

DECEMBER 2009

# Boating

## INDUSTRY CANADA

### Ad Nauseam

Brand Your Dealership Now!

### Propulsion

Yamaha's Major New  
Product Launch

### Better Management

Jason Crate on the Importance  
of the OYBDA

### Canadian-Built Boats

A Future "Must Have"  
for Every Dealer

**Steve Killing**  
One Great Canadian  
Boat Designer

[www.boatingindustry.ca](http://www.boatingindustry.ca)

Canada Post Mail Agreement: 40065481 ISSN 0384-0999  
Return postage guaranteed A KERRWIL PUBLICATION





Way of Life!



## DF70/80/90 GO FURTHER, FASTER FOR LESS



While the 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 SUZUKI WAY OF LIFE!

[suzuki.ca](http://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 floatation 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

# Still Hard to Read The Future

**THE ALWAYS IRREVERENT** and refreshing John Morris writes in his Ad Nauseam column that predicting the coming boat show season is like “cloudy with meatballs”. In other words – who knows?!

His column on page 30 is still well worth reading though because we have something almost no other business has. That is the most affluent and asset-rich big group of customers anywhere in Canada. I’m talking about cottage and camp owners, of course.

Brand your marine dealership, cultivate increased service revenues and if you cherish the storage and fuel customers you enjoy, you should weather the storm intact. Then again, maybe there will be no economic storm this winter.

The giant high-tech firm Cisco Systems says the worst of the global economic crisis is over and that government stimulus spending on infrastructure is flowing well. As one of the world’s largest technology companies, Cisco saw the biggest rise in spending from its government customers, with its public sector unit booking growth “in the single digits” last quarter and says that stimulus spending is starting to take root.

To my surprise, in early November, it was announced that GM would begin repayment of their US government loans starting with one billion dollars and that GM Canadian repayments were to be announced soon. Canadian auto sector research guru, Dennis DesRosiers measures the age of the “fleet” of vehicles on

the road and he knows that even in a downturn, they break and have to be replaced. We can’t hold off buying new vehicles for long.

In September, Canadian factory sales climbed for the third month in four, with September’s gains driven by a surge in car and car parts sales. Also, in early November, manufacturing sales rose 1.4 per cent to \$41.7-billion in the month and new orders rose, according to Statistics Canada. The same week, a release showed Canada’s trade deficit narrowed much more than expected in September.

“The reports dovetail nicely with the idea that the economy is finally setting itself up for a month of activity in keeping with the idea of economic recovery,” said Stewart Hall, economist at HSBC Securities (Canada).

Canada and Ontario in particular, benefit greatly from rising car sales, especially if those cars are built here. General Motors has pledged a commitment to Canada to keep production here in exchange for their billions in government aid and now they have announced a new Buick for GM Oshawa to be built alongside the hot-selling Camaro starting in the first quarter of 2011. This will require a new production shift at the plant and an increase of about 600 jobs. Chris Buckley, president of CAW Local 222 also said GM would launch yet another vehicle in Oshawa in the fourth quarter of 2011 – quite possibly a next generation of Cadillac.

Canadian real estate seems solid and

housing starts are rising again too.

While all that is good and while we Canadians are patting ourselves on the back for having a tightly regulated and solid banking system, BMO 3rd quarter numbers got a cool reception. It seems that the earnings release revealed the troubling news that BMO’s credit quality has deteriorated. Blackmont Capital’s Brad Smith noted that impaired loans rose 13 per cent from the second quarter, including a 32% jump in impaired loans to financial institutions and a 15% rise in impairments to commercial real estate loans.

Much of the problems lay in the bank’s US loan portfolio through its Harris Bank division. Continued US mortgage woes will slow the boat business there and even President Obama has hinted at a double dip scenario.

Canadians may be more solid and our boat sales might continue otherwise, but a major US slowdown will drag production. In an interview with Jason Crate (see page 13), he commented that, “It’s a lot easier to cut the plant back than it is to ramp it up. It used to be 4 to 5 months for a new 45-foot cruiser. Now it’s nine. Forecasting and order predictions are very difficult.”

That’s for sure and I’ll add one more complication; you can’t sell what you can’t get. You will need access to inventory. That is why we are offering some important branding ideas and partnership suggestions in this issue. See page 6 for the Canadian boat builder perspective.



# CONTENTS

VOLUME 6 ■ NUMBER 6 ■ DECEMBER 2009

## Features

### MANUFACTURING & FABRICATION

Canadian-Built Boats – a Future “Must Have” for Every Dealer

6

### PROPULSION

Yamaha Claims their new 2010 Models are “Game Changers”

10

### BUSINESS MANAGEMENT

Jason Crate Explains Why The OYBDA is So Important

13

### THE BOAT SHOP I

Transom Core Replacement

16

### THE BOAT SHOP II

Rub Rail Replacement Tips

19

### AD NAUSEAM

Why You Need To “Brand” Your Dealership

30



## Departments



Insight .....	3
Impact .....	22
Industry News .....	25
Ad Nauseum .....	30

On the Cover: Steve Killing is one of Canada's great designers with a string of sailboat designs to his credit, numerous, equally successful power boat designs and an impressive record sailing in competition too! Read about Steve Killing on page 22.

### PUBLISHER

John Kerr  
johnkerr@kerrwil.com

### MANAGING EDITOR

Andy Adams  
aadam@kerrwil.com

### CONTRIBUTORS

Andy Adams, Glen Cairns, Jennifer Harker  
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

538 Elizabeth Street,  
Midland, ON L4R 2A3  
Tel: 705-527-7666 Fax: 705-527-7662  
[www.kerrwil.com](http://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](http://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: 705-527-7666 Fax: 705-527-7662  
E-mail: [elissacampbell@kerrwil.com](mailto:elissacampbell@kerrwil.com)

# 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**



## Canadian-Built Boats

# A Future “Must Have” for Every Dealer



BY ANDY ADAMS

**W**hy? Matched to our market...sized to be appropriate partners...minimize cross-border and currency issues...offer personalized service.

This thought began as I was reading about the Genmar Chapter 11 proceedings and watching Irwin Jacobs make his way through the process, preparing to buy back his own companies, but likely escaping the old dealer liabilities of marketing support, warranty payments, dealer agreements and, of course, without the same load of supplier and creditor debt that originally started the cascade of events.

On the surface of things, it looks like some Genmar brands could be casual-

ties in this battle, but then I realized that the greater loss would be sustained by our dealers.

Consider the years of advertising and branding that those affected dealers would lose if their brand died, was sold, or if the dealer was cut out of new dealer agreements.

A separate issue is the recent, rapid and unpredictable fluctuation in Canadian/US currency that has sometimes gutted dealers' margins.

I asked myself, “Why don't more Canadian boat dealers focus on Canadian boat brands?”

Let me assure you, I am not a trade protectionist!

Perhaps no other country on the planet benefits from open trade the way

Canada does with our US neighbours, but let's not be foolish. Marine dealers are not skilled currency traders, nor do we have access to sophisticated financial planning tools.

On the other hand, Yamaha does. Mercury and Brunswick do too. All the engine companies work hard to maintain pricing levels in our market. If you buy a loose outboard from a manufacturer here in Canada and hang it on a Canadian-built boat, you may minimize those currency swings. If it's a stern drive or inboard boat, maybe the builder can protect you a bit there, too.

Also, I suspect that the Canadian builder is likely to be willing to work with Canadian dealers on realistic volume levels, delivering what you can

actually sell, and (hopefully) delivering it not too long after it's been sold.

Or, is that true?

We invited 10 Canadian boat builders to comment. Many saw the invitation as an opportunity. A few preferred not to comment. Some were anxious to be heard.

David Cameron at Grew Boats was very concerned that we quoted him accurately. He holds strong opinions and he still builds significant volumes of boats in the most fiercely competitive market segments.

Dave wrote us saying, "When I started building fibreglass boats 30 years ago, there were over 30 builders in Canada of a significant size (building 400 plus hulls a year). Canadian dealers all had one or two Canadian brands and at least 1 US-built boat line. Then, as the US builders grew with a market 10 times that of Canada and in most cases a 12 month season, they simply (for the most part) outgrew the Canadian builders."

