

AUGUST 2009

Boating INDUSTRY CANADA

Ian Bruce,
Father of the Laser
Awarded Order of Canada

MAATS 2009

Propulsion

How to Reduce
Ethanol Problems

Electronics

How Internet Keeps
Customers Onboard Longer

The Boat Shop

How to Build
a New Rudder

www.boatingindustry.ca

Canada Post Mail Agreement #0065481 ISSN 0384-0999
Return postage guaranteed A KERRWIL PUBLICATION



Way of Life!



DF70/80/90 GO FURTHER, FASTER FOR LESS

While the new DF70/80/90 Suzuki 4-stroke outboards are stunning to look at, the really beautiful details are under the cowling. They're a showcase of more innovative advances and achievements from Suzuki - New Lean Burn System, new streamlined gear case, larger propeller, digital sequential fuel injection and a powerful 2.59:1 final drive ratio. All this technology delivers outstanding power and performance with outstanding fuel efficiency, allowing you to go further, faster, for less.

DISCOVER THE POWER.
DISCOVER THE PERFORMANCE.
DISCOVER THE SUZUKI WAY OF LIFE!

suzuki.ca



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

BY ANDY ADAMS

Are Things **Turning Around?**

ECONOMICALLY speaking, are things turning around? According to the Bank of Canada's latest monetary policy report released on July 23rd, technically, Canada's economy could register the end of the recession this quarter.

Still, Governor Mark Carney cautioned that the economic recovery remains "nascent" and the Canadian dollar at \$.92 is "significantly moderating" the pace of the rebound. More importantly, a return to economic growth during the 3rd quarter (July to September) will not end the painful layoffs in the job market.

"Unfortunately, the labour market is the slowest to adjust," Carney told journalists in Ottawa following the release of the report. "So we can expect continued adjustments and probable further rises in unemployment for a period, even though the economy has started to grow."

In the July 23rd report, the central bank is forecasting economic growth of 1.3 per cent on an annualized basis in the third quarter, which is an upward revision of its earlier projection of a 1 per cent contraction for the three-month period.

By July 28th, Finance Minister Jim Flaherty was contradicting the central bank's predictions, saying the recession would take much longer to work its way through the economy (and plainly hoping to moderate the pressure on the Harper government).

Rising stock prices are partly behind the positive sentiment. Another key assumption is that we will see an \$.87 Canadian dollar. What we have to hope is that nothing derails the growing economic strength.

Recent stress tests reveal that Canadian banks have sufficient capital to cope with "likely" additional losses as the recession continues, Standard and Poor's said on July 30th.

S&P put Canada's five largest banks through its proprietary stress test and found that not only are they likely to absorb expected losses without too much trouble, but they'd also be able to take deeper hits. Credit analyst Lidia Parfeniuk was quoted as saying, "On the positive side, stress tests reveal that these banks have sufficient capital to withstand losses in what we believe is the likeliest case..."

A strong banking sector will be more open to doing loan business and interest rates remain at extremely low levels. That should be good for the boat business. It also helps that the stock markets have been moving solidly higher in the summer weeks and major US indexes flirted with important technical milestones.

On July 30th, the Dow Jones industrial average crossed the

9,200 mark for the first time since November. The S&P 500 continued its march toward 1,000 and the NASDAQ, briefly topped 2,000 for the first time since October. A strong slate of earnings reports topped expectations, and a critical stock to watch among the group was General Electric, which gained 6.9 per cent on July 30th alone.

I, for one, believe that we are moving out of the recession/depression. However, the better question is, when will buyers return to the US showrooms to get the builders back into production?

Only then will things return to normal. We hope you enjoy this issue and we look forward to your comments.

aadams@kerrwil.com



**MADE IN CANADA BY A FAMILY BUSINESS
FOR 18 YEARS**

The best after sale service

SOUTHLAND
PRONAUBEC

16' to 26' + Custom + Commercial

DEALERS WANTED

For Information Contact:

| | |
|--|--|
| Western Terry Thomas 780-721-2858 terry.crmt@gmail.com | Eastern Danielle Roy 418-774-3198 droy@southlandboat.com |
|--|--|

www.southlandboat.com

CONTENTS

VOLUME 6 ■ NUMBER 4 ■ AUGUST 2009

Features

SHOW COVERAGE 6
MAATS 2009 – The Marine Aftermarket Accessories Trade Show

PROPULSION 12
Ethanol Update and Why E12 May Arrive Soon

ELECTRONICS 16
Internet On Board – How to Keep Boaters on Their Boats Longer

THE BOAT SHOP 26
How to Build a New Rudder – Would We Steer You Wrong?



Departments

Insight 3
Impact 20
Industry News 29



On the Cover: Canada's greatest boat designer in his new Bruce 22. Ian Bruce, father of the Laser, founder and owner of Performance Sailcraft, PS2000 and now creator of the new Bruce 22 classic inboard launch will be presented with the Order of Canada. Bruce and the Laser he developed with Bruce Kirby virtually established one-design sailing around the world. Read about it on page 18.

PUBLISHER

John Kerr
johnkerr@kerrwil.com

MANAGING EDITOR

Andy Adams
aadams@kerrwil.com

CONTRIBUTORS

Andy Adams, Sara Anghel, Glen Cairns,
Bob Eaton and John Morris

ADVERTISING SALES

Ian Gilson
igilson@kerrwil.com
• 905-719-5152

Greg Nicoll
gnicoll@kerrwil.com
• 416-620-9373

ART DIRECTOR

Allan S. Bates

CIRCULATION

Elissa Campbell

ADMINISTRATION

Mary Nicoll
mnicoll@kerrwil.com
• 905-535-2866

KERRWIL
your marine market resource

800-2 St. Clair Avenue East
Toronto, Ontario M4T 2T5
Tel: 416-703-7167 Fax: 416-513-0348
www.kerrwil.com

Elizabeth A. Kerr
President

Greg Nicoll
Vice President

John W. Kerr, Jr
Chief Executive Officer



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

The contents of this publication are the property of Kerrwil Publications Limited and may not be reproduced in whole or in part without prior written consent. We encourage letters to the editor, submissions and query letters from writers and our readers. For material to be returned, please include a stamped, self-addressed envelope.

Occasionally, we allow the use of mailing lists to firms offering products and information that we feel may be of interest to you. If you do not want your name made available, please return your mailing label to us marked
DO NOT RELEASE.

Send all address changes, post office returns and subscription inquiries to:

Boating Industry Canada
538 Elizabeth Street, Midland, ON L4R 2A3
Tel: 705-527-7667 Fax: 705-527-7662
E-mail: elissacampbell@kerrwil.com

Don't go it alone...

Committed to the marine industry for more than 30 years, the professionals at GE Capital, Commercial Distribution Finance are proud to have earned the name both you and your customers have come to know and trust. Whether it's seasonal demand or a changing economic climate, our team of experts can show you how floorplan financing can help your business improve cashflow, reduce risk, maintain inventory levels and keep your customers coming back.

Let us show you how to chart a course – not just for today, *but for the future.*

Call us today at 800-387-5916.

You'll be glad you did!



imagination at work



MAATS 2009

A Familiar Show During Strange Times

The Boating Industry Canada team was not sure what we would find when we arrived at the Orlando Conference Centre on July 15, 2009. Would this be like previous years? Would the exhibit floor be way down? Would attendance be off dramatically?

Or, will people continue boating and buying both repairs and accessory upgrades to their current boats? Of course, that is what we hoped for. However, with the new boat market in the US down perhaps 50% from recent levels, these are strange times. The industry has seen downturns before but no one remembers anything like this.

"This is not a recession for boating, it is a depression," commented Thom Dammrich of the NMMA when we interviewed him at the show. "Things are really bad for new boat manufacturers and their suppliers, but businesses that serve existing boaters are in a better position. Aftermarket sales are up. Marina storage is OK or even up. The activity of boating is healthy," Thom stated.

This year, the MAATS show manager was Stephen Evans who celebrates his 10th anniversary with the NMMA next February. Stephen has attended every one of the nine MAATS shows. This year was the second time MAATS had been held in Orlando.

"Orlando serves us well. This is our second year to market to dealers to attend the show," Stephen Evans said. "Dealers joined the show for the first time last year. We had 70 dealers register last year compared to 255 dealers now. Orlando is a great market for the dealers



This year's Innovation Awards were presented by Judging Panel Chairwoman Zuzana Prochazka, technical editor for *Latitudes & Attitudes* magazine. Thomas Dammrich of the NMMA joins her on stage.

and we've heard a lot from them at the show."

"Also, when you're in the same place for eight years, you need a change," he continued. "Coming to Orlando satisfies that and attracts new attendees. The dealer participation is greatly improved this year. They get a chance to comment personally and meet the manufacturers. The manufacturers want dealers to pull the product through the system chain, so this gives them an important and convenient opportunity to talk."

We asked Stephen Evans how aftermarket and accessory sales were this year. "Anecdotally, we're hearing numbers like a 15% increase in accessories sales this year," Stephen said. "In today's tough economic climate, the dealer who promotes accessories now and their service later when things get better, who

will sell the new boat? The dealer who has been delivering great service."

He went on to report that the size of the show compared to 2008 is down by 20% to 25% but between the economy and the state of the industry, this comes as no surprise. Attendance is down a comparable amount but the dealers have helped to pick that up.

MAATS again was preceded by the National Marine Distributors Association's Sales, Training, Education and Purchasing Conference, (STEP) held July 13 and 14. NMDA executive director Nancy Cueroni called her event a success, with about 18 distributors attending, the same number as last year. "The mood was positive," she says. "We were thrilled."

