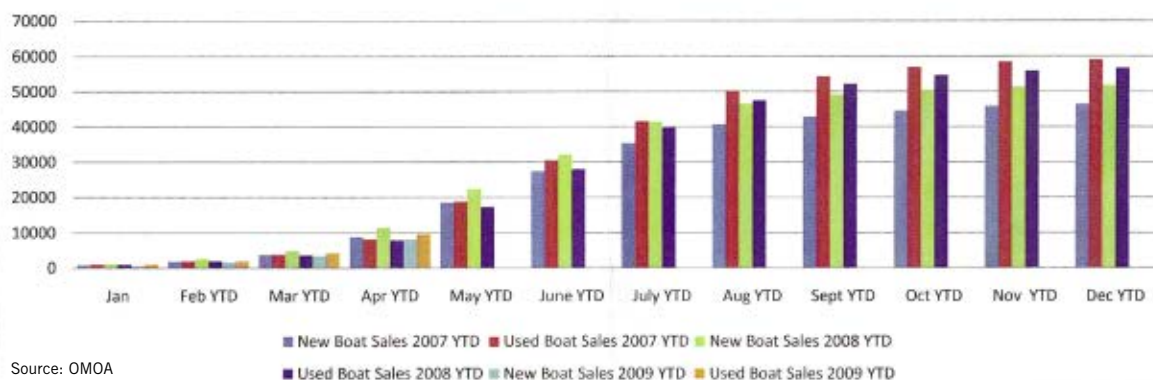
2008 Boat Sales

	Jan	Feb YTD	Mar YTD	Apr YTD	May YTD	June YTD	July YTD	Aug YTD	Sept YTD	Oct YTD	Nov YTD	Dec YTD
New Boat Sales 2008 YTD	1041	2462	4755	11412	22262	32073	41413	46425	49077	50369	51201	51705
Used Boat Sales 2008 YTD	908	1990	3533	7941	17309	28011	39784	47445	52165	54624	55963	56698

2009 Boat Sales

	Jan	Feb YTD	Mar YTD	Apr YTD	May YTD	June YTD	July YTD	Aug YTD	Sept YTD	Oct YTD	Nov YTD	Dec YTD
New Boat Sales 2009 YTD	588	1524	3343	8081								
Used Boat Sales 2009 YTD	832	1878	4189	9557								

2007, 2008 & 2009 YTD Canada Pleasure Craft Licensing



[RESEARCH]

ness, sweeping from the US to Canada. No matter how hard the professionals in Canada try to get dealers floor planned, the US head offices are so 'risk averse' on major leisure items like boats and RVs that dealers in many areas are being crushed.

Brock Elliott stated that, "The industry is going into darkness without a good floor plan situation. Without the ability to buy boats for inventory, dealers are certain to lose sales. The dealer is going to have to find private financing where they can (for example), raise a mortgage on their own assets. If they are able to put a one million dollar line of credit together, they can get it at three quarters of a point over prime (at present about 3 1/4%) and use that to floor plan their own boats, but I'd speculate that few dealers are in a position to do that."

Interviewing Bruce Cleland at Gordon Bay Marine and Chris Wert at Hurst Marina for the Brunswick Dealer Advantage article (see page 14), they both said they had sufficient floor plan support and also that their customers did not seem to have difficulty getting their finances together. But, that might not mean taking out a consumer loan.

We interviewed a banking professional in consumer loans with one of the major institutions. He asked not to be identified, but said few buyers were financing; his business was really down and his marinas (mainly smaller businesses) were also reporting low sales levels. The registration data, though, says registrations are not down, so we suspect people are buying used, paying cash, or using a secured line of credit.

Here is another question that we struggle with: how many marine dealers are older people and won't want to take out mortgages or pick up the battle? Will they sell or close?

Selling or closing is where the US market is at. On June 2, 2009, Genmar, North America's second-largest boat builder filed for Chapter 11. That's huge.

We talked to Sara Anghel at NMMA Canada about her lobbying efforts to secure dealer financing through Ottawa. The NMMA may have success in Canada eventually, but it seems certain our gov-

ernment will not move fast enough to support summer 2009. NMMA president Thom Dammrich was recently quoted, during his government lobbying efforts to get floor plan money in the US, as saying that 50% of employees in the US boat business were unemployed.

The NMMA is succeeding in the US. On May 28, 2009, the American Small Business Administration (SBA) announced a new pilot program that will offer government guaranteed loans to finance inventory for eligible boat, auto, RV and other dealerships. The program, which will begin on July 1, will be administered through SBA's 7(a) program.



Irwin Jacob made his fortune by buying bankrupt companies and few people in our business would understand Chapter 11 better. Jacob believes that Genmar Corporation will emerge even stronger and better from the process.

SBA Dealer Floor Plan loans, or "DFP loans," will come with a 75 percent government guarantee and a maximum repayment term of five years. DFP loans will be available for a minimum of \$500,000 up to the \$2 million allowable under the 7(a) program. DFP loans will be made only for titleable inventory such as boats or boat trailers.

The NMMA's success in the US may rescue enough American dealers that the stocks of boats in the "pipeline" may vanish quickly. Do Canadian dealers have sufficient inventory at present?

We asked the Ontario Marine Operators Association head, Al Donaldson, about what keeps him up at night. He immediately cited dealer uncertainty. "Huge cutbacks in inventory can become a self-fulfilling prophecy of declining sales. In the fall, the inventory was depleted, so there isn't much out there to sell."

Donaldson continued, "We're not seeing a huge problem on the marina side. Things are picking up, but certain regions in the province are suffering terribly, for example the Windsor/Detroit area. Also, floor planning is the big concern for many dealers in Ontario. With only GE in the floor planning business, prices and contracts have become more onerous, so dealers are buying less, cutting back on inventory. Now, when they get an order, they can place an order but this won't satisfy the buyers."

Another Ontario issue is that the government will be harmonizing GST and PST. Donaldson feels this will equal an 8% increase on slip costs for example, stealing profits in 2010. Donaldson admitted that "We are seeing members dropping out of the OMOA due to the \$495 membership fee. They're running their businesses that close to the line."

It seems the exactly wrong time to drop association support.

We also asked about the skills shortage because the OMOA has been so active on that issue. Donaldson said, "The skills problem is still there. The average age of marine technicians is rising and although we're succeeding in training more people, many of them are second career people, so they may not be a long-term solution for the industry. Demand for marine technicians is actually increasing even in this environment."

Traditionally, a much more stable region for sales and employment has been Manitoba and Saskatchewan. Jim Flood who runs the Mid-Canada Marine Dealers Association told us in his area, aluminum boats are down while fiberglass is up but overall, everybody's fine.

"Manitoba and Saskatchewan don't have the same kind of boom and bust cycles," he said, "Our big issue is the very cold spring. The ice was not out

for Victoria Day weekend and that delays the start of the season. Our solid dealers are having no problem with floor planning except that the costs have increased which is going to compress margins. There's no sign of any bankruptcies here. The skills shortage is a concern; there is little unemployment and we need more techs."