"Of the various slumps in both our economies over the years, (i.e., high interest rates in 1983 and 1984; an economic downturn in 1991; 9/11 in 2001 and now the global recession), these first 3 slumps forced approximately 85% of the Canadian builders out of business."

Dave continued with several additional points and concluded by saying, "If Canadian dealers were really studying the last 2 years, they would see that 75% of the major Canadian builders are still in business as opposed to over 50% of the US brands that are either bankrupt, closed down or have simply disappeared. At Grew, we are actively building boats, introducing new product and campaigning for new dealers. As a Canadian builder, we can compete with the US majors...Canadian dealers and Canadian boat buyers need to support their country's boat manufacturers."

Clearly, we struck a nerve with Dave Cameron.

Brock Elliott at Campion Boats also had several important points to register with the Canadian marine dealers. In our interview, we posed a few questions. The first was, "How important do you feel it is to the marine dealer to have a



stable domestic boat brand that they are associated with?"

Brock Elliott responded saying "Stability is very important and that is why we have so carefully managed our business and not shut down during this horrific economic downturn. Our dealers in Canada (and around the world) have been able to say with confidence to our mutual customers that Campion remains in operation; the factory is up and running. The customers' decision to make a luxury, big ticket purchase at this point in history is challenging enough. We have done our absolute best to ensure our dealers can deal face to face with these customers knowing we are operating. Campion, last year celebrated its 35th anniversary and our 2010 models represents our 36th year of doing business."

Another question we posed was, "What are the key benefits that a marine dealer would enjoy when working with the Canadian builder?"

Elliott, speaking for Campion, his family business, said, "At Campion the key benefits we offer are quality, diversity and family." Brock emphasized that Campion

has kept their best people, working with outstanding construction techniques and materials. Things may have slowed but if anything, Campion used that to raise quality. Campion offers a diverse line with models designed for our Canadian waters. He added, "While Campion is Canada's largest fibreglass power boat manufacturer, you are still dealing with a family operation; the service level we provide to our dealers [we believe] is beyond any of our competitors."

Brock has a background in banking and he had some sage opinions on how to manage money too. Campion is there and will be there honoring warranty, delivering product and probably doing well.

Byron Bolton at Westwinn Group, builders of Harbercraft Boats emphasized that, "The value of the dealer is paramount. It's absolutely everything. Without the key dealers in key markets, we would be no place. What has led to these challenges were volume builders taking their eye off distribution and looking only at volume through the pipeline. What's different about our business in Canada is that we serve the





second or third time buyer. They recognize the value of our boats.”

He continued, “Niche market? No two ways about it. Our products are designed for our waters and our own uses in our own environment. We exactly address our customer’s needs and interests.”

Harbercraft builds all-welded aluminum boats for both pleasure and commercial markets. So does Connor Industries with their line of Stanley Boats. These are also a solid success, especially on their beautiful but punishing home waters of Georgian Bay.

We spoke to Darren Bach at Pacific Coast Marine Windshields, one of many

successful Canadian marine parts companies. He started as a supplier to Campion and was very dedicated to serving the domestic market but commented, “Now most of those builders are gone. It is sad to see good dealers that spent their lifetime building their business lose everything because of the way the boat builder chose to run their company.”

This article was partly precipitated by the news that Doral had filed for court protection, (the Canadian version of Chapter 11). However, in a recent call to Grand Mer, we learned that Doral was back in production. Denis Jutra told *Boating Industry Canada* that their order book would keep them building now

until March or April. Doral is in production with their 235 and 265 Elite models as well as their cruiser line. Good news indeed.

Actually, the number one Canadian-built boat is the Sea-Doo line, but it is marketed internationally and they already have a huge Canadian dealer following. We called Quebec to contact Donald Dubois at Princecraft, part of the international Brunswick Boat Group. Like other manufacturers, he emphasized that Princecraft also enjoys a very solid Canadian dealer group and that group is a key part of their continued strength in the market.

Apart from the nationalistic aspects, many components and materials needed for boat construction are made here in Canada: core materials, composites, resins, windshields, hardware and more.

Many marine dealers built their businesses and their reputations around their boat brands.

Recent events suggest that first, it is the dealer who should be branding their dealership with their own name. Then it seems only prudent that having both Canadian and US boat builders as supporting partners adds a measure of supply stability that is essential to the dealer’s own branding and future success.

This is definitely the year to re-brand your dealership. ●





# Thank You

... to all of our valued customers, suppliers,  
sponsors & employees  
for their effort & dedication towards a  
very successful  
8th Annual Canadian Marine Trade Show

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



460 Harry Walker Parkway South, Newmarket, ON L3Y 8E3

[www.ccmarine.ca](http://www.ccmarine.ca)

Toll Free Phone: 1-800-387-5780

Toll Free Fax: 1-800-617-6121

**Teleflex**  
MARINE



**MARLINCO**

**SEA DOG LINE**

**DOCK EDGE**  **INC.**



# Yamaha's New Product Introduction is **Designed** to be a **Game Changer**



BY ANDY ADAMS

**BOATING INDUSTRY CANADA** traveled to Tennessee to attend the press introduction of Yamaha's 2010 product lineup, the largest and broadest in Yamaha's history according to Martin Peters, manager of communications for the American Yamaha Marine group. During the opening presentation, he introduced Phil Dyskow, president of the Yamaha Marine group, who opened with some research. This included gross domestic product (GDP) data for the United States.

While 2009 is expected to come in at a GDP of -2.7%, things are expected to improve in 2010 to 1.5% rising to 2.8% in 2011. Dyskow noted that above a GDP growth rate of 2.0%, the US marine industry tends to grow. He said that the US has 70 million boaters and approximately 15 million registered boats. Dyskow is calling for a return to growth in 2010 in the US boating market, but not to 2007 levels.

He also noted that he expected sales would look very different going forward. Dyskow stated that 2009 was character-

ized by distress sales and mentioned that Yamaha had elected to delay their new product introductions for a time in order to mount an aggressive series of retail promotions to help dealers clear out inventory in the pipeline.

Perhaps his most important point was that new products are a very important part of the business. New products create a strong reason for a consumer to buy. New products are necessary to meet the expectations of demanding consumers.

Obviously, R&D has continued at



The star of the show was Yamaha's remarkable new VMAX SHO 4-stroke that combines light weight with sophisticated engineering for outstanding performance in the critical bass boat market.



Yamaha and some of the new products are very innovative. Recognizing an unfilled market opportunity, Yamaha will reintroduce the 3.3 L F250 engine with mechanical shift system for the re-power market while providing the most attractive price point. Other big Yamaha models feature more expensive electronic shift and controls.

At the opposite end of the spectrum, Yamaha has introduced two important new portable engines, the F4 and the F6, which are both 3-star rated for emissions. These are four-stroke portables yet

they weigh only 60 lbs. (for the 15-inch shaft models) making the new F6, 23 lbs. lighter than the former F6. Yamaha achieved the weight reduction with a lighter, single-cylinder powerhead design employing a balanced crankshaft for low vibration. Good features include a wet sump, pressurized oil system, CDI ignition with Auto Timing Control (ATC) and an automatic decompression device for easy starts. They will be available in January 2010.

Innovation was spread through the line as Yamaha introduced their new F70 which is a 70 hp four-stroke with some remarkable mechanical specifications. This in-line, four-cylinder has a single overhead cam design, but it operates 16 valves. Another unusual feature in this class of engine is an anti-knock sensor which enables Yamaha to extend the full throttle operating range up as high as 6300 rpm.

The new F70 has the best horsepower-per-litre ratio in its class and weighs 109 pounds less than Yamaha's four-stroke F75. The F70 can be equipped with the Yamaha Multi-Function tiller handle. It comes with Yamaha's exclusive Variable Trolling RPM Control. Also, the F70 is compatible with Yamaha's



The new F6, 6 HP portable is a mere 60 lbs.



Phil Dyskow, president of Yamaha's Marine Group in America poses with the new 250 hp 4-stroke VMAX SHO.