Boating Industry Canada also interviewed Maria del Valle, the Director of

ICAST who was pleased with the results of her conference and also commented about the positive linkage between MAATS and ICAST.

This is the second consecutive year that MAATS has been side-by-side with the ICAST show. The synergy between the two shows boosts attendance because many dealers feel there is worthwhile crossover between the two shows, however the Canadian distributors we spoke to found little benefit for their own businesses.

MAATS CONTINUES TO ATTRACT INNOVATIVE NEW PRODUCTS

It seems to us that perhaps the greatest value of the MAATS show is the opportunity for brand new products and innovations to be seen by the key industry insiders.

Again, assuming the economic climate would dampen new product development, we didn't anticipate as much action on new products this year as in previous years but over 30 new products were entered in the Innovation Awards competition.

Ten marine aftermarket products were awarded recognition for innovative achievement by the NMMA and Boating Writers International (BWI). Winning companies received their awards during the Wednesday evening MAATS Awards Reception.

Judging criteria was:



- Innovative distinction from other products currently being manufactured
- Benefit to the marine industry and/or consumer
- Practicality and cost-effectiveness
- Availability to the consumer within 60 days of the show's conclusion

This year's Innovation Awards were assessed by a seven-judge panel that includes: Panel Chairwoman Zuzana Prochazka, technical editor for Latitudes & Attitudes magazine, contributing editor to Mad Mariner and Circumnavigator magazine; Alan Jones, executive editor of Boating World magazine; Alan Wendt, editor, Marine CEO magazine; David Seidman, editor at large, Boating magazine; Robert Buller, equipment editor Pacific Yachting magazine; Frank Lanier, surveyor and contributing editor to

Richard Mundell of the web based educational company udutu presents the audience with ideas to exploit the new web 2.0 opportunities.⁹

Southern Boating, Practical Sailor and Australian Yachting magazines; and Ben Ellison, senior electronics editor for Bonnier Marine Group and editor of Panbo Marine Electronics blog.

THE 2009 INNOVATION AWARD WINNERS

Aftermarket Electronics

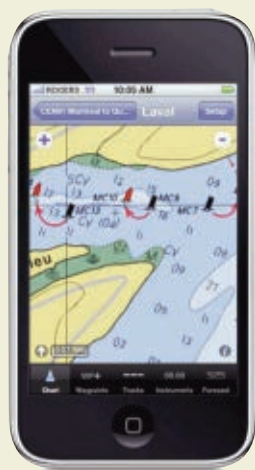
Navionics Mobile 2.0 by Navionics, chart plotter software for iPhone that brings a wealth of information to the palm of your hand at a price starting as low as five dollars. Judge David Seidman said, "It's the coolest 'app' boaters will find on iTunes."

Electrical Systems & Equipment

Rule Charge N' Flow Portable Pump Kit by ITT, an extremely versatile small pump for washdowns, emergency uses and diesel fuel transfers. Judge Robert Buller noted, "With three sources of power and a price point of \$120, this is a neat, compact, and versatile pump which will have a number of uses on and off the boat."

Boat Care, Coatings, Chemicals & Maintenance Tools

Dual Action Polisher by Shurhold, a ran-



Navionics Mobile 2.0



Rule Charge N' Flow Portable Pump Kit



Shurhold's Dual Action Polisher

[SHOW COVERAGE]

dom orbital polisher that gets a professional finish every time without damage or swirling and keeps your boat looking good for a fraction of the price. Judge Alan Wendt said, "It puts the results of a professional detailer in the hands of a do-it-yourself-er."

Deck Equipment

Smarte Jack by Smarte Jack Inc., a product that makes deploying and retrieving a boat lift a one-person operation. Judge Ben Ellison stated, "A well engineered and thought out design makes a cumbersome job easy."

Interior Parts & Equipment

PulseCode Lock by MasterLock Company, an access management technology designed to retrofit all Euro Profile cylinder lock applications that uses an encrypted code and requires no wiring. Judge Frank Lanier said, "It's an excellent tool to provide selective access and security to any vessel, home or business."

Personal Gear & Soft Goods

Nanuk by Plasticase, Inc., a hard shell, waterproof case with a number of design features to protect delicate equipment in the harshest of environments. "While it looks similar to other cases, the superior latch and ergonomic shoulder strap means this is not just another pretty case," said Judge Alan Jones.



NMMA President Thomas Dammrich smiles at the better than expected results at MAATS 2009.

without using your bathroom scale," added Judge David Seidman.

Propulsion Parts & Propellers

P3 Palm Pump Fuel Primer by BluSkies International, an ergonomic and imaginative solution to replace the traditional rubber squeeze bulb. Judge Alan Wendt said, "It's the first fuel primer that will satisfy the 2011 EPA mandate for low permeation."

Environmental Award

Kill the Spill Boat Wash by Enviromonde Network, a product that dissolves oil and stains quickly by breaking down hydrocarbons. This product has a huge potential to actually treat the problem without just sweeping it under the hull.

ADDED VALUE – EDUCATIONAL SEMINARS AT MAATS

Two important seminars were organized for the attendees. The first session was with Richard Mundell, formerly in marketing and management with West Marine. Richard opened most of the West Marine stores in Canada over the past seven years. He has launched a new business that uses the Internet to provide free web 2.0 development tools for people wishing to create education-

Safety Products

FastFind 210 Personal Locator Beacon (PLB) by McMurdo is the size of a cell phone that has a 50 channel GPS and an integrated strobe. "At \$299, McMurdo puts a high performance PLB within the budget of even the casual boater," said Judge Ben Ellison.

Trailers, Trailer Parts and Accessories

Safety 800 Trailer Tongue Weight Jack by Unified Marine, Inc., a jack that takes the guesswork out of determining tongue weight to maximize stable trailer-ing. "This product ensures safe travel



Smarte Jack

Masterlock's Pulse Code Lock



Nanuk by Plasticase

al programs.

The company is called uduu – Online Learning Solutions and he recommended that the solution for businesses hoping to gain through the application of social marketing through Twitter and Facebook should consider using educational offerings to increase reader engagement. (www.udutu.com)

The second very valuable seminar was Retail 101 presented by John Thommen of Ocean Marketing and Dan Aulwurm of West Marine. This seriously practical session was a direct and clear how-to that covered everything a manufacturer needed to know to get their products into West Marine stores.

Of course, the product attributes, packaging designs, display considerations and many other aspects apply to almost any chandlery or even mass marketer. A wealth of information was delivered in under an hour.

POST SHOW IMPRESSIONS AND COMMENTS

Perhaps expectations were very low coming into the show but universally, everyone we spoke to came away feeling that MAATS 2009 was better than expected: more up-beat, more exhibitors, more attendees and even more business being done than people had anticipated.

Rick Chang at CC Marine commented, “It was our best show ever”. Bruce

Hamer at CC Marine added, “We were very pleased. I know some of the key vendors were missing but there were some very good new vendors. Overall the show exceeded our expectations. It was a very up-beat show.”

Bruce went on to comment that the aftermarket was very strong for them this year and the CC Marine team was very happy with the Orlando venue. It worked well for them and although they commented that they would prefer MAATS be joined with IBEX rather than ICAST, it was the STEP program that was the primary reason they were there.

Doug Wright at JD Wright and Associates was positive about the STEP meetings, but in terms of his business, the conference was not as useful as it appeared to be to some other people. He acknowledged that it was an important entry point for new vendors but for his corporate needs, Doug Wright wanted to be joined with the IBEX group to reach more of the OEM builders and connect them to manufacturers.

An idea he suggested was to have a “Day of Retail” where dealers could offer their feedback on some of the new products. He also mentioned it would be valuable to add more product knowledge and training seminars into the program.

Alan Stovell at Western Marine said, “MAATS is always good for us or we wouldn’t bother doing. We attended 67

meetings in five days between the STEP meetings and the MAATS show.”

As a venue, Stovell was not impressed with Orlando. He was one of several people who commented that if you could attract the big box retailers, the dealers, the OEMs and the distributors all to a big new show like the old IMTEC, it would be fantastic. But Stovell recognized that big box retailers probably would need dates in April or May while distributors, for their business cycle, would favour July or August, then dealers and OEMs would prefer September or October when their seasons were just over. In other words, the dates won’t work for one big show.

Stovell noted that you need to have a product display area because there are no products at most of the STEP meetings. People definitely want to see, touch and examine the real thing.

Louis Burgess told us, “It was a great show. The atmosphere was really good and people were happy too. The Canadian contingent was certainly very visible,” he added.

Right away though, Burgess commented that he preferred the old Chicago venue and IMTEC, feeling that Orlando was too expensive and that Las Vegas wasn’t cheap anymore either. Like other Canadian distributors, he felt ICAST wasn’t valuable to him but he thought that it did bring some



McMurdo's Fast Find 210 Personal Locator Beacon



Unified Marine's Safety 800 Trailer Tongue Weight Jack



Enviromonde Network's Kill the Spill Boat Wash

AQUAGARD
WATERBASE
 Anti-Fouling Paints

Choose Our
Enviro-Friendly
 Products

AQUAGARD
 WATERBASE
 Bottom Paint

Bottom Paint
 Fiberglass & Wooden Boats

- Ablative action repels barnacles & other growth -
- EPA / PMRA APPROVED water based paint rolls on easily -
- Soap & water clean-up -
- Non-toxic fumes -
- Compatible with most hard or ablative bottom paints - (except for those containing Teflon®)
- Rated "Excellent" from Power Boat Report -

FLEXDEL
 corporation

888.353.9335
 aquagard-boatpaint.com

[SHOW COVERAGE]

Canadian dealers that they might not otherwise see.