Another steady region is Atlantic Canada and Pat Nelder of the Atlantic Marine Trades Association felt her industry was not experiencing the drama some other regions were. She suggested we contact her association's recent past-president, Jim Snair of Sunnybrook Yachts.

"What's my question?" Jim responded, "Where have all the buyers gone? That's my question. We feel volumes are way down, so the 2010 prices may go way up due to economies of scale."

Jim has an interesting perspective and he feels that the summer of '09 buyer is going to save 25 to 30% if they can buy now. In 2010, people will not

have the inventory. He talked about the bankruptcy of General Motors and how huge changes in the car dealership business are going to impact local economies. "What bugs me: 2010 is going to be harder and even a heart surgeon will slow their buying due to the rapid rise in costs that I'm anticipating for 2010".

Dave Trott at Seamasters Marine Services in Nova Scotia was clear, "I wish the media would stop being so negative. We are flat out. We're selling Yamaha, Campion, Zodiac and more on the water in Halifax. It feels like a normal year to me. We just delivered two Yamaha sport boats last weekend."

SUMMARY

Well, get out your own crystal ball! Here is what we see: Oil will keep rising and fluctuating widely. This will cause the value of the Canadian dollar to rise. But, we think the US dollar will continue to devalue too. That will be globally destabilizing.

GM is now in bankruptcy, Chrysler is not out of the woods yet and severe shock may yet come from a collapse of those businesses. By the way...where will we get inboard and stern drive gasoline engines if GM fails?

Floor planning will not open up until the risk diminishes and it will take competition to bring floor plan costs down. Returning to Brock Elliott at Campion Boats, "My biggest concerns are Number One - floor plan, Number Two - the health of the dealers [or another way of saying this is that he's worried dealers will fail this year].

Overall, we need to plan for and protect our industry from being too vulnerable to rapid economic swings. So here is an idea: if Canada again had a solid domestic boat building industry, we could minimize the extremes. Supporting builders like Campion and Doral, Stanley, Harbercraft, Grew, Misty River and the other remaining Canadian brands should be a priority for this industry. ●

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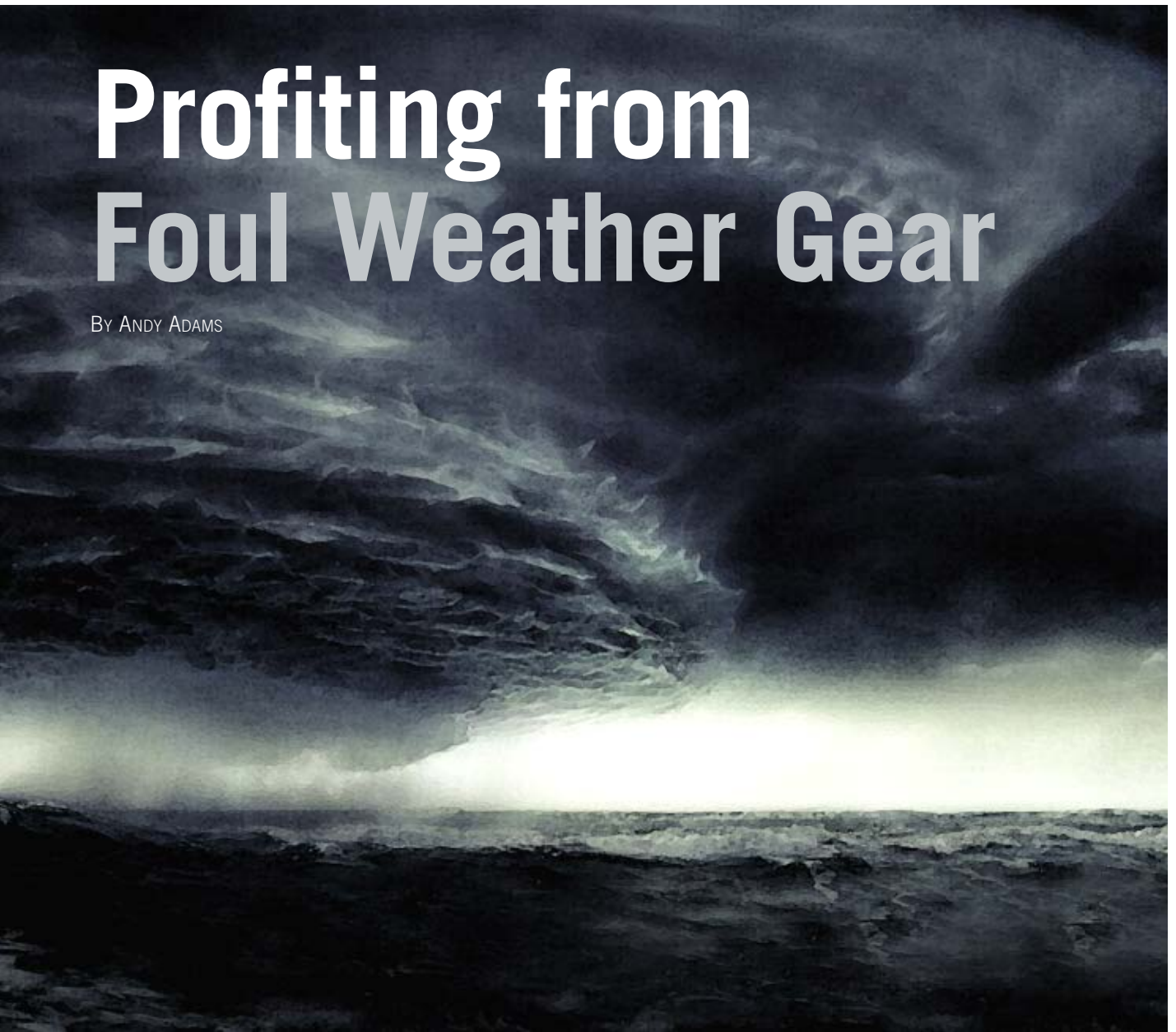




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Profiting from Foul Weather Gear

By ANDY ADAMS



WHILE YOU CAN always go to a chandlery like Stevetson's, Lori Mason's The Store or The Binnacle and find foul weather gear on the rack, it's rare to find foul weather gear for sale at a local marina, particularly one that caters to power boaters and cottagers.

Think of foul weather gear as being like a parking lot. Any big shopping mall is surrounded by acres of parking.

The shopping mall and its merchants aren't in the business of selling parking any more than you are in the clothing business, but they realize that if you don't give people a parking spot they're

not going to shop in your mall.

What we're suggesting is that your marina should carry a line of foul weather gear, [and we mean the good stuff] because if you can't get people to go boating in the rain or the cool weather, you're going to cut your already short season down by a significant margin.

Here is another bit of practical thinking; the people most likely to spend money on boats and boating are the people who are already committed to boats and boating.

I know I'm stating the obvious, but we often take our customers for granted.

The easiest way to increase your revenue is to get a bit more out of the customers already doing business with you. If you could just get them to do a little bit more boating; go a few more places, put a few more hours on their boat, spend a few extra weekends cruising or at the cottage, you might push revenues up by 10% or 15%.