Command Link® gauges and can use either square or round versions. The F70 is 3-star certified by the California Air Resources Board (C.A.R.B.) and it becomes available in spring 2010.

Using a new 4.2 L V6 block, Yamaha introduced a new 300 hp offshore V6 to replace the 300 hp V8 in the lineup. Dyskow said that the new "offshore" four-stroke series of outboards are lighter in weight, have greater displacement and stronger power to weight ratios than previous generations. "Our new V6 F300 is 246 pounds lighter than the V8 F300 it replaces and 51 pounds lighter than the previous generation V6 F250," he added.

Dyskow mentioned that Yamaha had purchased Precision Propeller Inc. back in 2008 and through that acquisition, they are introducing four new propeller series this year. The Saltwater Series II™ SDS™ is an innovation unto itself. The SDS props have a Shift Dampener System (SDS) that uses an internal damper to help eliminate the "clunk" that sometimes occurs when shifting into gear resulting in quieter, smoother operation.

The company also described its new Command Link Plus instrumentation for the offshore engines which features a

## [PROPULSION]



The new F70 has the best horsepower-per-litre ratio in its class and weighs 109 pounds less than Yamaha's 4-stroke F75.

five-inch color display and can monitor up to three engines on one screen.

Yamaha also launched a new generation of control boxes, instrument displays and key switches to complement its latest generation of outboards. The new offshore outboards – along with the latest version of the Yamaha V8 F350 – are all designed to operate with Command Link® Plus™, the latest generation of Yamaha's electronic control system.

"This new generation of Command Link is noteworthy because it will allow for expansion on the current menu of capabilities," said Phil Dyskow, Yamaha Marine Group president.

Command Link Plus uses an advanced 5-inch single LCD display, but it has the same height as the current Command Link square gauge to make optimum use of space. It can be configured by the user and has many display

options for the outboard and the boat. In addition to speed, the LCD screen can display oil/water pressure, charge level, rpm, etc. It can also display fuel flow rate, tank levels, water temperature and water depth. It operates with single, twin or triple applications. (Quad applications require two displays.)

The new Command Link Plus control box has new protocols that allow many new and future components yet the dimensions of the controls are the same as for previous Command Link controls. There's even an 'All Engine' start/stop button, which allows multiple engines to be started successively (to prevent high amperage draw on the starting battery) or stopped simultaneously with the touch of a single button.

Also new is a gateway device that allows engine operating information to be displayed on other NMEA-2000® compatible displays. The gateway is designed to allow both boat builder and consumer customization. It is available in both Command Link and Command Link Plus protocols.

The highlight of the session, however, was the introduction of the new VMAX SHO high-performance V6 for the bass boat market which will come out in three different horsepower versions: 200, 225 and 250.

In a release sent out by Yamaha Motor Canada later in the week, Jean-Francois Roux, Yamaha-Motor Canada Product Manager, Marine/OPE said, "We have built a 4-stroke that is faster and lighter than the 2-stroke, not to mention it's more fuel efficient and reliable."

4-stroke engines are known for their more broad power curves and torque across a wide rev range. Describing the new VMAX SHO Rioux said, "It's quicker out of the hole, planes quicker than our VMAX Series 2, and achieves higher speed over a measured distance than its predecessor."

This all-new 4-stroke, Super High



The same 4.2 litre block is available in the VMAX SHO lineup in 200, 225 and 250 horsepower variations.

Output 4.2 litre V6 powerhead achieves the best power-to-weight ratio in its class using large intake and exhaust valves and variable camshaft timing and water pickups that are 81 percent larger than those used on the VMAX Series 2.

Weight reduction has been achieved through an innovative process using plasma-fused, sleeveless cylinders (instead of steel sleeves) to provide a durable surface for piston rings; the cowl and engine pan are constructed of advanced, lightweight composite materials. The VMAX SHO is 34 pounds lighter than its predecessor, making it the lightest production V6 fishing outboard of equivalent horsepower, four or two-stroke.

*Boating Industry Canada* experienced this new engine first-hand and the performance lives up to Yamaha's claims. The VMAX SHO certainly can be a game changer for the bass boat market. ●



# The OYBDA

## and Managing Sales Through 2009

BY ANDY ADAMS WITH JASON CRATE

As many dealers plan to head for the Ontario Marine Operator's Association Annual Boating Ontario Conference, we contacted Jason Crate, the current chairman of the Ontario Yacht Brokers and Dealers Association and asked him about the association and his view of the current state of our industry.

Jason's family owns Crate's Lake Country Boats in Orillia and they have a long history in the big boat market in Canada. They are a Regal sport boat, cruiser and yacht dealer and have an active brokerage business in Orillia and Penetanguishene.

The Ontario Yacht Brokers Association (OYBA) was started five years ago and after the first year, the name was expanded to be the Ontario Yacht Brokers and Dealers Association (OYBDA) which is now the organization's legal name. The OYBDA is a standing committee of the Ontario Marine Operators Association (OMOA).

The late David de Eyre was a key member of the founding group and served as chair for the first two years. Jason Crate has served as chair for the past three years and will assume the role of past chair for 2010.

The original group expanded to include dealers because there were relatively few pure brokers; many dealers buy and sell used products in addition to their new boat brands. Also, many key issues were common to everyone buying or selling boats all which drove the decision to include dealers.

The objective of creating the association was to raise the level of professionalism and to weed out any less ethical players who were doing a disservice to the industry.

The OYBDA spells out terms of reference and a code of ethics which are fundamental to that professionalism and, now, there are enough well-known brokers and dealers that an OYBDA membership is very valuable.



The Highway sign at the entrance to Crate's Lake Country Boats in Orillia, Ontario.

To join, a person has to attend and pass the Georgian College certification exam or pass the Certified Professional Yacht Brokers (CPYB) course in the United States (which is also recognized in Canada). The CPYB has more to do with international taxes and laws whereas the Georgian College courses have a Canadian focus. Also, you have to be employed full-time in the business for a minimum of one year before you can apply for membership.

The OYBDA brings recognition and credibility to Canadian member brokers and OYBDA certification and membership gives you greater access to US dealers and brokers as well.

## [BUSINESS MANAGEMENT]

There has come to be a cachet or attractiveness to being an OYBDA member and at the OMOA conference this year, there will be many new members joining the OYBDA.

In concert with the Ontario Marine Operator's Association, a huge new marketing push to brand all of the different divisions in the market under the name Boating Ontario 2010 is going to really enhance the value of OYBDA membership as well. They plan public service radio commercials, print advertising and point of sale identification for the campaign.

The members wisely want to stress the value of the dealer over the value of the boat.

Canadian brokers and dealers have had a strong year; some have even sold record numbers of units. But, many of those boats have been US-new, non-current models or used boats. Canadian buyers came in for the fire-sale US prices as the Canadian dollar reached near-parity.

### **BARGAIN-HUNTING BITES BACK**

An OYBDA membership has particular value when dealing across the border. The OYBDA brokers talk and communication was invaluable this year.

The Internet was a major focus. Jason said, "Buyers want



The OYBDA member protects customers' investments with their knowledge and experience. If a broker is not an OYBDA member, buyers should ask themselves, why not.

It's only \$100 to join, if the broker is already an OMOA member and most of the big players are represented, even dealers like those in Muskoka who are selling mainly new boats. They recognize the value of the certification and recognition plus membership gives them access to professionally prepared documents and sales forms, etc.

Jason expanded our conversation from there to illustrate why the OYBDA will have growing importance to customers and broker/dealers.

First, 2009 has been a year like no other. The US market just died, leaving builders in bankruptcy and perhaps two years worth of product stuck in the pipeline. Yet, some

Jason Crate at his desk at Crate's Lake Country Boats has served as Chairman of the OYBDA for three years and he knows first-hand what the membership benefits are.

great service, quality boats and customer support but some of them only want to pay the National Liquidators Florida prices. The Internet can minimize values very fast. As soon as any seller drops their price on the Internet – that becomes the new floor in some buyers' minds."

He added that, "Shipping costs are tough too – it's big dollars to ship a yacht any distance. Buyers should look for a local boat. It is smarter to save the shipping money and get dealer support including trading current boats in."