Burgess also agreed that the STEP program is the way to go and felt that those meetings could effectively be held between July and September and still leave the distributors sufficient time to get products into their catalogs and into the distribution channels. That's why he felt that MAATS and IBEX would fit well together. IBEX would only need to be a few weeks earlier to work.

Patrick Villeneuve at Mermaid Marine said, "MAATS got noticeably smaller this year, but it was better than I thought it would be."

Villeneuve also wanted MAATS and IBEX to be together although he was more positive about the ICAST connection, feeling that ICAST is helping MAATS. Taking a different approach, the Mermaid Marine team did not do the STEP but booked separate meetings with everyone they wanted to see.

Bob Simpson of Paynes Marine was focused on the core values, "I feel the greatest value is that MAATS is a source for invention and new products. Our biggest fear is that if we returned to a giant show like IMTEC, the little guys would get lost and some creative new ideas coming from companies that are not yet well-established would be lost in the bigger venue." The Paynes team attended 61 STEP meetings.

CONCLUSIONS AND NEXT STEPS

With so much discussion about new venues, new partnerships and the tough economic conditions, we had to give Thom Dammrich and the NMMA the last word.

Boating Industry Canada interviewed him at MAATS and also did a follow up by phone afterward. "We've certainly had lots of feedback and ideas offered to us," said Dammrich. "The NMMA is certainly listening carefully and considering. However, there does not appear to be one particular date that serves everyone's best interests. The STEP program needs to be held in the summer."

He went on to say that again joining MAATS to ICAST which is booked in Las Vegas July 14 to 16, 2010 will get a final vote before September. Economically, MAATS probably needs the critical mass of being joined to another show to negotiate room and space at favourable rates so an immediate change may just not be practical.

Dammrich emphasized though, that there is to be a new Aftermarket Pavilion at the IBEX 2010 show. This seems like a good way to test the waters for a more radical change in 2011. That may not seem fast enough for some but the planning cycles do run that far ahead.

It sounded as though nothing had been ruled out at this point, but the people who were suggesting a return to the IMTEC show of a decade ago may have forgotten that the centrally located Chicago venue was more expensive than Orlando or Las Vegas and at the time that IMTEC was dropped in favour of other shows, it had been experiencing declining attendance, at least partly because the dates weren't suitable to everyone. That is the hurdle that the industry may not be able to get over. ●

**See our 2009 Fall Program
for more Fall Winterizing Products**

**RIPACK®
2200**



Shrinkwrap



Balcan Shrinkwrap



Fuel Additives



**VULSPAY
INDUSTRIES LTD.**

**Non Toxic
Antifreeze**



**Fogging Oil
& Stabilizer**



Cleaners



**Marine Lubricants
& Engine Parts**



3M



Accessories

FULTON



De-Icers



Scepter



Engine Parts



**Do-It-Yourself
Winterizer**



Boat Stands



**C.C. MARINE
DISTRIBUTORS INC.**



460 Harry Walker Parkway South.
Newmarket, Ontario. L3Y 8E3

Phone: 1-800-387-5780 Fax: 1-800-617-6121

905-830-0000 905-830-9433

www.ccmarine.ca



Plan to attend
the 2009
Canadian Marine
Trade Show
Nov. 1 - 2, 2009



**2009 Fall
Winterizing Program**



Ethanol Fuels Update 2009

BY ROBERT EATON

Ethanol was widely introduced to the US market in 2005 and has been used in Canada in varying quantities for at least 3 years. E10, the most common mix is a ratio of 10% ethanol and 90% gasoline and Ontario has regulated that all fuels sold must meet a 10% ethanol average. That does not mean all fuels sold must contain ethanol, but the only fuel now advertised as being ethanol-free is V Power Shell, and as marine technicians you will be seeing more ethanol-related issues.

For the marine industry, the fit isn't good. Ethanol is a solvent that doesn't mix well with fuel and fuel byproducts

lingering in some older tanks and system components. It scours fuel systems, overburdening filters, it breaks down fibreglass fuel tanks and it rapidly absorbs water from atmospheric humidity, giving fuel only a brief shelf life. Ethanol use is changing the way gasoline powered boats are maintained, serviced, used and regarding some components, constructed.

As recently as 2003, well-known boat designer, Dave Gerr was promoting the use of fibreglass fuel tanks. Not any more! He is now quoted, "Since the switch to E10 began, there has been a sudden rash of tank and fuel problems.

Research by BoatUS and several marine surveyors traced problems back to ethanol reacting with and dissolving the resin in the walls of fibreglass tanks. All fibreglass resins are attacked by ethanol! Tank walls may be seriously weakened causing leaks, and styrene and related chemical byproducts dissolved in or reacted with the ethanol, work their way into fuel systems, creating serious fouling problems. There are thousands of gasoline-powered boats in service with fibreglass fuel tanks, including vessels from the top builders. All of these tanks are now suspect and no new fibreglass tanks should be designed or built. When

surveying, retrofitting, repairing, owning or operating an older boat be sure to determine the tank material. If the tank is fibreglass make sure there is no degradation. Surveyors and repairers should also pay close attention to the condition of flexible gas lines and hoses whenever servicing boats.”

When combined with MTBE gasoline, fuel filters severely clog and even deteriorate. The two products mixed in boat tanks upset the vapour pressure of the fuel causing cold start and vapour-lock problems. In isolated cases, severe corrosion of aluminum fuel system components have been documented and attributed to mixing the two fuel types. To avoid this problem, boat tanks should be run down to the lowest safe level before taking on ethanol fuel. Fuel suppliers are in transition. Boat owners who navigate the initial switch need to be

wary of where they take on fuel during the season. Boat owners who trailer their boats and fill at service stations must be aware of what they are buying.

Marinas must also sell their stored fuel off before adding the ethanol blend. Reputable fuel distributors will give dealers the steps required to prepare storage tanks and pumping equipment. Those include: ensuring tanks are clean; there is no water in the system; upgrading filters to 10-micron, ethanol compatible, and water separating filters. Because ethanol is a solvent, it will clean dirt or contaminants from both dispensing and boat fuel systems. Boat owners and marinas report that filters clog often with the first few loads of fuel but the filters do remove the dirt suspended in the fuel. Carrying spare ethanol-compatible filters will be a must for boaters and marinas. Boaters must have the spares

and the means to change them, including a method of safely storing the old filter and the gasoline it contains, onboard.

Ethanol, being alcohol-based, absorbs water. Marine fuel systems are very susceptible to water intrusion. E10 has the ability to absorb 6,000 to 7,000 PPM of water into solution and allow it to be burned by the engine. In a 375-litre tank, the fuel could hold about 2.5 litres of water without separation. The problem comes when the fuel is saturated beyond its capacity to hold any more water. Phase separation takes place and leaves two solutions: a high concentration of water and alcohol; and, gasoline with no oxygenate. The water-alcohol solution is highly corrosive to aluminum and other fuel components and the oxygenate-shortened gasoline will cause engine damage. The only solution is to drain the system and start over again.

The Thin Edge of the Wedge

US Renewable Fuels Association Makes a Case for E12 on the way to E15

Engine and boat builders should be aware that the American Renewable Fuels Association (RFA) is making a powerful case for E12 gasoline and the effects of increased ethanol in fuels used by boats is a significant concern.

Currently, the Environmental Protection Agency (EPA) is considering a formal waiver request from the ethanol industry to allow for the blending of up to 15% ethanol in a gallon of gasoline. The RFA strongly believes that both the science and existing statute compel EPA to approve this waiver. Under the law, however, EPA has 270 days to consider the request. The clock is running and a decision is due on December 1, 2009.

In the United States however, the RFA is promoting the idea that fuel suppliers can immediately take steps to increase ethanol use.

Their reasoning is that the EPA has authority to define E12 (12% ethanol/88% gasoline) blends as “substantially similar” to fuels used in certified motor vehicles.

The basis for this conclusion is that the weight percentage of oxygen that EPA allows in oxygenated gasoline actually equates to an oxygen percentage that would be present in 12% ethanol blends. Ethanol as a fuel

additive is an oxygenate. Including ethanol raises the oxygen content of gasoline, causing for a cleaner, more complete combustion of gasoline in vehicles with closed fuel tanks and systems.

The fuel systems in boats are open to ventilation and adding 2% more ethanol will just increase the absorption of water from the surrounding air, accelerating the process of phase separation.

“We need not wait until EPA decides on the formal E15 waiver request to increase the amount of ethanol we use,” said RFA President Bob Dinneen. “This interim and legally supported step of approving E12 blends would provide an immediate boost to America’s ethanol producers and provide gasoline marketers the flexibility they need to meet the requirements of the Renewable Fuels Standard and capitalize on the cost savings associated with increased ethanol blending.”

The NMMA is aggressively opposing the move to E15 but the RFA lobby is powerful and marine use of fuel is miniscule by comparison to vehicular use.

Boating Industry Canada will continue to cover this issue as it develops.

[PROPULSION]

E10 will also absorb water directly from humidity in the atmosphere through fuel vents. In 100 days at 70% humidity, E10 can absorb enough water to phase separate. E10 is only good for 60-90 days if left without treatment. Non-alcohol based fuel stabilizers can extend the life and their use is recommended. Contrary to past practices, it is preferable to leave boat tanks low on fuel and the more boats are used, the better it will be. For winter storage leave the tanks as low as possible and treat what is left with stabilizer.