Last year, Ontario suffered 38 days of rain through the summer high season. If more of your customers owned waterproof, self-wicking technical clothing that keeps them warm, dry and comfortable in the rain, they would be much

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[PRODUCTS & INNOVATION]



If you've ever wanted to feel like Spiderman, [and who hasn't!] you could really get to love this wet suit from CWB. The tow sports season can start early and run late if you own one of these!

more likely to get out in their boat instead of staying home. The overall business benefit of having your key customers boating 15% more could almost justify selling foul weather gear and

technical clothing at your cost.

But, when we interviewed professionals in the industry, we discovered that a lot of clothing has what they call "keystone markup"; your margin is 50%. Compare that to the margin you get on a lot of other products and clothing starts to look really good. So, why aren't more marine retailers stocking important foul weather gear?

We interviewed Thomas Fogh from North National Outdoor Group who distributes Gul clothing. He said, "Marine retail is geared to nuts and bolts. The market is not focused on trends or fashions, although they serve wealthy and style-conscious customers."

Recognizing some functional barriers he said, "The marine market is exactly backwards; they want to order a few items to see how it goes, then order more if people buy them. Instead, the fashion industry requires you to order your full quantity six months out and you can't get more in mid-season, nor can you send it back."

Fogh went on to describe the importance of seasonal clothing in the ski industry and how retailers stock up and then blow the remaining inventory out as the next season comes in. He acknowledged that very few marine retailers were geared to changing sea-

sons and interests.

We also talked to Lance Jones at Gill who told us that while the latest technical gear is remarkably light, warm, comfortable and is designed for freedom of movement and an active lifestyle, customers can suffer sticker shock because they don't appreciate the differences between technical clothing and a rain jacket at a Walmart.

Two of the strongest points were made by Rob Gale who distributes the Italian-made line, Slam. Rob explained, "These products are not bought...they are sold. Customers need to be educated in what you are offering them. Then the price becomes reasonable."

In fact, the price could be a real bargain for couples who go boating. Rob noted that if the woman doesn't feel warm and comfortable while boating, the couple doesn't go. So, going back to



Women who are comfortable, [and stylish too] are going to be much happier about being on the boat during the shoulder seasons and wet weather.



Technical clothing can be stylish as well as practical. This Gul iPod jacket lets you take your tunes with you and features unique iPod controls on the sleeve. You could wear it to work.

the original point of carrying foul weather gear: when people are warm and comfortable, (or cool and comfortable in hot weather) they will go boating more.

Being dressed for the weather can also mean being dressed for the water temperatures. We also spoke to representatives at Body Glove and Connelly/CWB about their wet suits.

Next to fishing, tow sports is one of the most popular uses of power boats.

The primary reason people don't go out tubing, skiing or wake boarding is that they feel the water is too cold. A wet suit and neoprene gloves and booties can fix that instantly.

Don't forget that owners of keelboats and power cruisers should always have a mask, snorkel, fins and a wet suit available in case they foul the prop or run aground. Bad things like that only seem to happen in the off-season in bitterly cold water.

It needn't take up a big footprint and you don't need dozens of SKUs. A small foul weather display with a narrow selection of general models in larger sizes is something a clothing company rep can set you up with. We suggest pricing it aggressively and liquidating remaining stock on Labour Day – but have it available as a way to keep customers boating.

We see fishermen wearing Mustang Floater Coats and hat out in earliest spring and latest fall. Smart marine retailers stock products for them and they happily pay to get the best, so why not help more of your customers get comfortable extending their boating season? ●



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Gaining an Advantage

BY ANDY ADAMS

LAST SUMMER, I was enjoying a one-on-one conversation with Dusty McCoy, Chairman and CEO of Brunswick Corporation, and we were talking about the great importance of the hundreds, (actually thousands) of marine dealers across North America.

I wish I could still quote him exactly, but his general comment was that Brunswick was vitally concerned about the welfare of their dealers, especially their small dealers.

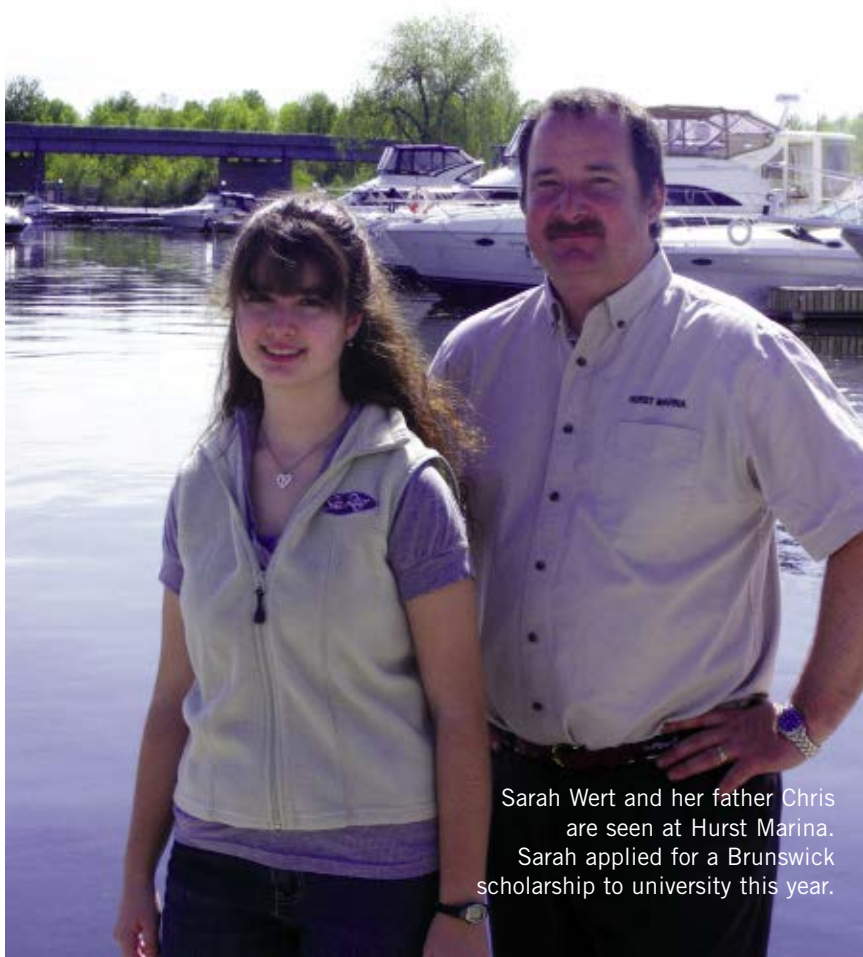
McCoy plainly understood that recreational boating takes place on thousands of lakes and rivers where a small dealer serves a small group of customers. Our industry is upside down compared to many industries where the 80/20 rule applies; in most businesses 20% of the dealers do 80% of the business.