There is still an impression that there are lots of US-new, non-current boats in the pipeline. Not so, says Jason.

"In conversation with GE," Jason said, "the remaining US





Jason Crate proudly displays the OYBDA certificate in his office where customers can quickly see that he is a member of this reputable, professional boat sales organization.

inventory glut seems to be primarily older models as opposed to brand new current models. The liquidated 2009 and 2008 models are really picked-over in the US. When we search dealers

in the US, there is very little '08 or '09 inventory on their websites. We have been trying to buy Regals but the boats are just not there."

He added that, "There is lots of garbage on the market." Jason says the buyer's expectations are increasingly unrealistic, especially in light of the decreased product availability. While many experts feel we may see another wave of repos this fall and winter, it seems likely it will be on a much smaller scale than what we've seen this past year.

"The buyer's expectations are still to find a brand new boat under warranty at a fire sale. That is almost over. Then, buyers want the latest features and technologies but that equipment won't be on an older, non-current boat anyway", said Jason.

"Duane Kuck, President of Regal Boats, said that the company is ramping-up production for the boat show season. Duane is going to talk about the specifics at the OMOA Conference where he is a keynote speaker. But basically, Regal has seen a recent influx of new boat orders. Dealers are nearly cleared right out of inventory, so there are few carryovers this winter. We sold a new 44 Coupe in September and it won't be finished until late March or early April for delivery. Although Regal never stopped building boats, they did scale down production in 2009. Now the production is starting to ramp back up, but the increased capacity can't happen overnight. At today's production levels, boat show orders equal delivery in July or August which may be too late for some buyers. There is a challenge here," Jason said. "Although it seemed unthinkable just a few months ago that there would likely be a product shortage for some builders in 2010."

The challenge will be a hot topic at the OYBDA meetings and so will floor plan financing. That is a major issue but considering the extended time-lag from orders to delivery that Jason anticipates, currency fluctuations and currency hedging are also important issues that are better handled if you have the resources and combined intelligence of an association like the OYBDA.

Boating Industry Canada will be attending the meetings and we will report back to you in our next issue. ●

# AQUAGARD<sup>®</sup>

## WATERBASE

### Anti-Fouling Paints



Choose Our  
**Enviro-Friendly**  
Products



# 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<sup>®</sup>)
- **Rated "Excellent" from Power Boat Report -**

## FLEXDEL

corporation

# 888.353.9335

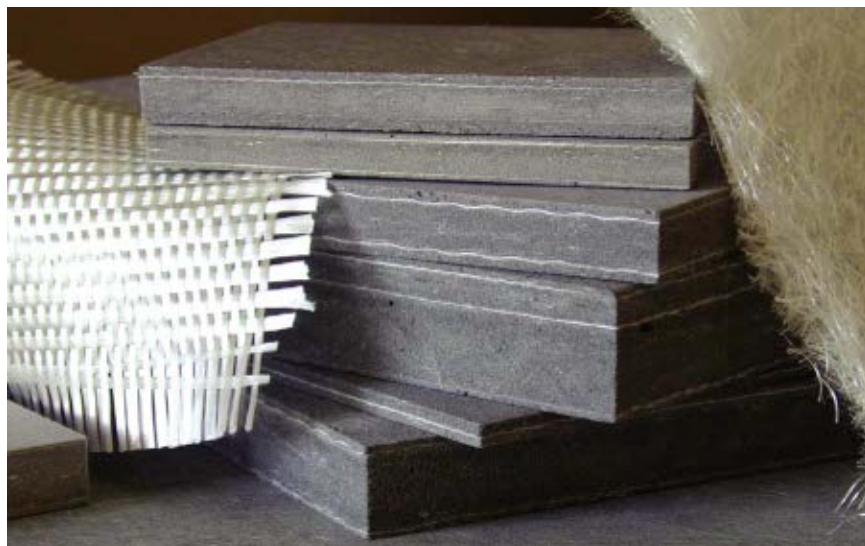
aquagard-boatpaint.com

# Transom Core Replacement

BY GLEN CAIRNS

**WHEN THE WATER BEGAN** to flood the engine room on the first day out on his boat, the new owner of a 1995 Maxum cruiser got a very unpleasant surprise. The bilge pump couldn't keep up with the leak and only a quick return to the launch ramp prevented the boat from sinking. Once the boat was hauled out, the stress cracks in the lower transom near the sterndrive were easy to see. Clearly, over time, water had penetrated the transom's plywood core causing delamination and rot. When the transom was under load from the engine, the leaks opened up. It is not our purpose here to wonder how the boat passed survey, but I will give a quick photo review of the way we went about repairing the damage.

The first decision was to use high-density foam rather than plywood in the repair. We have previously used this foam in the transoms of some power catamarans we built and were very satis-



Bluewater photo credit: Stright-MacKay

fied with the result. The product we use is Bluewater 26 from Coosa Composites. According to Coosa's web site, the Bluewater 26 panel is their strongest and stiffest. At 26 pounds per cubic foot, it is at least 30% lighter than the equivalent thickness in plywood. Bluewater panels are also available in 20 pounds per cubic

foot for use in making fish boxes, seats, etc. These panels are made from high-density, polyurethane foam reinforced with layers of woven roving and continuous strand fibreglass. The result is a core material that is strong and not subject to rot even if some water does penetrate over time. ●



With the sterndrive removed, it is easy to see the area of rot just below the sterndrive opening. Harder to see are the circular stress cracks on both sides of the cutout.



Even though the area of rotten core was relatively small, it was enough to weaken the transom and allow water to pour in as it flexed under engine load.



We didn't want to remove any more glass than was necessary, so here Robby is checking to see the extent of the delamination. Removing all of the plywood from the stern would have been a more thorough solution, but the cost would have exceeded available budget.





Beginning to cut back the outer layer of glass. Working slowly to expose only the damaged area.



As the outer skin is removed another area of rot is revealed on the port side near the end of the engine stringers.



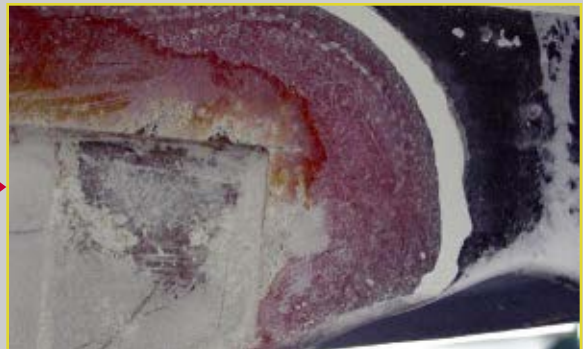
With the delaminated glass removed from the starboard side, another area of rot is found near the trim tab mounting.



Cutting out the plywood core in the areas where it is in poor condition. The lower area near the sterndrive opening was completely rotten.



The ends of the engine mounts were bad at the transom, but the internal engine stringers showed no sign of delamination or rot.



With the core removed, the outer lamination around the repair area was tapered to a minimum ratio of 20 to 1.



Cleaned and prepped for new core.



Because the transom thickness was not consistent but built up as it neared the engine, we used layers of ½" panels to get the desired thickness. Each layer of Bluewater 26 high-density foam was bonded in polyester putty.



The final layer of foam is put in place.



The outer lamination was matched with the original and finished with a layer of chopped strand mat.



Fairing the repaired area.



Applying the gelcoat.



Although we made a template of the engine cutout and bolt holes, the job was made easier by having a Mercruiser template bracket to get an exact fit.



The finished opening was gelcoated.



Stern drive opening viewed from inside.



Good to go.



# Rub Rail Replacement Tips

BY GLEN CAIRNS

**A COMMON REPAIR** in fibreglass powerboats is replacing the existing rub rail, be it aluminum, vinyl or stainless steel. Getting an older boat all spiffed up with new paint or canvas and hardware can really show up the scruffy looking rub rail with its oxidized metal, scrapes and dents. The only solution is to replace it.