PRECAUTIONS FOR THE SWITCH TO ETHANOL

- Do not mix ethanol with old formula fuels.
- Avoid water infusion into fuel system.
- Run non-alcohol based fuel stabilizers in the boat fuel system at all times – (especially recommended for equipment that sits for extended periods with light use).

- The more use the boat gets, the less likely it is to have problems. Don't leave large quantities of E10 fuel aboard idle boats.
- Install good quality, ethanol compatible fuel filters.
- Keep a stock of spare filters and the means for safely changing them.
- Replace old weather-faded portable plastic outboard tanks with new ones.
- Retailers should inform customers what type of fuel they are dispensing. Customers should ask what type they are getting during the transition to E10.
- Fuel lines older than late 80s should be inspected and may need replacing.
- Some older carbureted engines may require special tuning – consult an engine manufacturer.

The fuel changes and new risks they bring may not be as bad as they first appear. For retailers, if your fuel dis-

persing equipment is well cared for, and is clean and water-free, then you shouldn't have any trouble. For boaters (who are our valuable customers) if they have had water problems in the past, those problems will only worsen with E10. Correct the water situation and start fresh with a new supply of E10.

For Shell dealers that sell V Power only, it will probably not have ethanol in 2009 but check with your supplier. For marinas with other fuel brands, consult your distributor as to what they are supplying and get their advice on how to make the changeover as painless as possible.

Trailer boaters who refuel at service stations could end up in your service departments with some of the above problems, as most of this fuel will be E10 and again mixing types of fuels could be painful. ●

Reprinted from the Marina News with permission from the Ontario Marine Operators Association.

100% Satisfaction guarantee



Bug-Tek.ca

WATER BASED



KILLS INSECTS QUICKLY AND EASILY

For indoor and outdoor use

- Kills crawling and flying insects
- Residually effective
- Non-staining
- Ready to use
- Odourless

**Boat and Marine
RV Camping & Caravaning
Gardens
Homes**



450-922-9884
Kemfix@live.ca
www.bug-tek.ca

Distributed by **KEMFIX**

**Sales Representative or
Agent Inquiries Welcome**

Where Quality Matters

Get your marine equipment in one place.
Save your time and your money.

CON-O-LIFT Marine Equipment by Kropf Industrial Inc.



Strength & Stability for a Lifetime

Con-o-lift manufactures a full line of versatile **Marine Equipment** that will improve your operations and **increase your bottom line**. Available in 3 – 100 Tonnes.

Galvanized Boat Stands
Highway Trailers
Yard Trailers
Self-Propelled Trailers
Sling Lift Trailers
Mobile Straddle Carriers

CON-O-LIFT 



Kropf Marine Floating Dock Systems by Kropf Industrial Inc.

We have been providing quality steel tube floating dock systems to discerning clients **for over 25 years**. Our commitment to **superior workmanship** and conscientious customer service has allowed Kropf to become an **industry leader** in the floating dock market.



If you can imagine it, we can build it!

Contact us today for a full line of versatile Marine Equipment and Quality Steel Tube Floating Dock Systems.
Kropf Industrial Inc., Parry Sound, ON, Canada

Kropf
INDUSTRIAL

The Comforts of Home Internet Onboard

By ANDY ADAMS

It used to be that “all the comforts of home” meant an easy chair, your pipe and the newspaper.

Today, the easy chair is an office chair and the pipe is gone. The poor old paper newspaper has been replaced with an electronic version that carries pretty much all the same stories, plus streaming video, the ability to search, cut 'n' paste things you want to keep and stories that you can forward to friends and colleagues.

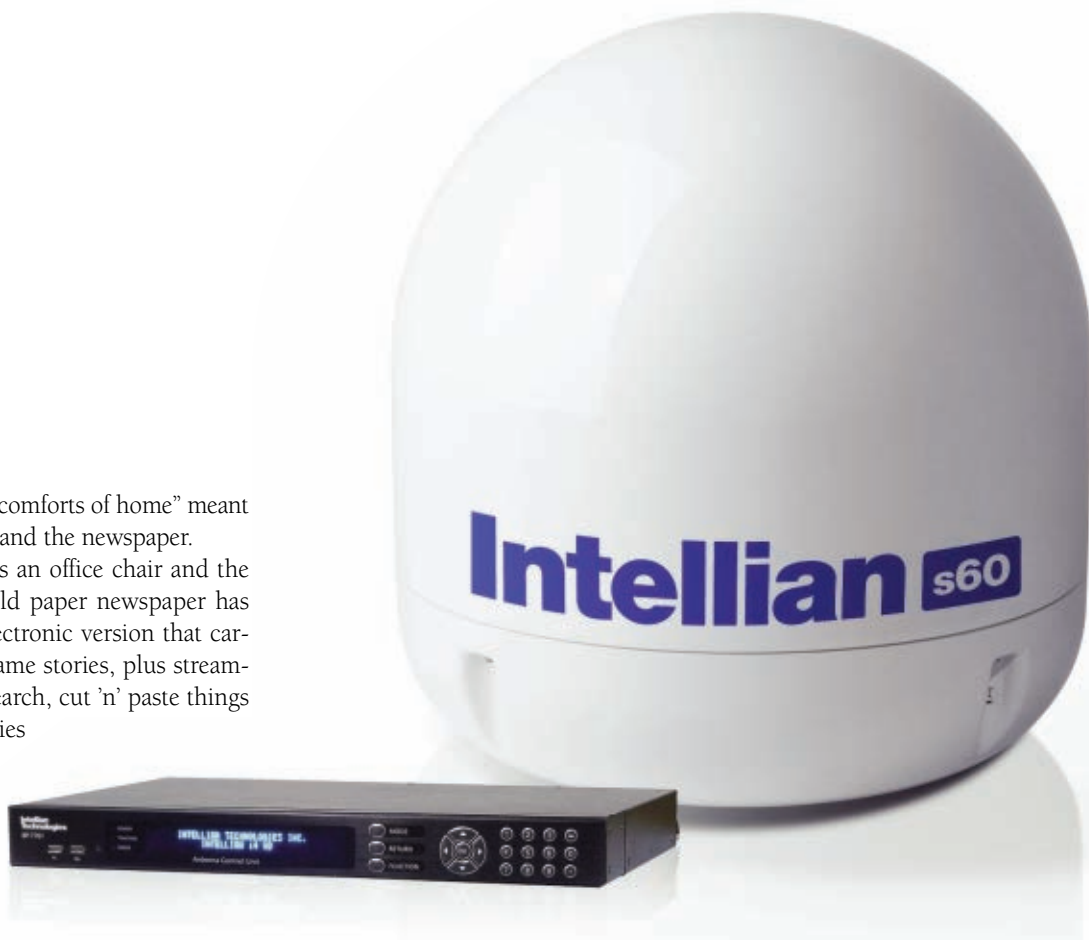
The ads used to subsidize the 10 cents an issue you paid the paperboy.

Now, the ads are all but invisible (or you close them the instant they open) and the newspaper publisher is going broke sending you free news. It's a strange world!

Instead, you are paying the money yourself and directly!

You pay for connectivity and bandwidth and 10 cents will now barely buy you a cryptic email – forget about what it costs to download a chart at sea. But, people want this and will pay handsomely for it.

To be fair though, sea-going Internet is dropping in price and rising in performance. To help guide us through the maze of technology (that your best marina customers seem to understand embarrassingly well), we contacted Ken Harrison at Summerhill CA Sales. “Can you please simplify this a bit?” we asked.



Intellian S60: VSAT antennas like this Intellian S60 and others from KVH and SeaTel are as small as 24". Users can buy a fixed rate plan and they can choose from different speeds for both up and downloading and voice calls over VOIP (Voice over Internet Protocol).

Ken decided that the best way to start was to divide the discussion into three segments: good, better, and best.

GOOD

Everyone has a cell phone; now, many people carry a BlackBerry as they arrive to board their boats. The marina probably has localized Internet service that a boater can connect to, either for free or by paying a modest fee. The problem

is that when many boats in the area are all sharing the same bandwidth, the speed may slow down dramatically.

If there's 1 GB of bandwidth and a second person joins in, the first two people drop to 500 kB of bandwidth. This is referred to as contention ratio. The more people you have on the system, the slower it gets – painfully slow.

Where the marina offers a wireless signal, sailboat masts and other types of structure can interfere. Some people will source USB-based WiFi antennas such as those offered by RadioLabs or more complex systems like those from GeoSat Solutions. An investment of \$200 or so can get you started, but prices can range up to \$1000 or more, depending on performance and size of vessel. That gives them an onboard networking system delivering a wireless signal anywhere on the vessel with a WiFi booster that can increase range to the main wireless antenna by up to 30 times.

So relatively speaking, improved wireless computer connections only require a small investment, but people may quickly realize the deficiencies compared to what they want to achieve.

And it isn't particularly the comforts of home we seek to achieve; it's the efficient office on the boat that we really want.

BETTER

So, Ken Harrison explained that currently, the 'better' system is called the 3G cell phone protocol; the new 4G is coming soon for streaming data. Initially, that will be available regionally. Most people with cell phones have a basic data rate plan and the plans are generally fairly generous, so few people overstep their plan. Then, most cell providers offer "Mobile Internet" packages that they combine with the other plans. Essentially this is a USB antenna stick that connects to their laptop that delivers download speeds of around 7Mbps. Rogers, Bell, Telus and others all have such options. However, downloading a lot of data using a wireless system may quickly exceed monthly limits and additional time can be quite costly.