In the marine industry, especially in Canada, 80% of the dealers do 80% of the business. A select few, (probably even less than 20%) are big volume dealers. The marinas that serve those small lakes and rivers are essential to the success of the industry. We need their volume and they need those few new boat and motor sales each season to make a fair profit and stay in business.

Without them, cottagers, fishermen and trailer boaters could not get fuel, service, storage and often, supplies. The absence of those services would make the boating experience a lot less available and satisfying.

So, how do you give those dealers an advantage, particularly in today's volatile economy and scrambled market, to help them succeed?

Part of Brunswick's answer is the Dealer Advantage Program. Since its introduction to Brunswick marine dealers in Canada at the Toronto International Boat Show in 2008, Brunswick Dealer Advantage has



Sarah Wert and her father Chris are seen at Hurst Marina.

Sarah applied for a Brunswick scholarship to university this year.

increased the number of programs available to dealers from 10 to 18, and many dealers have signed up...but not all.

In a recent press release celebrating the program's first anniversary, Dusty McCoy said, "Through communication with our Canadian dealers, we've identified specific areas where Brunswick can leverage its resources to help our dealers build long-term value in their businesses. Stronger dealers contribute to stronger Brunswick brands."

To help Brunswick marine dealers, the Dealer Advantage programs target three specific areas: enhancing the retail

customer buying experience; attracting and retaining employees; and achieving operational excellence through improving productivity and reducing costs.

Participation is not difficult at the base level. Dealers eligible to participate just need to be in good standing and carry Brunswick boats, Mercury engines, Brunswick parts and accessories, or be Mercury service-only dealers. There is no cost to participate in Brunswick Dealer Advantage and dealers can opt to participate in all or some of the benefits depending on their unique business needs.

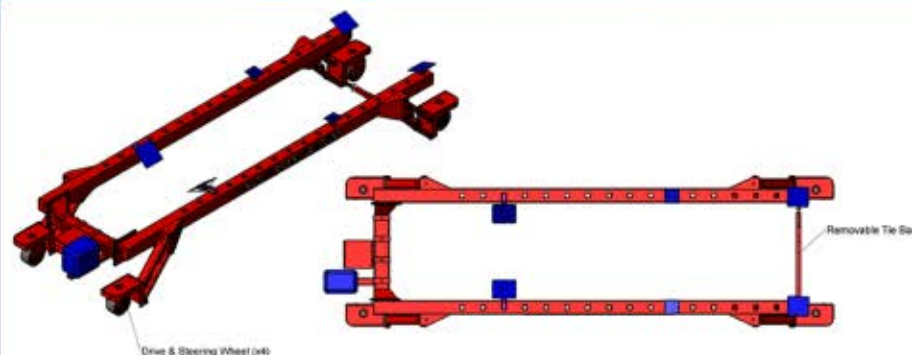


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"Through communication with our Canadian dealers, we've identified specific areas where Brunswick can leverage its resources to help our dealers build long-term value in their businesses. Stronger dealers contribute to stronger Brunswick brands."



Gordon Bay Marine has recently opened a Land 'N' Sea Boating Store in their marina. The bright window photos are attractive.

Gordon Bay about their experience.

Yes, they are both big and successful dealers, but they still started some place.

We asked Chris Wert what he would say to a dealer who isn't yet a part of Brunswick Dealer Advantage. Chris said, "Why not use one part at least?"

Chris' daughter Sarah has applied for a university scholarship through the Brunswick Dealer Advantage program. That money can be very important to a young person saving for their education, especially if they live in a cottage country area, where high-paying summer jobs are few and far between. Brunswick awards a number of scholarships each

year in both the US and Canada.

Another valuable program is the Footsteps lead-management solution from Channel Blade. This tool helps dealers convert more leads into sales by providing everything from automatically generated response emails or letters to a customer history showing the interactions, results and current status of prospects and customers from various lead sources. For example, a customer visits the Sea Ray web site and requests more information. The manufacturer sends out a brochure to the potential customer and then instantly populates the Hurst Marina Footsteps database with the customer information. As Chris Wert noted, "Customer service is key in this industry and this source of knowledge helps us get closer to the customer."

The Brunswick Dealer Advantage program also offers a discount on Channel Blade's web site design and development services. Dealers can choose from custom designs or template

This flexibility is one of the most attractive aspects. You don't have to be a big volume dealer to benefit, nor do you have to sign up for everything to get the select options you need.

Our purpose in running this article in *Boating Industry Canada* is to encourage small dealers to look at the program with an eye to boosting your odds of success in this potentially tough 2009 market.

We know it will be a challenging year due to floor planning issues and general economic conditions. We appreciate that when things get tough, it's really hard to work harder, do more, or raise the bar.

But perhaps for your business, the Brunswick Dealer Advantage program can help.

As you might expect, the biggest and most successful dealers have the resources to effectively tap the program, and we talked to Chris Wert at Hurst Marina and Bruce Cleland at



Along the highway, Gordon Bay displays a row of new Brunswick boats.

sites, depending on their needs.

At Hurst Marina, they have worked hard to have excellent parts and service and they actively promote the Mercury Product Protection system, (MPP) which is an extended warranty from the factory. It's good at any of the roughly 5,000 Mercury dealers in North America.

Chris told us that the BoatTrader.com program is useful to help them move their used inventory and the Brunswick IDS dealer management software system is something they're aware of but not planning for this year. However, they are looking into the Brunswick Dealer Advantage marina insurance plan and some new software as well.

So, Hurst Marina is doing just what Chris Wert suggests other dealers do, check it out and choose what looks valuable.

We also talked to Bruce Cleland at Gordon Bay Marina and he said, "Overall, the program is valuable. It's one year old in Canada and we have not taken advantage of everything that we can, but Gordon Bay is certainly on board with several of the Brunswick programs. They seem to be working out well."

Bruce continued, "Four to five years ago we brought in the Brunswick IDS system of dealer management software and that is working very well. Gordon Bay became an early user of the IDS Marine client so the program was custom tailored to meet our needs. IDS has been good. All the staff use it now to do day-to-day contracts, manage inventory control, our accounting system is all in the IDS system, parts and service is, as well as all service billing and it helps us stay up-to-date with our inventory. Alarms tell us what we need to re-supply on anything."



With a focus on service and their new parts and accessories selection through The Boating Store, Gordon Bay now operates a fleet of service vehicles.

Gordon Bay is a big volume, on-the-water dealership selling between 200 and 300 boats a year so they had to have some kind of computer systems software.

We asked if Gordon Bay used the Channel Blade service.


Bruce said, "We see more and more business coming in from the web. Channel Blade and the Footsteps program generate sales leads for us. We also use the Discover Boating DVD sales leads to follow up with. People come to us for Malibu's, Boston Whalers and so on, from our own web site."

We asked Bruce about the quality of the web sales leads. He said, "Especially in the last four months, buyers seem to be more serious. The web brings us lots of casual, go-nowhere leads, however we can track and note the leads that we convert to sales and the Footsteps program helps us to check up on our salesmen to see that they're following up on the leads. We can even check when the guy comes back."

An interesting development at Gordon Bay is that they have set up a Land 'N' Sea Boating Store.