There are only a few manufacturers of aftermarket rub rails, the largest of which is Taco Metals. You can replace the rail with a match of the original, or choose a new look; it just depends on what is available and what the owner wants. A flexible vinyl rub rail is easy to install and makes a good bumper, but is also easily damaged. A rigid vinyl and aluminum rail with vinyl insert also offers good protection and has the advantage of being somewhat easier to install in a straight line. However, the insert is still vulnerable to damage. A rigid vinyl rub rail using a stainless steel strike overlay is perhaps the best, as it will stay looking good even after several close encounters of the bad kind and is recommended for boats over 30'. Be sure to select a rail that is compatible with the type of hull deck joint found on the boat.

We'll review a few basic tips for replacing the rub rail. Most of this information is available in more detail elsewhere, including Taco Marine's web site. This is just a brief outline of what to keep in mind. The equipment required is very basic: a couple of cordless drills for drill bits and screws; a measuring tape; a scraper or putty knife; a good sealant; a metal file; and don't forget safety glasses. If you are using vinyl or a rail with a flexible insert, you'll also need



Probably the easiest way to approach replacing a customer's rub rail is to get a complete kit from Taco Metals. All parts and instructions are included.

a heat gun, garden shears (for cutting vinyl), a hack saw for the metal strip and a rubber mallet.

Make sure you order more rail than just the basic length needed. Take the length and beam together and double it. This will mean there's extra in case of damage. If you are changing the rail to a

new style, be sure the new profile is at least as wide as the original or you'll have cosmetic repairs to do in the exposed area. Do a careful check of your purchase to be sure you have all of the material you'll need such as insert, end caps, etc.

To remove the old rail, first take off

## [THE BOAT SHOP PART II]

the end caps and then remove the vinyl insert or stiffening strip. Remove the screws or drill out rivet heads. Once you've cleaned the old surface, remember to fill all the old holes with 3M 5200 or an equivalent. The new rail needs new screw holes. Once you have the area prepared, mask above and below where the rail is going and mark the screw holes being careful to stay clear of old holes and keeping to a maximum 6-inch spacing. This applies to most rub rail installations.

### **FLEXIBLE VINYL RUB RAIL**

For a flexible vinyl rub rail, you will need to mark the middle and heat the vinyl for at least 20 minutes in hot (maximum 120°F/48°C)

water. Taco says you can also lay the rail in the sun for the same length of time, but they're in Florida. The challenge with the flexible vinyl rail is to get a nice straight finish. It is important to stretch the vinyl; this is a two-person job. Working quickly while the rail is warm, lay the rail out with the center mark at the bow. Drill two holes about 2 inches apart on one side of the bow and fasten with the truss-head screws. With the bow fastened and sealed, take the rail to the stern and stretch it tight and fasten with two screws. Repeat this on the other side. Now stretch the rail along the transom and fasten it 1" back from the centerline and trim off any excess. You'll need a heat gun to soften the vinyl at the corners. Now you can go back and drill at the 6 inch marks you made earlier and fasten the rail. To avoid a puckered look do not over tighten the screws. All fasteners should be sealed.

### **SEMI RIGID VINYL RUB RAIL**

This type of rub rail comes in 30' kits with end caps and predrilled screw holes. You'll need a miter box to cut pieces for an exact fit. Carefully unroll the rail and warm it with a heat gun to



Only basic tools are required but a second person is often needed when fitting the new rail. Fill all the old holes with 5200 and drill fresh holes at maximum 6" intervals.

straighten it. Mask and mark for new screw holes. The screws' heads should be just below the surface when properly installed. Be sure to stop tightening the screw as soon as the rail comes in contact with the hull. Begin in the middle of the transom or at the corners. Start with a 4' piece. 12" from the end, begin by drilling through the predrilled holes and fastening the rail. Continue in one direction, carefully uncoiling and straightening until the first coil is complete. Leave the last 12" unfastened. At the bends be careful to keep moving the heat to avoid overheating the rail. To begin the next coil, overlap the end by 1/8" inch and fasten the first screw 12" from the end. Continue installing the rail until you come to the starting point, leaving the last 12" unfastened. If you are ending at the corner, install the end cap. Now to make the splice, pull the ends of the rail out until they meet, then push them in until they snap in place. Drill through the rail and install screws 1" and 6" from each end.

### **ALUMINUM RUB RAIL**

Aluminum rub rail is another common system found on smaller boats. It is

available in 12' and 20' lengths and sometimes comes with a vinyl insert. Start by masking above and below where the rub rail will be installed and make a mark for each new screw hole. Start by centering the first piece at the bow then press the rail against the hull and work back to the end of the piece. You can adjust slightly to avoid any old filled screw holes. Using a drill bit smaller than the screw size, begin fastening the rail, sealing each screw with 3M 5200 or equivalent. To bend the rub rail around the bow, apply a steady pressure with one hand and tap the rail at the bend with a rubber mallet. If the rail has an insert, use about a 6" piece at the bend to keep the rail from losing its shape or collapsing during bending. Remove the insert and fasten in place. Butt the remaining pieces and again be sure to avoid old screw holes.

A new rub rail will not only greatly improve the look of an older boat; it will likely justify the installation cost by increasing the boat's resale value. Visit Taco's web site at [tacomarine.com](http://tacomarine.com) for a rub rail selection guide listing a large number of boat manufacturers and a video of the installation process. ●



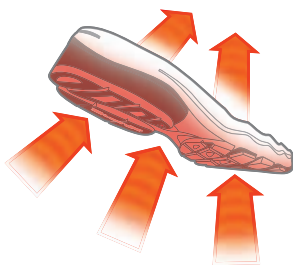
# FEEL THE SPRAY NOT THE SHOCK AND VIBRATION



## ANTI-SHOCK AND VIBRATION TECHNOLOGY REDUCES SHOCK FORCES BY UP TO 40%

### PROBLEM:

Running shoes can amplify shock and vibration, resulting in sore and tired joints



### SOLUTION:

ASV dampens shock and vibration via the mechanics of lower energy return and Sperry's Lateral Dispersion System™



- Proprietary technology specifically designed to dampen shock and vibration
- Sperry's Lateral Dispersion System™ deflects punishing g-forces
- Superior traction through Hydro-Grip Rubber
- Provides enhanced flexibility for greater comfort
- Anti-microbial properties

A PASSION FOR THE SEA  
**SPERRY** | **ASV**  
TOP-SIDER | SOLUTION

To learn more about the ASV Collection, visit [sperrytopsider.com/asv](http://sperrytopsider.com/asv)

# Steve Killing

## A Gifted Canadian Boat Designer



BY JENNIFER HARKER

**THE RAGING WALL OF WATER** towered above Steve Killing, smashing into Evergreen, violently flushing the crew down the windward side into a writhing heap, held like puppets on a string by their safety lines. "It was a solid green wave smashing on the sails, the deck. You grab a winch, a stanchion, anything, but you can't hold on. It was a 35-foot wave, breaking like in Hawaii, but in the middle of the ocean." The crew had stopped racing, swallowing the competitive urge, centering instead on survival. "It was not a race anymore. We were trying to stay alive."

Capsized and broken boats, drowning; that 20-year-old scene from Fastnet 79 is indelibly etched on Killing's psyche. The worst disaster in offshore racing took 15 lives and would be a defining moment in the professional life of this young yacht

designer. "You really appreciate the power of water and wind." While a safety factor of 20 percent may be built in, Killing said he thinks instead in terms of four to five times that on the major structural elements, chain plates, spars and keels to absorb the extreme loading he experienced.

Although safety is an essential element, the designs from the desk of Steve Killing Yacht Design Inc. are still a thing of beauty whether they're built for speed and international competition, stylishly sleek and reminiscent of antique elegance or pushing the design envelope.

A keen sailor in high school, Killing was considering career options and discovered the profession of yacht design. His eager letter to C&C Yachts received a pessimistic reply. Limited options included naval architecture – designing big ships and oil tankers, heading to the US or engineering and then working in a boat building shop gaining practical

experience and hoping to slide into design. He opted for a civil engineering degree from University of Western Ontario, then contacted C&C again, securing a 'summer' job in 1972 that would last eight years. "All my education in yacht design was on the job."

It was a phenomenal time experimenting with new shapes, models and materials. Killing would be project manager and sail as foredeck crew for Evergreen, the Canada's Cup winner in 1978. "I started thinking 'what's the next level of excitement?'"