Depending on where you are, the digital towers do not have a signal that carries as far as the old analog towers. Cellular boosters need to be Industry Canada (IC) approved and it is best that you source a product that has IC approvals indicated on the product.

However, there are cell phone signal boosters like the Digital Antenna Power Max DA4000 that increases range up to 50 miles. Wilson Electronics has a similar product to increase your cell phone from one quarter to 3 watts of power. Shakespeare Marine also offers their Cruise Net for cellular applications. Ken points out that cellular boosters can boost any signal that they can see, but that means you need to stay close to shore.

BEST

Commercial shipping businesses have long used radio and more recently satellite communications to track their ships, gather critical weather data and to enhance safety. These commercial interests have borne the initial costs of pioneering



Iridium OpenPort 1: Open Port by Iridium is one solution to getting internet onboard but these were developed for commercial use and may be too large an antenna to suit mid-range recreational boats.

satellite communications and today, prices and equipment sizes are getting smaller.

Recreational boats from 35 to 55 feet represent a huge market opportunity. The trick has been getting the antenna size down small enough to fit smaller craft and still track the signal accurately as the boat moves or rolls in the sea.

There are three ways of moving up to the 'best' system. Open Port by Iridium is one solution but this was developed for commercial use and may require too large an antenna for mid-range recreational boats.

Now people are going to FleetBroadband (FB) and it comes at three different levels: 150 kB per second, 250 kB per second and 500 kB per second. FB uses a smaller antenna but they still cost between \$5,000 and \$15,000 US list, so it's still a major investment in hardware. These antennas are stabilized and will stay connected to the satellite even in rough conditions. Manufacturers of FB systems include JRC, KVH, Furuno and Thrane & Thrane.

Then comes VSAT that stands for Very Small Aperture Terminal (transmit/ receive) and you get a much more reasonably sized antenna. This started off as C-band with a 2 1/2 metre-wide dish that was stabilized [to track the signal even while the boat is rolling]. Next came the KU band that had a 1-

**Hutchings Marine Products Ltd.**
1594 Winhara Road, Gravenhurst, ON
Phone: 1-800-461-4295 or 1-705-684-9709
www.hutchingsmarine.com info@hutchingsmarine.com


Cleaners & More...


[ELECTRONICS]

1.5 metre-wide dish and more recently, a 24" antenna size.

Manufacturers of VSAT antennas include Intellian (24" and 1m), KVH (24" only) and SeaTel (24", 1 metre and 1.2 metre). Users can buy a fixed rate plan and they can choose from different speeds for both up and downloading and voice calls over VOIP (Voice Over Internet Protocol). This is an interesting issue. It may be that you only want to send simple data or voice messages but you might also want to download substantial big files, requiring a more powerful download seed. These are always "on" antennas, the same as you have with your Internet connection at home.

These are pretty serious systems with a \$25,000 antenna and \$1,000 a month fee being commonplace, but you can use what you want which suits commercial shipping, government and the others who need a floating office. Prices are also dropping quickly for both the equipment and the airtime. There are many different airtime packages available to suit the need and application. With something as basic as VOIP calls, you can get down to .25 cents per minute including long distance within a region.

So far there is nothing smaller than the 24" VSAT dish and it also requires a lot of power to run so it's no surprise that Harrison finds that it's mostly power boat owners who want and can accommodate VSAT.

The big benefit is that owners of larger new yachts can make their boat as functional as their office, so they take longer vaca-

tions and still manage their businesses.

Sailboats can get FB at 150 kB per second just for voice and data and as long as they keep the sessions short, that could be a very valuable addition to any boat heading to the Caribbean for the winter.

Ken cautions boaters that video streaming can be really costly – up to \$50 a minute on FB. "It's important for people to understand the costs and the rates. You can set up "alerts" to prevent unwanted downloading such as spammers sending you photographs or jokes," he said. "You can also restrict your Windows and software updates to when you are connected to shore or other wireless connections. Doing this will only cost you more as FB is billed per MB of usage. Full video streaming and large application downloads are best suited for VSAT solutions."

Another valuable feature is to be able to manage your boat from a distance so you can monitor electrical systems, fire systems, security systems and more applications such as the new NMEA 2000 networking standard. The new 4G systems will offer even more and it won't take long before we find out how attractively priced they will be. Recently, FleetBroadband price promotions began being announced that include the equipment in the contracts in the same way cell phones agreements do, bringing this down to one reasonable monthly bill.

Stay tuned...if boat owners can get all the comforts of home (or office) onboard, they could be boating a whole lot more! ●

You DESERVE a DAY OFF!

*Join Us For a Round of Golf at the
2nd Annual David de Eyre Classic Golf Tournament!*

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
(705) 549-1667

Boating
Ontario
Dealer

Trailer
Boating
CANADA

CANADIAN
Yachting

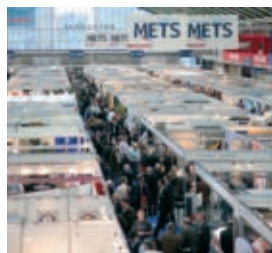


BOATCAN
COMPUTER BOAT SALES
www.boatcan.com

Global reach, global rewards

The story behind METS 2009

Where can you go to see thousands of leisure marine products? Are you familiar with METS? Have you ever wondered what the DAME is?



Q: What is METS?

A: The world's biggest trade-only leisure marine show (B2B). Now in its 22nd year, the Marine Equipment Trade Show (METS) is a three-day business-to-business exhibition that has grown year on year to become the most popular and valued

event of its kind in the industry. Some 18,000 trade professionals from over 100 countries visit the show every year.

Q: What's on display?

A: Literally thousands of marine products. METS has over 1,100 exhibitors, 15 national pavilions where companies are grouped according to country, specialist pavilions for marina/yacht harbour equipment manufacturers and composites experts. It also incorporates the 'show within a show' SuperYacht Pavilion, which – with its associated globally renowned conference – is an essential port of call for superyacht captains, project owners and other professionals working with large luxury yachts. This level of exhibitors makes for the broadest array of products anywhere, at any time, in the world.

Q: What is the DAME?

A: The design accolade of the year. The Design Award METS (DAME) is a much coveted, highly prized and increasingly competitive award for excellence in the design of new leisure marine products. It is the industry's number one accolade for product innovation. Submitted products are on display at METS so that visitors can see the latest cutting edge equipment and keep abreast of all that is new.



Backgrounder – METS 2008

18,485 visitors from 89 countries
1,210 exhibitors from 36 countries
Including 118 exhibitors in the SuperYacht Pavilion

Visitor survey

| | |
|------------------------------|-----|
| Over all satisfied | 97% |
| Intention to visit METS 2009 | 91% |
| Recommends METS to others | 98% |

Q: Where is METS?

A: In the beautiful city of Amsterdam METS is held every year at the Amsterdam RAI Convention Centre in the Netherlands. Only 15 minutes away from Amsterdam's Schiphol International Airport and featuring its own train station, the venue is very easy to reach and is surrounded by good hotels, restaurants and bars. The historic city with its network of scenic canals, wide range of shops, pavement cafés and magnificent architecture is just 10 minutes away by public transport.



Q: Who can attend and why do they visit?

A: Trade professionals working in the leisure marine sector who are on the look out for marine equipment. The list of products on show is a catalogue in its own right offering everything from propulsion, navigation, construction materials, communications and safety equipment to furniture, fittings, electrical installations, clothing and marine paints. The selection is unbeatable and includes the newest trend-setting goods developed by companies from all over the globe.



Q: How can I register?

A: To gain your FREE three-day entrance pass to METS 2009, please pre-register on metstrade.com, using the code in the grey banner below. Show organiser, Amsterdam RAI, can book hotel rooms for you and help with other travel requirements. Go to metstrade.com for all the details.

DON'T MISS METS: 17-18-19 NOVEMBER

MARINE EQUIPMENT TRADE SHOW
METS
2009
17-19 | NOV | AMSTERDAM | NL
Incorporating
SUPERYACHT PAVILION

Register **NOW** for your free entry via metstrade.com. Please use this code: **ME105300**

metstrade.com

For more information: T +31 20 549 12 12 | F +31 20 549 18 89 | E mets@rai.nl

Official magazine:



Under the auspices of:



Member of:



Organised by:



Ian Bruce Presented with the Order of Canada

BY ANDY ADAMS



IF YOU WERE to ask a sampling of people from around the world to name a small sailboat, you can bet the answer you would hear most often is the Laser.

Yet, even here in Canada, not nearly so many people would recognize the name Bruce Kirby and fewer still would know of Ian Bruce and his role in the design and development of the Laser, and of Laser class racing around the world.

It is time more of us knew the story.

The modesty and lack of celebrity here seems to me to be so very Canadian. That and the fact that Ian Bruce is still alive is unusual as, so often, we wait until someone passes away to recognize his or her importance and the

value of his or her contribution in life. Sadly, it is then too late for us the honour them properly.

Luckily, the remarkable contribution to the sport of sailing that Ian Bruce has made came to the attention of Her Excellency, the Right Honourable Michaëlle Jean, Governor General of Canada. This past Canada Day Ian Bruce, co-designer of the Laser dinghy, was awarded the Order of Canada for his contribution to the sport of sailing.