Bruce said, "We started 18 months ago and it's been helpful because it consolidates our sources for parts and accessories. The customer can either come in, or go online to order what they need. Then, they can get it at the store, or we will ship it to their home and the paperwork clears through Gordon Bay so we earn our income."

Both men concluded by saying that for them, the features of the Brunswick Dealer Advantage program really did deliver an advantage in their businesses, and that is something every dealer will need and (should have) this year. ●

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“Make ‘em Go Away!”

BY TOM KJAERGAARD



An old fiberglass boat provided by Sandy Cove Marine is picked off of a trailer and is headed toward the DW3060 Shredder at Nad-Core Environmental Shredding near Barrie, Ontario.

Ted Dallimore first opened Sandy Cove Marine in the fall of 1962. He was a teenager, a Mercury-trained mechanic and he was soon selling Owens and Cutter boats, Greavette and Cherokee aluminum. Forty-seven years later, they handle Chaparral, Yamaha and the business does significant volume from three locations. Three years ago, with partner Don Ford, Ted started Sandy Cove Boat Recyclers.

I bet you will be doing business with Ted and Don pretty soon.

I have known Ted since even before

he started Sandy Cove and I have watched his career and personal success with interest and admiration over the years. He is an out-of-the-box thinker and he is not afraid to put his money where his mouth is.

“You never believe that your boat will grow old but now, an old boat is one built before 1995 – no one wants ‘em,” Ted told me. “We were only asking \$3,995 for a 20-foot Cruisers that had spent its life in a Muskoka boathouse and with both warranty and financing; it still took us a full year to sell it for

\$3,500. There’s not much of a market for these old boats.”

Ted pointed out, “In Ontario, we sell about 20,000 new boats a year and that means that there are 20,000 old ones that get traded in. We need to do something with those boats.”

In actual fact, Service Canada reported 22,561 new boat registrations in Ontario in 2008. In 2007, the number was 20,205. Ted is probably quite right; a good many of these deals involved a trade-in and as he pointed out, all of these Ontario boats are freshwater units.

"A boat in the Caribbean that's 10 years old is done," Ted emphasized, "Yet, you could easily replace all the important pieces with good Canadian parts from a freshwater, low hours boat. That makes sense."

"Recycling is important. We don't want to have a big pile of garbage out there and wind up with another version of the Hagersville Tire Fire. Fiberglass burns in a bad way. It could be an environmental disaster," Ted observed.

From a strategic marketing perspective, he also makes the point that dealers can't make money on old junk. By offering up a really old boat for sale, dealers are indirectly preventing themselves from selling a new one.

Ted said, "Dealers need to get with it. It's your customer and he just wants to get rid of that beat up old boat. The drive and engine may be worth something. Part them out. Dealers don't want to take in old boats as trade-ins but they have to appreciate that the owner needs to get rid of it. I suggested they build it into the price. That way, the guy has his downpayment for finance and we can make that boat go away. That's what I always say, make them go away. The boat may have some value if it hasn't been stripped, or it could even be that a dealer has to pay something to us to get rid of it. But at the auctions, it is not unusual for a dealer to only get \$100 or \$200 for an old beater of a boat and then, the boat doesn't go away!"

He laughed, "I've seen it happen that somebody goes home and cleans up one of those auction boats and then comes back to me asking for \$2,000 as a trade in! Dealers should remember too, that the bank won't finance any boat over 10 years old anyway, so it becomes harder to sell an old beater than a new boat."

We asked Ted what the actual costs were for Sandy Cove Boat Recyclers to deal with a derelict boat. He told us that if there are no parts to salvage and somebody just brought the boat out to be recycled, it would cost \$200 to \$300 just to grind it. If you want Sandy Cove to come and get the boat, it's going to be more like \$500 to pick it up and grind it, but if it had a serviceable stern drive



The boat is deposited into the shredder with the assistance and guiding hand of an experienced backhoe operator.



Immediately after the shredder starts its work, the byproduct begins to appear – shredded fiberglass.

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[ENVIRONMENT]



This lightweight "concrete" paving stone is an example of one place recycled fiberglass boats might end up more often in the near future.

engine and drive on it, those parts could be worth \$1,500.

Ted suggested that a dealer can make a bulk deal so that they can stack the boats and haul them away seven or eight at a time in a truck.

So, what happens when the dealer calls Sandy Cove Boat Recyclers?

The first important point is that when Sandy Cove Recyclers gets the boat, they strip it and drain out the old gas. They arrange for that to be used for industrial heating, so it can be burned without polluting the ground.

Ted feels there should be government money to help in this because it's clearly helping our environment to get rid of these old boats. Also, we should get those old engines off the water where they cause air pollution and in some cases, drop fuel and oil into the water. He notes that new EFI engines are far better and they are easy to sell because they run so nicely. So, those are a few more reasons to make the old boat go away.

And go away it does. The crane drops a 20-foot boat into the grinder and in minutes, it's gone. But not to a landfill. One hundred boats would seem like a lot of boats, but after they've been ground up, you can fit 100 into two tractor-trailer loads.

The grinder is actually mobile. Sandy Cove Recyclers can drive the grinder to another area. For example, the grinder could leave the Barrie area and go 400 km to Kingston if there were a few dealers that each had a number of boats. Incredible as it sounds, the grinder can handle the whole boat, including the engine and even the trailer! You can dump the whole thing right in (although they would never do that for environmental reasons).

The grinder reduces the boat to 1/2" long glass fibers. It turns out that these are stronger than steel reinforcing bars when they are cast into concrete.

Cement reinforced with steel rebar rusts from rainwater and run off, particularly from salted roads in the winter. Fiberglass reinforcement doesn't have that problem. By grinding it up and putting it into concrete, the fiberglass becomes inert. And fiberglass isn't just in boats; it's often used in truck bodies and



Don Ford, a partner in Sandy Cove Marine's boat recycling business collects samples that will be tested by Ryerson University for purity and help find the most sustainable future for the fibers.

other structures too. Society needs to find a way to recycle fiberglass and it's turned out to be easy to chop up.

When the old boat is gone, dealers have a better chance of selling a new one and the materials can be put to a safe use, to make things like patio stones that are one third concrete and

two thirds fiberglass. Using fiberglass as reinforcements for blocks can also make finished concrete parts lighter as well as stronger.

Call Don Ford at 416-659-8336 and learn more about cleaning up your yard and your area. Make 'em go away.



Stephan Nadeau of Nad-Core Environmental Shredding and Don Ford a partner in the boat recycling business at Sandy Cove Marine near Barrie, Ontario, celebrate the successful shredding of two more boats of nearly a hundred so far.

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Ad Nauseam

BACK TO BASICS?

By JOHN MORRIS



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SINCE OUR last column, my inbox has been ringing off the wall (to grotesquely mix a metaphor) with a wide variety of input on twitter, websites, how to advertise in a recession and a lot of "what-the-heck-is-going-on-I'm baffled" comments.