Killing wouldn't wonder for long, leaving C&C to start his own company and move to Midland, Ontario. "It was an unwise decision. On day one, I had no business. We were building our own house and couldn't do business. In the fall of 1979, I went to England to sail on Evergreen in the Admiral's Cup." He would return from that ill-fated Fastnet 79 to finally focus on design.



A long list of accomplishments have followed from the Express 20 to a 29-foot hybrid electric/diesel classic launch. Killing would also co-develop FAST YACHT, the first integrated computer-aided yacht design system including performance prediction, hull creation, keel design, sailplane analysis and spar structure and would serve as consultant to New Zealand Challenge for the America's Cup in 1988 and 1992.

"Those high profile projects are really exciting from a technical standpoint. The money is there." Designers freely

life as a wood strip version, hand-built in a friend's garage to provide a prototype to the manufacturer, Bluewater in Guelph. Proving popular, one opportunity led to another. Bear Mountain Boats in Peterborough enlisted Killing's expertise to design a series of canoe and kayak plans for do-it-yourself builders.

Now with 20 designs, it's more than a successful sideline for Killing. That versatility of product is essential to survival for the self-employed. "One year my income totalled \$10,000. America's Cup years are incredible. Income averaging is very

competition for local schools, mentoring students who write to him for help with university projects like the concrete canoe competition and the robotic sailboat project at Queen's University. An executive member of Huronia Players, he enjoys designing sets for this community theatre group. "It's a fun thing, the thrill of the reaction of the audience. It uses some of the same engineering design and construction elements I use during the day but in a totally different product. As a volunteer, expectations are low – you're a hero no matter what you

*As a volunteer, expectations are low – you're a hero no matter what you do. When you're paid for something, the expectation for the product is superb, when you're not paid and you deliver the same product the response is 'Wow!'"*



Dwight Boyd of Clarion Boats in Campbellford, Ontario where they are now building a new RA 23 Barreback, Steve Killing's latest boat design.

experiment with new materials and hull shapes, conduct tank testing and other raw research. "They are very high stress though and you don't want to do them every year."

Originally focused exclusively on sailboats, Killing's scope expanded to powerboats as sail dwindled during the 1980s. Doing classic boat restoration, Killing said, "Clarion Boats asked 'do you design power boats?' I said yes." Beginning with the mahogany classic Gold Cup 25 in 1987, Killing has designed nine more models ranging from 19 to 34 feet. The beauty of these boats Killing said is, "No matter what you draw, the outcome is phenomenal. They are beautifully constructed, gleaming with 14 coats of varnish. The builders are truly skilled artists."

Canoes and kayaks blossomed unexpectedly as a sideline. An avid paddler, Killing thought, "There's got to be a better canoe." The Freedom canoe came to

important," he said with a rueful smile.

The open transom Fusion 15 was another case of building a better boat and Killing collected notes for a decade before heading to the design desk. "It was a chance to 'fix' all the things I would improve – when the dinghy dumps and is full of water, increased comfort for sitting and hiking out, making tacking easier for the inexperienced as well as a general pizzazz so when kids sail it's an exciting looking boat." It's also a great club racing boat. Midland Bay Sailing Club boasts a fleet of nine, used for racing as well as by young sailors in bronze levels, which Killing oversees as the sailing school director. "It's rewarding. Standing back, watching the program grow, seeing kids get excited and build their self confidence."

Killing generously gives his time many ways, serving as director of the Midland Rowing Club for nine years, judging the cardboard boat building

do. When you're paid for something, the expectation for the product is superb, when you're not paid and you deliver the same product the response is 'Wow!'"

A professional project with that 'Wow' factor is the C-class high speed all-carbon wingsail catamaran, capable of 21 knots in 12-14 knot winds. The unusual articulated solid wing bends like an aircraft and despite a limited sail area of 300 square feet provides almost double the power of fabric with amazing acceleration. "It's the fastest I've ever been in a sailboat but there's no sensation of speed." With no flapping fabric and two narrow hulls, with only one in the water producing little wave action, there is no sound or sensation of speed – until you pass something in the

water. Alpha won decisively in Toronto two years ago and the Newport race is next year.

Another innovative project is a hybrid electric diesel classic launch created for Bear Mountain Boats. Killing teamed up with his son Jonathan who did a lot of solar car work at university. "I wouldn't have taken it on without him." Capable of seven knots, the craft comes equipped with a computer tracking the impact of power choices, making operators responsible for and conscious of the cost of opting to burn fossil fuels.

Killing said it's been phenomenal to work with his son. "Youth today are way better thinkers. He's more versatile than I am. He's better at solving problems and can think about many things at once. Jonathan's got very good engineering skills combined with very good aesthetics. It's quite a treat, quite a thrill to see your children doing things you didn't teach them. You move from nurturing, to intelligent conversations with them, to them teaching you things, to having no idea what they're talking about."

Killing also worked with his son David who created a traditional rowing dory kids could construct during the Antique and Classic Boat Show in Gravenhurst. "He too has a very strong engineering background but is way more artistic than I am and is able to whip up free hand sketches and come up with colour schemes and layouts effortlessly."

So, what is next for Steve Killing Yacht Design? "Recreational craft under 100 feet are essentially boats people don't need. Our industry reached its peak in the 1970s with its huge boom. The way of life has changed. Sailing is not easy. It's time consuming, takes practice to be good at it and it doesn't fit into today's speedy lifestyle. Racing participation is half of what it used to be." However, there are certainly strong niche markets – creating crafts for individuals, renovating well-designed boats and designing boats to make sailing simpler, less expensive or using more efficient materials. "You have to look at who is using it and how they want to use it. About a year ago with the economy slowing down I bid on more jobs

## SOME KILLING DESIGNS

**Express 20, 30 and 35** – 3 fibreglass cruising/racing yachts for Express Yachts

**Reliance 12M**, a 40-foot day racer

**HMS Bee**, an 1812 historic 70-foot schooner for the Historic Naval and Military Establishments in Penetanguishene

**Baldwin 27**, a 27-foot mahogany runabout

**Blackbird 22**, a mahogany runabout for series production

**Eight boats for Clarion** including the 60 mph classic 25-foot mahogany gold cup racer powerboat

**Freedom** canoes

**Bear Mountain Boats** canoes and kayaks

**True North 1** and **True North 2**, Canada's 64-foot aluminum racing yachts for the America's Cup 1987

**Fusion 15** sailing dinghy

**Daniells 40-foot** and **50-foot** aluminum custom racing sloops

**Alpha**, the 25-foot C-Class high-speed, all-carbon wingsail catamaran

**29-foot hybrid** electric/diesel, classic launch

*My favourite boat is always the one I'm working on."*



Clarion Boats began working with Steve Killing in 1987 when he designed its first boat, the Gold Cup 25. Since then, Killing has designed nine other models for Clarion. The boat (above) is the 34 ft. Cocktail Launch built in 2000.

than I normally would. None fizzled and I got them all."

As for the profession of yacht design, Killing said, "There are not many who make their living in Canada at recreational yacht design, maybe two or three with others who supplement their income with it. It's not a big field."

Killing has no plans to retire. "It's still so much fun. The variety keeps it exciting. My favourite boat is always the one I'm working on."

It's never smooth sailing in an inconsistent industry but fair winds blow strongly for this preeminent Canadian yacht designer. ●



## Kerrwil Provides Major New Opportunities for Canadian and US Marine Industry



Kerrwil has announced a strategic alliance with the largest online marine news content provider in the world, Australia's TetraMedia Marine Group, publishers of Sail-World.com, Powerboat-World.com and MarineBusiness-World.com that is the top ranked online marine news group in the world. Through this alliance, Kerrwil has also been appointed exclusive sales representation for the US-based advertisers.

With a network of editors and contributors worldwide, it delivers local, national and international news in Asia, Australia, Europe, New Zealand, the UK and the US and will now serve Canada via its sailing sites, along with a range of cruising, power boating and marine industry sites.

www.sail-world.com/Canada will deliver 24/7 online sailing and boating news of both Canadian and international origin to a large Canadian audience, while at the same time distributing Canadian marine news to a worldwide audience.