A spokesperson from the Canadian Yachting Association said Bruce was named an Officer of the Order of Canada for his contributions to the sport of sailing in Canada and abroad, notably for the design and development of high-per-

formance crafts for young sailors.

The Order of Canada was established in 1967 to recognize outstanding achievement and service in various fields of human endeavour. It is Canada's highest civilian honour for lifetime achievement.

Ian was born in Jamaica in 1933, into a 15th generation Jamaican expatriate family from Scotland. His father was the Managing Director of Myers Rum and Ian moved with his family to Nassau in 1945 when Myers Rum moved its headquarters there. Shortly after, Ian was sent off to Trinity College School (TCS) in Port Hope, Ontario and he has lived in Canada ever since.

After graduating from TCS, Ian went to McGill University to study Engineering in 1951. He achieved first class honours in his first year but left university to work for a time, as engineering did not satisfy his creative bent.

In 1952, Ian became involved in racing an International 14 dinghy – at the time, the 'elite' of all small boats in the yacht racing world. Through racing in that class, Ian met the late David Kirby, Livius Sherwood, Ward McKimm and others. Despite being a newcomer, Ian did very well in racing and by 1959 entered the Olympic trials to sail the Finn. He won those trials and, by then a Canadian citizen, represented Canada at the summer Olympic Games of 1960 in Naples. He finished a very respectable 7th out of 35 in his first regatta in a Finn!

Then, sailing with Ward McKimm in a new Kirby-designed International 14, Ian and Ward won a place on the Canadian Dinghy Team for the World Team Racing Championships in 1961. The late, great '14' sailor, Paul



McLaughlin was their captain; Bruce Kirby was the other skipper. That started a stellar run with Ward and Ian winning almost everything major in the '14' world, including the Canadian Open in 1965.

Ian had also enrolled in the prestigious School of Industrial Design at Syracuse University in 1958, graduating in 1962 Magna Cum Laude. Ian married Barbara Brittain in the early fall of 1958. (Barbara is the sister of the late Donald

Brittain, the great Canadian Film Director who was honoured by appointment to the Order of Canada in 1988). Ian's wedding present to Barbara was a complete suite of living room and bedroom furniture designed, hand-built and beautifully finished by Ian in the summer before the wedding. Ian and Barbara have two daughters, Tracy and Tobi.

Ian started his professional career in Montreal after graduation from Syracuse, but continued sailing and racing his own boat at every possible opportunity, winning the Canadian International 14 Championship a second time. In 1967, he took his '14' to the UK winning the prestigious Prince of Wales Trophy at Cowes, then emblematic of the 'world championship of the dinghy world'. He would do it twice, winning again in 1968.

In 1968, he started building Kirby designed 14s in his spare time. It was from that point that the Laser was conceived. Ian wanted a boat that could be mass-produced, inexpensive and something that everyone could own and sail. He initially called it the Weekender. It was to be the Volkswagen of the sailing world. Ian discussed the concept with old friend Bruce Kirby asking him to design a 'little yacht' with a single sail. In a couple of days the sketch arrived and Ian Bruce, the industrial designer took over. Literally hundreds of hours later, Bruce produced the Weekender, the first prototype Laser. There is not one single feature of the Laser, other than the great hull design by Bruce Kirby, that is not a 'signature' of the creative design skills of Ian Bruce. He chose the name, designed the graphics, the centerboard, rudder and most other fittings and their locations including working with Alcan to specify the optimum aluminum alloy for the one-design mast. He worked very closely with Hans Fogh in his Toronto sail loft to get the cut of the sail just right. A couple of years later he locked the design into a one-design set of panels for single source, world-wide, computer controlled cutting and production. At the time, this was totally new thinking.

Ian is also personally responsible for the formation of the International Laser Class and the fact that "one-design sailing" became enshrined by the IYRU when the Laser was accepted for international status in 1973/4. In fact, his concept revolutionized the world of small boat sailing in Canada and around

ANNOUNCING

2009 Canadian Marine trade show

www.marinedealershow.ca

SUNDAY, NOVEMBER 1ST

9:00 AM - 6:00 PM

6:00 PM - 7:30 PM DINNER

HOLIDAY INN SELECT

Dinner sponsored by

Boating Business

at the

Holiday Inn

SELECTSM

MONDAY, NOVEMBER 2ND

9:00 AM - 5:00 PM

1.800.524.8436

Group Rate: \$112.00 /night, plus taxes

Includes Free Parking for In-House Guests, Free Shuttle Bus (Scheduled) to the International Centre

**Come meet hundreds of manufacturers
representing thousands of marine
accessories, engine parts, electronics and
water sport products**

SPONSORED BY



YAMAHA

C.C. MARINE
DISTRIBUTORS INC.



Esterline

CMC Electronics

TEL: 905-830-0000

FAX: 800-617-6121

905-607-4262

the world.

Performance Sailcraft was incorporated in 1970 and the first Lasers were marketed at \$595, never exceeding \$1,000 through the first 4 or 5 years. Nearly 200,000 of these virtually identical Lasers have now been built, and all from the same original master tooling crafted in Montreal, all equipped with virtually the same fittings, masts, sails, centerboards, rudders and so on.

By the early 1970s, the Laser was introduced and plants were established in California, and Banbury, England. Waterford, Ireland was next as European demand soared and then a plant was built in Sydney, Australia, another in Auckland, New Zealand, one in Japan and finally one in Rio De Janeiro. In spite of the pace, Ian found time in 1972, just months after the introduction of the Laser, to qualify and then represent Canada in the Star Class in the Olympics in Kiel sailing with present business Partner Peter Bjorn. He had more experience this time around – it was his 6th



regatta after 7 months in the Star!

The company is now known as PS2000. His Order of Canada award is in recognition of his service to sailing, both in Canada and internationally, and in particular for his involvement in the design and development of high-performance boats for young sailors. During 40 years in the business he has either designed or assisted in the design, developed and built all the following International or recognized classes: Finn, Fourteen, International 14, Contender, Laser, Optimist, Fireball, 470, Laser II, Tasar, Laser Radial, Byte and 29er. On the 29er, he was part of the design team assisting Julian Bethwaite. Ian's own design, the Byte CII, is the male and female singlehander to be used in the 2010 Youth Olympic Games in Singapore.

A visit to their web site (www.ps2000.ca) will tell you far more about their remarkable track record in boat building and sailing.

But, as testimony to his versatility, Ian has created yet another new enterprise, Montreal Classic Boatworks (www.mtlcb.ca) where he builds the new, but retro-styled Bruce 22, a modern re-creation of a classic 1940's Canadian launch.

While one thinks of Ian Bruce and the Laser in the same breath, one can never forget his great contributions in the other world of industrial design. He has a great many personal consumer product designs to his credit – from salt and pepper shakers, to showers and bathtubs – that have all been produced and marketed successfully.

At 76, he is still sailing his Star and is active every day at PS2000 and Montreal Classic Boatworks in Montreal. *Boating Industry Canada* congratulates Ian Bruce on his many accomplishments and his outstanding contribution to Canada. ●

REKORD MARINE

Dealer Trade/Booking Show

- See all of our new products for the 2010 Season
- Special one time offers will be available only at the show
- Factory representatives will be on hand
- Food and beverages will be catered during the show

October 16th & 17th. 9am to 5pm

contact:

Rekord Marine Enterprises
8194 Ontario Street. Vancouver, BC. V5X 3E3.
Ph. 1 (800) 324-0414
sales@victory-products.com

Please RSVP

Victory
Products





BOATCAN

COMPUTER BOAT SALES

... 10 Years and Still Growing

10 Year Milestones

- Newly Designed Web Site
- High Search Engine Rating
- Listings Auto-loaded to Search Engines
- Channel Blade Technology
- Lead Generation Technology
- 65,000 Page Viewers per Day... and Growing
- Electronic and Print Platform Ad Options



Why enter all of your own data on advertising sites? Let the Boatcan staff do it for you at no extra cost!

Boatcan offers Custom Solutions, not Cookie Cutter Bundles.

Allied with Canada's
leading marine publications

Boating
INDUSTRY CANADA

CANADIAN
Yachting

Trailer Boating
CANADA

Ad Nauseam

MEOW. THE WORLD OF CRM!

By JOHN MORRIS

YOU MIGHT call it herding cats. Or, perhaps because this is the boat business, vicious cats. In any case, CRM is a newish field that uses computer systems to integrate front and back shop information systems in order to maximize customer relationships. It's all a pretty good idea – lots of software has been developed to make sure leads are followed and customers get communication. Perhaps a salesperson has already demo'd such a system for you.

But, customer retention in the marine business likely defies the ability of one of these systems to cope. Not to be a

technophobe, it's going to take good systems plus a whole lot more than that to wrestle with the issues of attracting and managing customers at a marina.

So just to clear the decks, yes, you definitely should adopt tools and strategies to organize leads, keep good records of customers, provide the information to everyone in the organization through a central data system, eliminate confusion and so forth. A good CRM system will replace a mix-up of separate systems for sales, management, accounting and so on, but that's just a beginning. The system should enable you to act as a single

entity facing your customers in a way that serves their needs and endears them to your establishment.

As it turns out, the boat business, especially in Canada, doesn't much look like other businesses, meaning that to a very large extent, the business org gurus will only scratch their devout heads as they consider your challenges.