One strong statement that I got from a couple of sources is the Post/Kellogg's story that appeared in the New Yorker recently. (A version of it was published in the last *Boating Industry Canada* on page 19.) It told the tale of how the two cereal companies responded when the 1929 Depression hit. According the New Yorker, "Post did the predictable thing: it reined in expenses and cut back on advertising. But Kellogg doubled its ad budget, moved aggressively into radio advertising, and heavily pushed its new cereal, Rice Krispies. (Snap, Crackle, and Pop first appeared in the thirties.) By 1933, even as the economy cratered, Kellogg's profits had risen almost thirty per cent and it had become what it remains today: the industry's dominant player."

But, as much as this may be true, the article notes that the pages of history are also littered with companies that tried and failed, while others who were conservative lived to fight another



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er day. So knowing what to do requires some shrewd analysis.

Then there's the concern about new media, old media, and where to fit your message. As I thought more about how to address all this in today's column, I got a massive headache and went for a beer. I thought about the relationship between failing newspapers and the struggle to find a paying model for Internet advertising. Poured another. I pondered how TV networks can keep up their Canadian content without getting paid by cable companies. Re-filled my beer glass. I tried to decide between radio and community newspapers.

By this time I was finding a lot of mysteries and accumulating a lot of empties, but what occurred to me is that the basics remain the basics. When you talk to some of the people in the boating industry, things aren't that bad at all. Marinas and boat clubs are reporting a strong demand for slips, there is a lot of activity in the boat yard and more people than ever appear to be gearing up for

"Post did the predictable thing: it reined in expenses and cut back on advertising. But Kellogg doubled its ad budget, moved aggressively into radio advertising, and heavily pushed its new cereal, Rice Krispies. (Snap, Crackle, and Pop first appeared in the thirties.) By 1933, even as the economy cratered, Kellogg's profits had risen almost thirty per cent and it had become what it remains today: the industry's dominant player."

the season.

Canadians may not be racing out to buy new boats, but they are planning to use them. Tourism pundits across the country are reporting the surge in 'Staycations' and let's face it; there are a lot

of good reasons to head to Bobcaygeon rather than Acapulco...especially if you have a wonderful boat to enjoy when you get there.

After a season of stock ticker slides, university strikes and influenza of various sorts, people nerves are frayed, they just want to keep it simple. Frankly, I think it's great news for the boating industry.

We have discussed the need for pro web sites, Facebook, Twitter and all that, but now that the season is upon us, the trump card is service and fun. This is absolutely the time to build friendships and take advantage of what we have to offer in the Canadian summer – beautiful country, great boating and friendly folks. This is the time to reach out to customers and neighbours – maybe build the service side or the accessory aspect of business. Be loyal to your boat brand, but consider working with customers (new or old) on new canvas, wakeboards and a new dinghy. New fenders and an upgraded stereo are not

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quite as exciting as a new boat, but they add zip while we wait for Obama to re-float General Motors.

But don't rule out boat sales either – there are reports of a revitalized real estate market with sporadic bidding wars and many car dealers are showing some spring pep. As you know, some boats are still selling and properly priced re-sales are moving fairly well.

So now is the time to worry about your message. Brush up your welcome and don't be afraid to look to the sunny days ahead, both figuratively and literally.

John Kerr, our very own fearless leader, Olympic Medalist and CEO sent me a note that pointed out a report entitled: Successful Companies Continue to Spend.

McKinsey & Co., the consulting firm, recently conducted a study of 1,000 mainly industrial companies from 1982-1999 that were either industry leaders or became successful challengers.

IMPORTANT OBSERVATIONS

- Successful challengers in a recession were not afraid to spend their cash reserves.
- Successful leaders traded short-term profitability for long-term gain by refocusing their spending
- Successful leaders spent more money (as a % of sales) on advertising and marketing during a recession than during periods of growth

For the marine industry, it adds up to focusing on the aspects of the business that people can afford – the kinds of things that keep your business active and that create positive feelings. Tell them about how you can help rather than just freezing and hoping they will come to you. Be pro-active to maintain your income (or not go too far backward) in the short term while you build the appropriate customer relationships for the good times when they finally get here.

I for one, am in good shape for the short term. I just cashed in a lot of empties! ●

Nominate a Boating Safety Hero

You are the Canadian Safe Boating Council's eyes and ears when it comes to hearing about accidents and events involving boating safety. We are looking to you, the members of the marine industry, to tell us about and to nominate, the boating safety heroes of 2009.

Each January, stakeholders in recreational boating safety assemble to honour the people, programs, organizations and marinas that help to make boating in Canada safer and better for all of us and to keep the environment clean.

Those new to this gala event call them the Canadian Safe Boating Awards. But those who regularly have supported this worthwhile cause and



who make this evening an essential outing on their post-Christmas calendars simply refer to them as the "CASBAS".

Of special significance to award recipients is that, with the exception of the Canadian Safe Boating Council's Special Recognition Award, their nominations

came from people like you, those in the industry, boating safety organizations and the general public.

As we progress through the 2009 boating season, the Canadian Safe Boating Council (CSBC) asks that we keep our eyes peeled and ears tuned for persons or organizations that deserve a nomination. ●

www.csbc.ca

Genmar Files for Chapter 11

On June 2, 2009, Genmar Holdings Inc., the Minneapolis-based boat manufacturer founded and headed by Irwin Jacobs, filed for protection from its creditors under US federal bankruptcy laws.

Jacobs was quoted as saying that the credit collapse and weak economy have decimated sales of everything in Genmar's product line, from 12-foot fishing boats to luxury yachts.

The company's Chapter 11 petition filed in US Bankruptcy Court in St. Paul listed assets of \$237.5 million and liabilities of \$216.5 million. Jacobs said the bankruptcy petition does not include more than \$400 million in intangible assets, whose values were determined recently by Wells Fargo & Co., its lead banker. Wells Fargo and Fifth Third Bank are the only secured creditors, owed \$75 million.

In court filings, Genmar also said tighter requirements from its banks

propelled it into bankruptcy. Jacobs, who made his name buying bankrupt businesses, said he never thought this day would come for Genmar. "Even up until the last few weeks, this is something I never even dreamt was a remote possibility," he said.

Jacobs is the largest shareholder in privately held Genmar, with about 40 percent of its stock. He said the bankruptcy filing will allow Genmar to put together a business plan that



will resolve the loan issue with Wells Fargo and he concluded by saying that, "We believe that once Genmar exits Chapter 11, we will be a better and stronger company than ever before." ●

The Latest **Rub** on Abrasives for Marine **Applications**

BY IAN GILSON

WHETHER IN the manufacture of new boats, or the repair and refurbishing of existing craft, abrasives play a key role in the delivery of a flawless finished product. In that light, *Boating Industry Canada* decided to contact Norton Abrasives to get the latest 'rub' on tools and techniques in the field.

Robert Aulizio (Norton's Territory Manager for Marine & Composites) offered to share his perspectives on questions that are sure to be of interest to those who live on the shop floor.