Rob Kothe, founder of the TetraMedia Group, explains that in news delivery, online technology delivers tangible industry and consumer benefits. "Over the last decade, the Internet has begun to impact heavily on the marine scene. Boaters have voted with their mice and the Internet is now the primary delivery method for breaking marine news internationally. In this joint venture with Kerrwil, we will be able to broaden our audiences experience with reports from Canadian and US sailing events and also feature article content published in its strong and vibrant marine titles."

Elizabeth A Kerr, President of Canadian Yachting commented, "by partnering with TetraMedia, our sales team, led by Greg Nicoll, can deliver exciting and innovative marketing opportunities for our marine industry manufacturers and distributors. The TetraMedia Marine Group has a proven and tested formula that delivers industry messages to a very engaged, eager and ever growing audience.

A powerful mix of social networking within the marine area, combined with news generated (and uploaded) by class associations, yacht clubs and marinas, marine groups, will provide our audience across Canada, the US and worldwide with up-to-date stories, images, audio and video.

Geolocation technology will enable location-specific news to be featured. This means we can deliver the most

passionate and engaged audience to our advertisers...locally, regionally, nationally and internationally."

Sail-World Canada, issued for the first time ever on Wednesday, November 11, was read by over 12,000 Canadians within the first 48 hours of its launch and based on experience around the world, over 50,000 Canadians will visit Sail-World.com in its first month.

## 2010 Vancouver International Boat Show Cancelled Due to BC Place Construction



The Vancouver International Boat Show has been cancelled for 2010 due to construction to replace the air dome-type roof at BC Place. In 2007, VIBS was nearly cancelled when a severe wind storm tore the dome only weeks before move-in. A hastily applied patch enabled the show to open on time but the requirement for a new roof has been anticipated for some time. The new roof will extend the building's life by an estimated 30 years.

Leave **Conventional** in your **WAKE** and move into the **FUTURE...**

- **Six Gallon • Ergonomic**
- **Stackable • Dual Handles**
- Simple To Transport • Easy To Lift
- Convert 2 Tanks Into 1 • Competitively Priced
- Replaces Awkwardness Of 12 Gallon Tank

**SecureStack® accessories, such as low permeation dual fuel line assembly and tie down straps also available.**

**SEASENSE.com**

**SecureStack®**  
Six Gallon Fuel Tank

Proud members of  
**ABYC NMDA**

See more quality fuel and motor accessories online today!

\* Fuel tanks sold separately

Patent Pending

©2009 Unified Marine, Inc. For a SeaSense® retailer near you, call 800-282-8725.

The British Columbia Marine Trades Association (BCMTA) and the National Marine Manufacturers Association (NMMA) announced that the 49th annual Vancouver International Boat Show at BC Place has been cancelled. Exhibitors who have sent in deposits for the 2010 show will have full refunds within 30 days.

BC Pavilion Corporation (PavCo), which owns BC Place and the Vancouver Convention Centre, is undertaking a revitalization of BC Place and for safety reasons must close the building during the construction of its new retractable roof. The cancellation of the Vancouver International Boat Show (VIBS) is necessary due to the BC Place closure and a shortage of suitable, alternative exhibition space in Vancouver during spring 2010.

The recently confirmed construction schedule has the roof replacement commencing shortly after the 2010 Olympic and Paralympic Winter Games in early April 2010.

"The timeline for construction of the new state-of-the-art roof at BC Place presented a number of challenges," said Alan Stovell, BCMTA president. "In working with BC Place staff, we decided this was the most realistic option." The 2010 boat show was scheduled to take place April 8 – 11, 2010 at BC Place Stadium and at the in-water venue at False Creek Yacht Club.

An alternate venue for the 2011 Vancouver International Boat Show has been secured. Returning to its regular date pattern, the 2011 show will take place February 9-13 at PavCo's alternative facility, the Vancouver Convention Centre and will return to BC Place Stadium in February 2012.

"We have appreciated the assistance of the BC Pavilion Corporation in securing the Convention Centre for the 2011 show," said Stovell. "Despite the disruptions created by the construction, we couldn't be more thrilled about the future of the stadium and Western Canada's best and biggest boating event!"

Jennifer Kastelein, show manager, commented that "A new venue provides the chance to try different things and we're eager to explore new ideas with the Convention Centre next year. The new BC Place will create an ideal environment for our exhibitors!"

## Seven Ontario Marinas Move Up Beyond "5 Gold Leaf" Environmental Levels

At the Ontario Marine Operator's Association 2009 Annual Conference in Kingston, Ontario, seven marinas were recognized for their efforts to go beyond the previous highest level of 5 Green Leaf.

Mariner's Cove Marina in Mactier, Deerbrook Marina Inc. in St. Joachim, Maitland Valley Marina in Goderich, Mitchell's Bay Marine Park in Mitchell's Bay, Brennan Marine Limited in Gananoque, Marina Del Rey in Orillia and Point Pleasant in Parry Sound all moved up from their previous position as top-achieving 5 Green Leaf Environmentally rated marinas to the newly created Gold level.



Representatives from Brennan's Marine, Deerbrook Marina, Maitland Valley, Mariner's Cove, Marina Del Rey, Mitchell's Bay and Point Pleasant all received Gold level recognition at the Annual Conference from MPP John Gerretsen, Ontario Minister of the Environment (third from the right).

Kevin Gallagher of Green Leaf Environmental Communications, the organization that audits and manages the program on behalf of the Ontario Marine Operator's Association explained that Ontario is well ahead of almost any other area in the world with more than 300 marinas now participating in the program provincially and with 45 at the previously highest level of 5 Green Leaves.

Gallagher said the top-rated marinas were now asking, "Where do we go from here? So, we added 12 new and even more challenging criteria and set out three new levels to correspond to the added criteria."

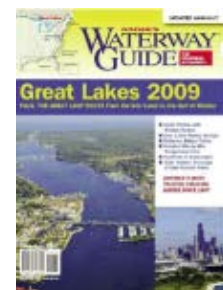
In future, meeting 4 of the new criteria will take a 5 Green Leaf-rated marina to Gold level. If they later achieve 8 of the 12 criteria, they reach Diamond level and achieving all 12 takes them to the Platinum level – the new pinnacle.

Bob Eaton at the OMOA has been instrumental in guiding the development of the Clean Marine program since it's inception and the program has enjoyed some government support as well as a substantial three-year emergency funding injection by GE Capital Distribution Finance who stepped up when government funding failed to materialize a few years ago.

While the Clean Marine participants can earn reduction in their insurance costs, being at the highest levels has become a point of pride for most participants.

## Canadian Yachting is the New Strategic Partner for Dozier's Waterway Guides

Dozier's Waterway Guide has appointed Kerrwil, publishers of Canadian Yachting, Trailer Boating Canada and Boating Industry Canada as its new strategic partner to help better serve the Canadian market. This new joint venture will enable Waterway Guide and Kerrwil to work together to increase awareness and retail sales of





# Put Some **SUMMER** In Your Winter!

**January 9–17, 2010**

Direct Energy Centre,  
Exhibition Place



Find the best deals of the season  
at Canada's Largest Boat Show

**SAVE \$5** Buy tickets online at [TorontoBoatShow.com](http://TorontoBoatShow.com)  
Offer ends January 8, 2010

For show details visit our website or call 905.951.0009

PRESENTED BY  
**TORONTO STAR**  
[thestar.com](http://thestar.com)

Produced by  
**NMMACANADA**

 **DiscoverBOATING**  
CENTRE

the series of waterway guides that includes: Chesapeake Bay; Atlantic ICW; Southern US; Northern US, Great Lakes; and the Bahamas. In addition to its role as Canadian distributor, Kerrwil will also be responsible for advertising, marketing, product development and editorial.

"Canada is an important market for us and having a presence there is key. Kerrwil is a well-respected and well-established marine publishing group. We are confident that they will be instrumental in the increased quality and growth of Dozier's presence in Canada," Dozier said. "Canadians have relied on our products for the areas we already serve and have

expressed a keen interest in and support of our expansion to other destinations north of the border."