"Let's increase the communication with our customers in order to build a relationship." That has been the mantra...but how? In the car business, the oil change is often the catalyst for a service visit, but boaters only change

**In 2009 and beyond,
most of the boats bought in Ontario
will have been sold by Boating Ontario Dealers.**

~~If you are not a Boating Ontario Dealer...sign up today.~~

For more information call:
705.549.1667
info@boatingontariodealer.com
www.boatingontariodealer.com

Boating
Ontario
Dealer



Without knowledge and a great idea to coordinate it with your regular advertising campaign, using the Internet for social marketing is like herding cats.

the customers vanish.

Unlike other businesses that have a year-long business cycle or even marinas in Florida, the Canadian operator has to be incredibly creative to attract and keep customers. Yes, a CRM system and the CRM philosophy help, but creative marketing and a lot of attention to the concerns of the local marketplace are even more important.

The next steps are a judgment call and we can only hope your inspiration is divine. Start by making sure your systems, vision and internal communica-

their oil once a year. Well, perhaps increasing the fixed operations side of the business (service and aftermarket) is good insulation in times of fluctuation of new boat sales, but still, how do you keep the stream of customers that are needed to justify the service side investment?

In talking to people in the field, it's apparent that the CRM system is a good place to start. Having communication and consistency inside the company and in the attitudes of people who meet the public (most everybody at a marina) is just common sense. Once that is happening, as it is today at most establishments, how can you build the relationship?

One obvious occasion is the catastrophe. When a boat gets broken, most marinas understand that the customer really appreciates prompt repairs. It's reasonably obvious that the service they get at this time can well make or break a relationship. Some stores even go as far as offering loaner boats to customers when their own is in the shop. That's got to be a way to keep friends. But what about creating reasons for customers to be in touch when their boat is doing fine?

Education is a good hook. Boating operator cards are a must; safe boating is a dull but worthwhile topic that perhaps you can breathe life into. Take the high road by selling sexy life vests to kids – parents will thank you. Accessories are a profit centre and a great means for an owner to add zing if they cannot trade in. There are also good prop clinic programs available. Be aware of the service needs of brands beyond what you sell – glasswork is universal and engines are mostly engines. A big hello for a visiting boater that your team has never met seems like an obvious place to develop a relationship, but apparently not every marina welcomes folks with boats they purchased elsewhere.

Basically, it all comes down to the Canadian weather that dictates, or tries to dictate our customer relationships. After the boat show, nothing happens until spring when everyone wants service on the same day. Then, basically nothing happens until fall when everyone wants service on the same day again. Then

tions are ready to provide the ingredients for strong customer relations – that could include a CRM system but certainly entails more than that. Confident the structure is in place, you can take initiatives that will bring increased traffic from existing customers and provide a launch pad for attracting new ones. Not simple, but a road to success no matter what the economy is doing!

Ask your Distributor for

**GENUINE
DR. SHRINK
PRODUCTS**



- Unsurpassed Quality / Unbeatable Protection
- Shrinkwrap 12' - 40' Wide
- Complete Line of Premium Installation Accessories



Dr. Shrink⁺
INTERNATIONAL SHRINKWRAP SUPPLIER

(800) 968-5147
www.dr-shrink.com

A New Rudder for an Older Lady

BY GLEN CAIRNS

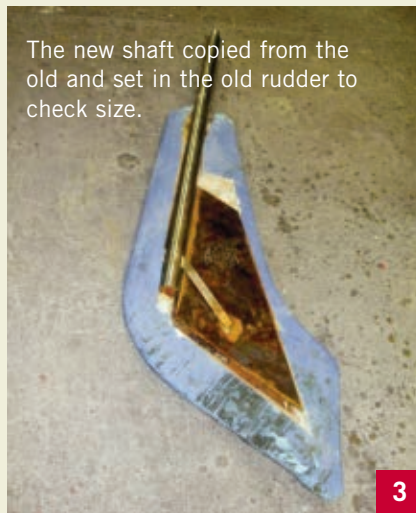
DOES THIS SOUND like a challenge your shop has had to face?

Some miscommunication on launch day lead to a circa 1970 C&C sloop being sent to her marina berth with the toilet intake hose unattached and the seacock open. Needless to say the ¾" opening filled the boat in short order and she promptly sank at her dock. When she struck the bottom it was with enough force to crack the rudder and bend the 2" rudder shaft. The original rudder was made from a mould and filled with some sort of expanding foam. What follows is a little photo essay on making a new rudder with Corecell PVC foam and resin.

Cutting the damaged shaft out of the old rudder.



The new shaft copied from the old and set in the old rudder to check size.



Taking the lines off the old rudder to make templates.





Scribing the outline of the old rudder to make a pattern.

5



Marking the outline of the rudder plate.

10



Foam pieces all cut to shape.

6

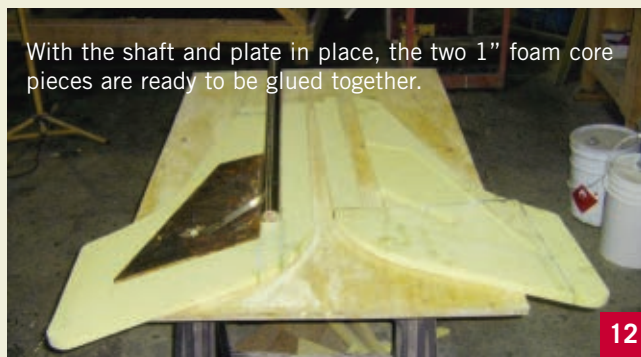


Cutting the space for the rudder plate with a router.

11



7



With the shaft and plate in place, the two 1" foam core pieces are ready to be glued together.

12



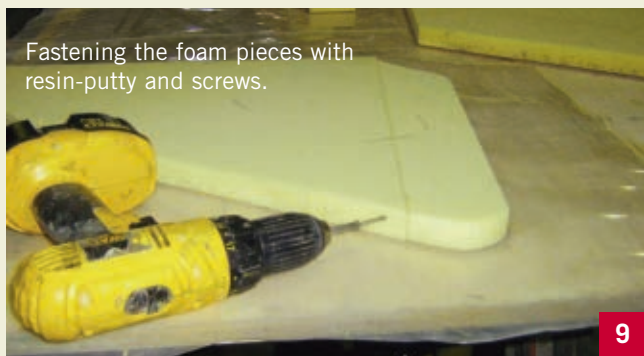
Coating all the foam pieces with resin-putty.

8



Wetting out the foam with resin.

13



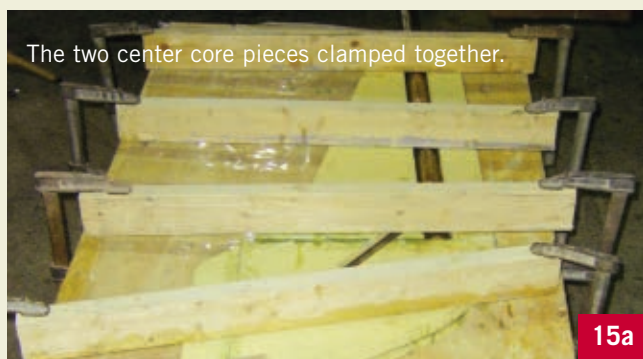
Fastening the foam pieces with resin-putty and screws.

9



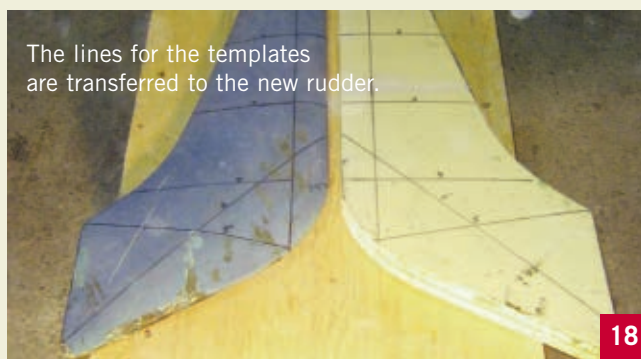
With the resin-putty spread evenly the pieces are ready to be clamped together.

14



The two center core pieces clamped together.

15a



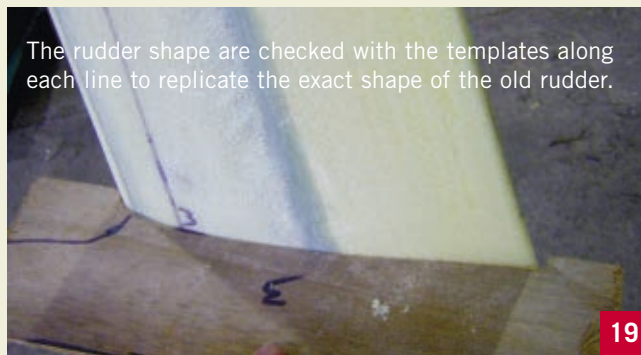
The lines for the templates are transferred to the new rudder.