Q: What has happened within the industry that has required new products? (For example: new types of abrasive, polishing compounds, or applications)

A: Environmental and Safety groups have passed strict guidelines regarding sanding contaminants in regards to outdoor and wet sanding. This has increased the demand for dry, dust-free sanding products.

There are also many different grades of paints, primers and gel coats on the market today and each has its own sanding characteristics. Norton has designed products to meet these individual requirements.

For example, Norton has recently released a product for the sanding and finishing of tooling gel coat. Tooling gel coat tends to sand much harder than the standard production gel coat and requires a much sharper abrasive. By improving the finish on the tooling gel coat unwanted scratches and defects that can cause issues upstream in the production process are eliminated.



Q: What new products are out there, or in development?

A: The steadily increasing demand for a dustless sanding environment has spurred enhancements especially in the field of vacuum sanding products. One such product is Norton's Multi-Air® system.

The Multi-Air® process virtually eliminates dust. The highly engineered

back-up pads, when coupled with premium abrasive Multi-Air® discs, optimize the sanding process. By keeping the abrasive grain free of paint and gel coat, it allows for an increased surface cutting area and in turn the paper will both cut faster and last longer.

We recently expanded Norton's family of Multi-Air disc products to include Multi-Air File Sheets and Hand Blocks.

Q: What new tools are there?

A: There are many new tools in the marketplace, again primarily associated with minimizing, or eliminating dust generated in the sanding process. The most popular new tools are those that have a self-generating vacuum. These self-generating pneumatic vacuum tools allow for a dustless sanding environment without requiring large capital expenditures in air-handling.

Norton works closely with the tool manufacturers to ensure that our discs are compatible with these new tools.

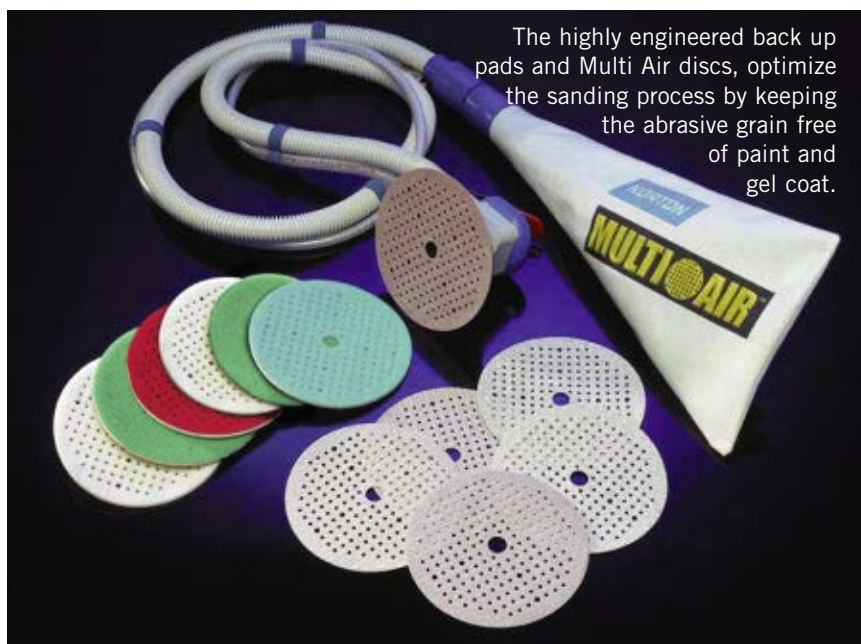
There are also many more specialized tools in the market such as smaller grinders and abrasive wheels for spot repairs. (Check with your Norton sales rep for information on tools designed specifically for your applications.)

Also, Norton has also worked extensively with Temple Allen Industries' EMMA surface preparation systems. EMMA (Easily Manipulated Mechanical Arm) is a 100% pneumatic, manually controlled mechanical arm that substantially reduces the required sanding times and injuries associated with vibrations and high grip forces. EMMA increases productivity letting the operator produce a fine, consistent and even surface finish.

Q: What new techniques are there to improve effectiveness or save time?

A: In particular, boat shop operators should investigate Norton's support in Standing Operating Procedures (SOPs) for gel coat repair and refinishing. There are both products and procedures that reduce the number of sanding and buffing steps required. This translates into tangible cost and time savings as well as improved finish quality.

Q: What advice would you give to the technicians at the average Canadian boat manufacturer, marina, or boat yard that improves working conditions or increases profitability?



The highly engineered back up pads and Multi Air discs, optimize the sanding process by keeping the abrasive grain free of paint and gel coat.



The Norton family of Multi-Air disc products was recently expanded to include Multi-Air File Sheets and Hand Blocks.

A: We realize that sanding and polishing seems like a simple task, so many shops just stock basic general supplies.

However, getting the right tools and abrasives for specific tasks can really speed up the jobs while improving working conditions. Norton offers a wide spectrum of marine products including sandpaper, dust-free sanding systems, long board sheets, masking products, diamond cut-off wheels and finishing compounds, just to name a few. We don't have space here to go

into Norton's AVOS see-thru grinding discs and engineered Norax products for example, but visit: www.norton-abrasives.com for an explanation. ●

Boating Industry Canada's Boat Shop series is committed to bringing news of the latest tools, techniques and products to those on the shop floor who will benefit most from their application. If you have a suggested topic that you would like us to investigate, please submit it via e-mail to aadams@kerrwil.com.

NEW PRODUCTS

NEW MARINE GRILL TACKLES BREAKFAST TO BEDTIME SNACK

Cook –N-Dine's new Marinyaki grill with collapsible wind guard is designed for those who love al fresco dining on the water. The Marinyaki grill is a molded, fiberglass table which features an electrically powered, built-in 20" X 15" teppan grilling unit capable of reaching temperatures of 4500 F (2100C). Precise temperature controls make it perfect for grilling fish, searing steaks and roasting vegetables yet it's gentle enough for delicate crepes or pancakes.

Available models range in price from \$4,875 to \$4,950 US (MSRP).

www.cookndine.com



EASY-TO-USE SYSTEM MATCHES ORIGINAL FIBERGLASS FOR FLAWLESS REPAIR OF NON-SKID DECKS

MAS Products of Cinnaminson, New Jersey have developed a system called Flex-Mold that matches your original non-skid pattern and permits flawless repairs to chipped, cracked or gouged non-skid decks. DIY'ers can accomplish this result by following a



straight forward 7-step process that is demonstrated in an associated video.

The five most common non-skid deck patterns are available in 12" X 12" sheets for \$49.99 US and sheets up to 4' X 8' can be selected from a chart and ordered online.

www.masepoxies.com.

EXTEND THE LIFE OF YOUR CLEAR VINYL AND EISENGLASS WITH A SIMPLE ONE-STEP CLEANER AND PROTECTANT

Household cleaners can cause eisenglass and clear vinyl to become yellowed, cloudy and brittle. Specially designed for the marine environment, Shurhold

Industries' "Serious Shine" cleans, polishes and protects these and any solid surface in one easy step. Serious Shine also contains UV inhibitors and anti-static properties.

For best results, use Shurhold Industries' micro-fiber towels designed to gently lift and trap dust for a spotless shine.