John Kerr, Kerrwil's CEO responded that "the Dozier's Waterway Guide series is a great extension of our current magazine offering which we will be able to promote both in print and offer online at our new CY Online Store. This series of waterway guides and the ever popular SKIPPER BOB Publications are a perfect fit for our readers and advertisers." Kerr added, "We believe that there really is nothing like the Waterway Guide concept that provides all the must have information for cruisers in just one guide."

## RESOURCE Directory



**Beckson**  
165 Holland Avenue  
Bridgeport, CT 06605 USA

QUALITY OEM  
& AFTERMARKET  
PRODUCTS

[www.beckson.com](http://www.beckson.com)  
Tel: 203-333-1412 • Fax: 203-384-6954 •


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

**SHIRT SLEEVE TRAINING**

March 3rd, 2010  
8:00am – 5:00pm  
Muskoka Boat & Heritage Centre  
275 Steamship Bay  
Gravenhurst, Ontario

Free Training  
New Products

Big Savings \$\$\$  
Feature Specials



**Gobius<sup>4</sup>**  
Level Indicator

Measures from  
the outside

- Measures from outside the tank
- All tanks...aluminum, FRP, plastic, stainless steel
- All fluids...fuel, water, waste
- Simple, easy installation
- No holes to drill
- Analog display compatible
- Low energy consumption
- Installed in 30 minutes
- Patented system

**AB MARINE**  
747 Aquidneck Ave.  
Middletown, RI 02842  
401-847-7960  
Fax: 401-849-0631  
[sales@ab-marine.com](mailto:sales@ab-marine.com)  
[www.ab-marine.com](http://www.ab-marine.com)

**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.

**NMEA**

For your nearest NMEA dealer, use our dealer locator at:  
[www.nmea.org](http://www.nmea.org)

**National Marine Electronics Association**  
800.808.6632 • 410.975.9425  
[www.nmea.org](http://www.nmea.org)





# 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

# BOAT SHOW FORECAST

## Cloudy with a Chance of Some Very Ugly Meatballs

BY JOHN MORRIS

**TO BORROW FROM** the traditional Canadian weather adage, 'If you don't like the economic climate, just wait 10 minutes.' Here we are just starting December and when I hauled out my crystal ball to look ahead to the boat show, all I got was "under construction."

With Genmar's future up in the air (at this point) and rumours swirling about many players in the business, it's a tricky assignment to gage where things are headed. Plus, with the loonie's ascents and drops emulating the Olympic bobsled team's, your core competency better include an economics degree on top of stern drive installation savvy.

We do know this however. Your marina is the one thing over which you have control and at this point that's where you can focus your energies to insure you come out of today's uncertainty with the best chances of success.

If you're a dealer wondering which brands will still be standing or who will have boats available, consider this – at least you're not in the car business. You could have spent the last two decades building your Pontiac dealership only to have GM decapitate the brand, and since you can only sell one brand of car, you now are pretty drastically exposed. The flip side, to continue the automotive comparison, is that five years ago you might have taken on a Hyundai dealership. Today is looking very sunny indeed. In summary, the future may surprise us.

Unlike their automotive pals, most marine dealers have more than one line,

which can only be a good thing at this point. As well, with any luck you're working with a Canadian builder whose prices may be a bit more predictable and who will welcome a small volume order.

Beyond that, it's all about you. We are heading to the well-worn path of identity development, although this time the path is strewn with all kinds of impediments and loose rocks. But the bottom line is that this is the time to build your brand so no matter what you're selling – that could be your old boat lines, some new boat lines, accessories, pre-owned, service, storage, cottage sailboats, tune ups – your customers believe in you.

That's vital in this climate and all you need do is look at the operators who have built their own sterling reputation; they succeed even in tough times. A good example might be the dozen Canadian boat dealers who have made it onto the US Boating Industry magazine's Top 100 Dealers list. Boating Industry's editorial team reviewed 243 applications, culled from more than 3,000 nominations. The applications asked both quantitative and qualitative questions regarding all aspects of marine dealer operations and an amazing twelve Canadian operators made the cut including Buckeye Marine, Bobcaygeon, Ontario who ranked fifth overall! (*Boating Industry Canada* has this list available on the web site – just go to [www.boatingindustry.ca](http://www.boatingindustry.ca) and type "Top 100" in the Search box). Impressive when you think in terms of the gigantic

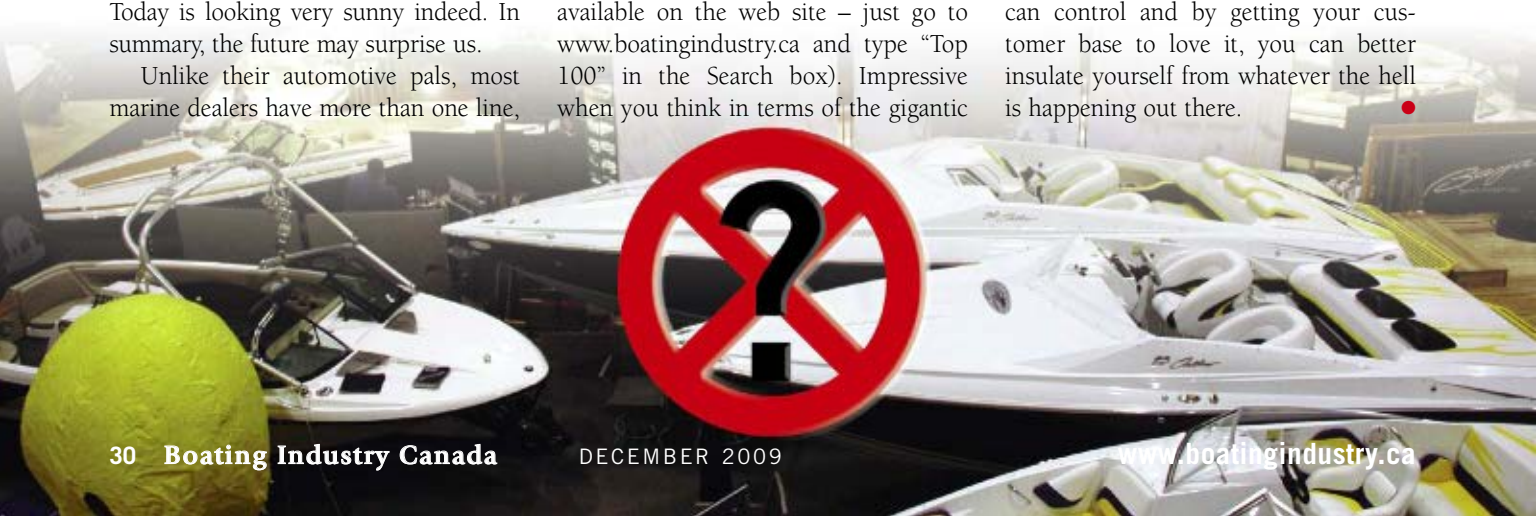
resources of US marine operators, our short boating season, etc., etc., etc.

Here's something to consider: the value of a lifetime customer. Rob Morten, of the Disney Institute, who presented at this year's Marine Dealer Conference & Expo in Florida, in his keynote address entitled "Leading Through Turbulent Times" told the attendees, "Nobody has to come to Disney World ... how many people have to own a boat?"

There's nothing more important than customer loyalty, he said, noting it's always easier to keep a repeat customer than to try to find a new one. Morton said that, at Disney, more than 70 percent of visitors to the resorts and theme parks are repeat customers and that a single guest has a lifetime value of \$62,000 to Disney.

I know you're aware of the value of your own brand, the value of returning customers and that THIS is the year to abandon your traditional Canadian 'laid-back-ness' at this year's boat show and to really blow your own horn at the show. You've gotta 'brand' and that's tough in a show setting. Get help from a pro if you need it. Then, if things go south for your suppliers, you can make the transition to another brand less painfully; if things go well, you're all set.

Your own brand is the one brand you can control and by getting your customer base to love it, you can better insulate yourself from whatever the hell is happening out there.





# 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





# 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](mailto:marinesales@yamaha-motor.ca)

**yamaha-motor.ca**

**What Kind of Yamaha Are You?**