18



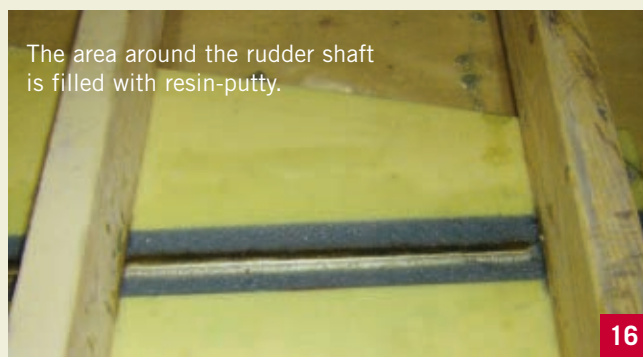
Proper clamping ensures a good seal

15b



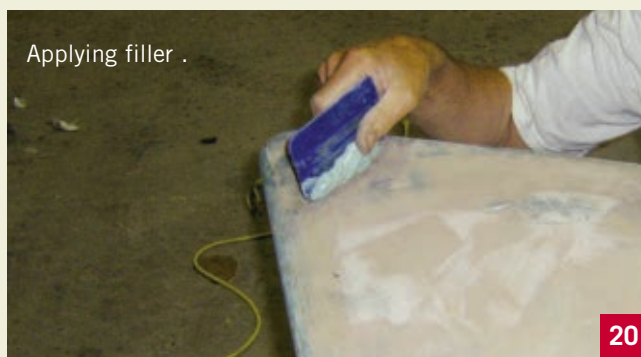
The rudder shape are checked with the templates along each line to replicate the exact shape of the old rudder.

19



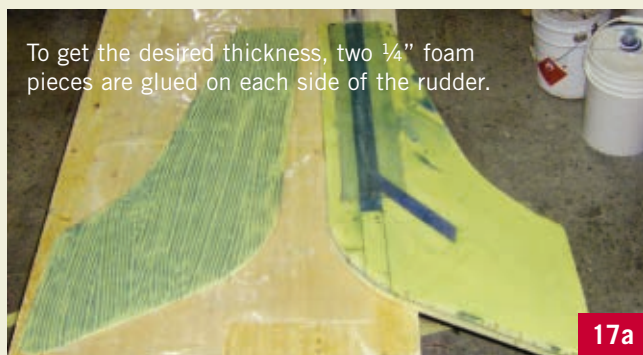
The area around the rudder shaft is filled with resin-putty.

16



Applying filler .

20



To get the desired thickness, two ¼" foam pieces are glued on each side of the rudder.

17a



Fairing the rudder.

21



A final clamping for the two ¼" foam sheets

17b



Ready for gelcoat.

22



The new rudder gets two coats of gelcoat with a sanding in between and a final coat of antifouling. The new rudder is stronger and lighter than the one it replaces and barring another unfortunate incident, should outlast the boat itself.

23

INDUSTRY NEWS



Register Today For the 2nd Annual David deEyre Golf Classic

Join your friends and marine industry associates at the 2nd Annual David deEyre Golf Classic to be held September 3rd, 2009 at the Brooklea Golf Club, Midland, Ontario.

Whether you have had a great summer or not, everyone in boating deserves a break this year! You won't want to miss this great social occasion to relax, talk and unwind. For \$125 per person, you get lunch, 18 holes of golf with electric cart, an excellent dinner in Brooklea's spacious dining room and there will be prizes as well. If you are a dedicated non-golfer, join us for the dinner only, for a mere \$50.

Hole and event sponsorships are available from \$250. Why not make the most of 2009 and book a four-some or two today?

The main sponsors are Boatcan Computer Boat Sales, Canadian Yachting and Trailer Boating Canada. For more information and to register, please call the OMOA at 705-549-1667 or visit www.omoa.com and click on the golf ad.

Victory Against Bill Banning PWC Use

Many of you will recall the attempts made by Senator Spivak in Ottawa to ban the use of PWCs in Canada through her private members Bill. This Bill appeared before the Canadian Senate six times over the past few years. In her last attempt during the spring of 2008, the Senator had managed to obtain a second reading and asked the Senate to proceed to passing the Bill without review at the Senate Transportation Committee citing that the Senate had reviewed it many times before and nothing substantial had changed.

Sighs Matter!

Do you 'sigh' in exasperation that your marine electronics don't work like they're supposed to?

Next time, look for the **NMEA®** quality symbol on your dealer's door—it matters to us that your job is done right.

For your nearest NMEA dealer, use our dealer locator at:

www.nmea.org

National Marine Electronics Association

800.808.6632 • 410.975.9425

www.nmea.org

This reasoning was not acceptable to our members. With the help of Senator Comeau from Atlantic Canada, and the many voices of our manufacturers who wrote the Senate asking to appear before the committee, NMMA Canada was able to make a strong case to the Senate Transportation Committee that raised considerable doubt of the merits of this Bill.

Specifically, I met with a number of the senators in advance of the hearing educating them on the improvements in safety for PWCs over the last 10 years and reiterated to them that the problem was not the machine but the operator. At the hearing, Transport Canada also presented and advised the committee members of new regulations for vessel operator restriction regulations which were developed to handle water safety issues in specific areas of our waterways. These new safety regulations were not in place when Senator Spivak first introduced her Bill to ban PWC use.

Through these efforts, the com-

INDUSTRY NEWS

mittee decided to postpone the review of the Bill until the fall to provide ample opportunity to review comments from stakeholders. When the fall came, an election was called which in turn nullified the Bill (as all pending legislation dies when an election is called). After the election, Senator Spivak decided not to pursue the issue again and as of July 2009 she has retired.

It is our combined efforts that put a stop to the unwarranted legislation once and for all.

Work with Government on Dealer Floor Plan Financing Continues

Following NMMA Canada's appearance before the House of Commons Finance Committee at the end of April, NMMA Canada continues to actively lobby the government and the Business Development Bank of Canada (BDC) to secure alternative

financing for marine dealers.

On June 11, 2009, the BDC appeared before the same House of Commons Finance Committee. During the proceedings, members of the Committee asked the BDC specifically about marine financing, demonstrating that NMMA Canada's message is being heard.

The Canadian Secured Credit Facility was mentioned as being a possible option for floor plan financing. The total available funds in the credit facility are approximately \$11 billion and the BDC commented that some of this funding will definitely go to floor plan financing. The details of how to leverage the funds remains unknown at this time as there are some restricting parameters. Sara Anghel, Vice President of Government Relations for NMMA continues to actively work for our members on this issue.

Last week, the Department of Finance and Industry Canada contacted NMMA Canada advising that, in collaboration with BDC, they are consulting with stakeholders on floor plan financing. The aim of these discussions is to identify the challenges and risks for floor plan financing in the current environment and to identify the potential role and policy response of the government. They are conducting these consultations as a separate issue from the Canadian Secured Credit Facility given the differences between retail and floor plan financing.

The Department of Finance will meet with NMMA Canada in early August to discuss the NMMA's perspectives on floor plan financing in Canada. Please contact Sara Anghel with questions at sanghel@nmma.org.

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

North National Outdoor Group Inc.

(905) 290-0724 www.northnational.com



Beckson QUALITY OEM & AFTERMARKET PRODUCTS
165 Holland Avenue
Bridgeport, CT 06605 USA
www.beckson.com
Tel: 203-333-1412 • Fax: 203-384-6954 •



GELCOTE
INTERNATIONAL LTEE / LTD

Proud to be Canadian owned & Operated since 1979

Marine & RV Repair Products
Polyester Resins MAS Epoxies Gelcoat Repair Kits

Official Gelcoats for:

www.gelcoat.ca 877-435-2683

**The 8th Annual (2009)
CANADIAN MARINE TRADE SHOW**
Canada's Largest Wholesale Marine Show

Sunday, November 1, 2009 9:00am-6:00pm
Monday, November 2, 2009 9:00am-5:00pm

THE INTERNATIONAL CENTRE
6900 Airport Road - Hall 5, Mississauga, Ontario
100 Manufacturers • 50,000 square feet

- Marine Accessories • Marine Electronics • Engine Parts
- Trailer Accessories • Watersport Products

FOR MORE INFORMATION

C.C. Marine Distributors
1-800-387-5780
www.ccmarine.ca

CMC Electronics
905-624-0882
www.cmcelectronics.ca

 **YAMAHA**
OFFICIAL SPONSOR

Plan to attend the 2009 **Land N Sea** Canada Dealer Trade Show

October 14-15, 2009
South Point Casino
Las Vegas, NV



COME AND BENEFIT FROM:

- A complete **Learning and Buying** experience
- See **More New Products** from more vendors displaying more new products all in one location
- Take advantage of the **Best Dating Terms**
- **Communication & Networking** with one-on-one with all suppliers, sales teams, management, and industry leaders
- Attend **Educational Seminars** and displays describing new techniques, new technology and networking with fellow business leaders

BEST PRICING OF THE YEAR...STOCK UP AND SAVE!

NEW Show Hours/Days:

| | | |
|-----------------------------|------------|----------------|
| Opening Cocktail Reception* | October 14 | 6:00pm-7:00pm |
| Show Hours | October 14 | 6:00pm-10:00pm |
| | October 15 | 7:30am-6:00pm |
| Dealer Seminars | October 14 | 2:00pm-5:00pm |
| Breakfast * | October 15 | 7:30am-10:30am |
| Lunch* | October 15 | Noon-2:00pm |
| Vendors TBD | | |

* Held on show room floor



For more information contact your local Land 'N' Sea Distributing Canada representative today
or call our toll free customer service line at 800-959-5926

www.bestmarineshows.com



Built For A Lifetime

Designed For The Moment

Yamaha engineers work year round to ensure that you are providing your customers with the safest, most technologically advanced products. Award winning technology and unfailing commitment to every last detail means we understand what it takes to be the best on the water.

Whether it's outboards, sport boats or personal watercrafts, trust that your Yamaha partnership will widen the gap between you and the competition. Experience the difference that only Yamaha can deliver.

For more information about selling reliable Yamaha marine products, email: marinesales@yamaha-motor.ca

yamaha-motor.ca

What Kind of Yamaha Are You?