Serious Shine retails for \$17.98 US. A 3-pack of micro-fiber towels retails for \$18.98 US.

www.shurhold.com.



The Boating Ontario Dealers present...

The 2nd Annual David de Eyre Classic

Thursday, September 3, 2009

Brooklea Golf and Country Club - Midland, Ontario

Entry fee per player is \$125.00, which includes lunch, 18 holes of golf with cart and dinner

For more information contact the OMOA
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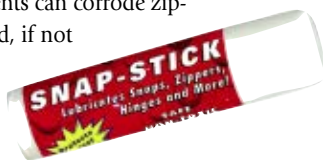
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NEW PRODUCTS

A LITTLE DAB LUBRICATES OUTDOOR ZIPPERS AND SNAPS

Over time, exposure to the elements can corrode zippers and snaps making them hard, if not impossible to use. Shurhold Industries has developed Snap-Stick Lubricant. Unlike gels, liquids or sprays, Snap-Stick is applied directly onto the head of a snap or along a zipper without causing a mess. Snap-Stick is non-toxic and bio-degradable and won't harm plastics, fabrics or metal surfaces. The retail price for a .45 ounce tube is \$6.48.

www.shurhold.com



ACCURATELY AND EASILY MONITOR THE LEVELS IN YOUR WATER, FUEL OR HOLDING TANKS



Prevent overfilling of water, fuel or holding tanks on board your boat with a newly developed electronic monitoring system that fits to the outside of your stainless steel, aluminum or plastic tank. No holes are required and installation takes approximately 30 minutes. It is the

Gobius 4 system from FM Marin AB.

www.fmmarin.se

TUNE OUT THE WEATHER WITH GUL'S NEW MEN'S AND LADIES' VIGO COASTAL JACKET

GUL International has long been known for its innovative design features to keep the wearer warm, dry, comfortable and fashionable. For 2010, GUL will take things to the next step with their new VIGO Coastal Jacket. It boasts a fabric iPod control pad built into the forearm of the coat that is machine washable, fully pliable and seamless. This control pad is connected with fabric wiring inside the coat along the arm into the chest packet that keeps the 30 pin iPod connector secured in the jacket. There is no need to access the MP3 player directly when changing songs. The arm control pad has 6 options for Play, Pause, Back, Forward, Volume and a keyboard lock. The end adapter will also be upgradeable to allow for iPhone, iPod and Blue Tooth technology. Pricing is expected to be \$350 CDN.

www.gulusa.com



GILL ADDS 5L & 50L ENTRIES TO ITS WATERPROOF GEAR AND LUGGAGE BAGS

No matter how you spend your time on the water, it's nice to be confident that, no matter what the weather, your dry goods will be protected from the elements.

Gill dry bags are made from durable waterproof fabric with roll-down closures that have integral snap buckles and webbing reinforcement to create a simple watertight seal. Each bag has a full-

length translucent mesh reinforced panel so that you can easily see what's inside.

The L055 5-liter bag (\$29.99 CAN) is ideal for storing smaller items and could be used as the crew's 'valuables' bag, storing wallets, purses, mobile phones, keys and change.

The L056 50-liter bag (\$95.99 CAN) comes with a detachable shoulder strap and is ideal for larger loads such as clothing and waterproofs.

www.gillna.com



SUNSTREAM BOAT LIFTS INTRODUCES INTEGRATED PWC LIFT AND QUICK COVER

Integrated into the bow-stop of its Sun Port drive-on PWC lift is Sunstream's new QuickCover. Stored in a convenient mesh bag, the QuickCover can be easily deployed in seconds and snaps right to the Sun Port lift rather than to the PWC's rub rail as with more conventional covers.

The Quick Cover comes in black and other custom colours at a price of \$299 US.

www.sunstreamcorp.com



TAKE THE GUESSWORK OUT OF BOAT LAUNCHING AND RETRIEVAL

Unified Marine – Seasense has developed an innovative product called Loadmate which takes the guesswork out of how far to back



down a boat launch to ideally launch and retrieve your boat. Mounted atop your trailer's guide polls, Loadmate's lights turn from red to green when you've achieved your trailer's optimal depth for launching

and retrieval. Kits are available for installation on any boat trailer. Guide poll kits are also available.

www.loadmate.seasense.com

WHEEL STUD PROTECTORS MINIMIZE GRIEF WHEN CHANGING A FLAT TRAILER TIRE

Corrosion due to long-term exposure to the elements can cause the lug nuts on your trailer wheel studs to seize making them difficult, if not impossible, to remove. Having to change a flat tire at the side of the road is aggravating enough without these additional complications. Air-Tight LLC has developed Stud Protectors which shield the lightly greased wheel-stud threads from the environment until the wheel has to be removed. Stud Protectors are made of high-temperature and UV resistant material and allow the lug nuts to be re-tightened at any time.

www.airtighthubs.com



RESOURCE Directory

Gori® propeller

3-Blade Gori Folding Propeller:

Lowest drag. True blade shape gives increased efficiency. Greater thrust/power in reverse, no prop walk. Overdrive feature - increased thrust and higher speed, at lower RPMs with less engine noise and vibration, increased fuel economy and greater cruising range.

2-Blade Gori Std & Race Folding Propellers:

Reduces drag by up to 89%. One full knot improvement in speed. Geared blade design ensures a smooth positive action. Both blades open and close together at all times.

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NEW PRODUCTS

NEW MARINE TABLE IDEAL FOR ELEGANT ENTERTAINING



Serving beverages aboard in your favourite stemware need no longer be a fretful experience with a newly designed marine table developed in a joint venture between JET Technologies and Maroon Enterprises. The patented design is perfect for those who enjoy a glass of wine while relaxing or entertaining on their boats. Simply slide any long-stemmed wine glass into the slotted cup holder and the glass rests comfortably

and securely in the recess. A number of designs are available to suit any need. For more information and pricing, please contact Marc Blosser, JET Technologies, at 574-264-3613.

TRIMAX PROVIDES ONE-STEP BOAT & TRAILER SECURITY WITH THEIR TCL65 LOCK IT AND CHOCK IT SOLUTION



TRIMAX's patent pending Lock and Chock system clamps in seconds to the wheels of a wide variety of trailers. It comes with a

lifetime warranty and is built from heavy gauge steel. It is finished in a rugged yellow powder coat for added visibility and durability. The built-in chock prevents rollaway. Retail price for the system is \$96.55 CDN. www.trimaxlocks.com

AQUALUMA DEVELOPS INNOVATIVE LED BRAKELIGHT SYSTEM FOR PERSONAL WATERCRAFT

Easily mounted on any PWC, the PWC LED Brakelight illuminates whenever the operator releases the throttle for at least ½ second. When the throttle is released for a longer period of time, the light goes into blink mode. It automatically cancels when the throttle is re-activated. (A manual S-O-S system can be enabled by the operator to signal the need for assistance.) The six LED lights are encased in a polycarbonate housing. The system retails for \$181.79 US. www.aqualuma.com

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