

APRIL 2010

# Boating INDUSTRY CANADA

## 42' Mercury Hybrid Concept Cruiser

Sacrifice Nothing

## Electronics

Smart Chargers – An Easy  
\$500 Upsell

## Insurance Corner **NEW**

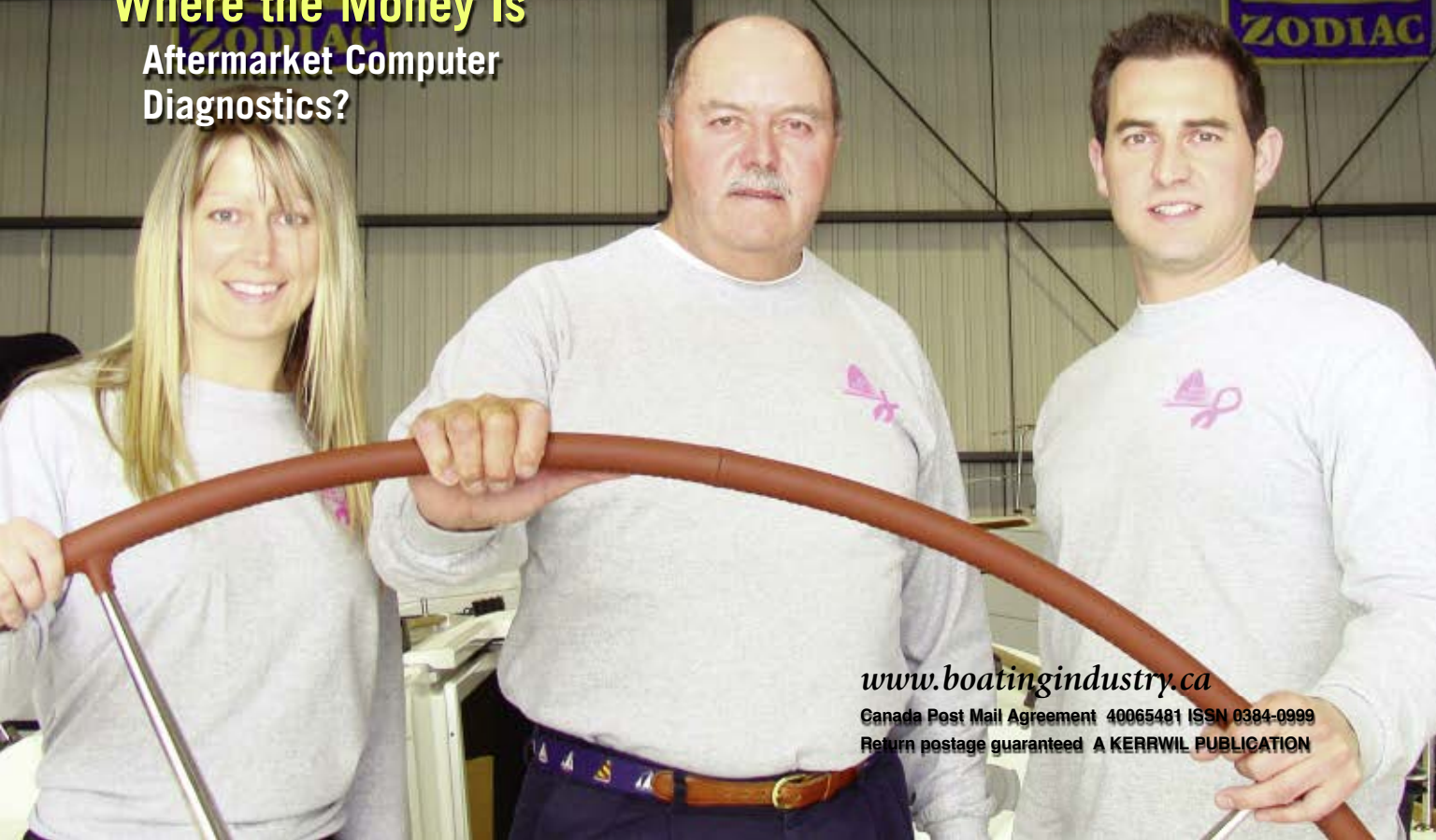
Know How To “Tow” the Line

## Where the Money Is

Aftermarket Computer  
Diagnostics?

## Impact: Marina Gosselin

2009 Beneteau Dealer  
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Source: Mercury Marine Engineering Department – December 2003. Test conducted on a Mercury 9.9 hp FourStroke Pro Kicker, a Yamaha 8 and 9.9 hp four-stroke and a Honda 9.9 hp four-stroke.  
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BY ANDY ADAMS

# Great Expectations

**IT LOOKS LIKE** there are a wide range of reasons to be going into the summer of 2010 with 'great expectations'.

The first and most important factor is the improving Canadian economy. In an article in the March 27, 2010 *Globe & Mail*, Douglas Porter, deputy chief economist at the Bank of Montreal was quoted as saying that, "The domestic side of the economy has come flaring back almost to where it was before the recession began."

He boosted his forecast for growth in Canada's gross domestic product in the first quarter by a full percentage point to 4.7 per cent. He also now believes the economy will grow 3.2 per cent this year, rather than the 3 per cent he had previously predicted.

Two sectors have been driving the turnaround – the labour market and housing.

Reporting on the Canadian labour market conditions, it seems that Canadian companies have been hiring and as a result, the unemployment rate dropped from 8.7 per cent last August to 8.2 per cent in February. Statistics point to the creation of roughly 60,000 full-time jobs in February alone.

The strength in Canada's housing market has also been widely discussed and written about. While the US housing market has broadly experienced a meltdown in prices, the Canadian market has been very buoyant.

The *Globe & Mail* reported that home sales jumped 44 per cent year over year in February 2010, and the average

price of all homes sold on the Multiple Listing Service was \$335,655, up 18.2 per cent from a year ago.

In the boating industry, people need secure employment to feel confident about committing to a new boat and they need to feel "wealthy" enough to afford it. The improving unemployment picture is the first step and the wealth-effect of rising house prices is the other key factor.

We may even experience acceleration in purchasing of consumer discretionary and luxury items like boats.

At present, Canadian banks have been lending and money has been flowing steadily, thanks to our sound banking system and record-low interest rates. However, on March 29th, TD and Bank of Montreal announced substantial mortgage rate increases on their 5-year mortgages – 0.6% jumps in fact. This is a clear signal that interest rates are expected to rise and also – as we are starting into the traditionally hot spring housing market – that they see sufficient strength to jump that far in one move.

Especially those selling higher-end boats and yachts, the threat of rising interest rates will motivate many people to buy now. Having a Canadian dollar at parity levels with the US greenback is a major booster too!

As you read this issue of *Boating Industry Canada*, we hope that the growing sense of returning economic prosperity lifts your spirits and gets you warmed up for a great selling season.

In this issue, we have an eclectic gath-

ering of ideas and information. You can thank Mercury for making "future think" a reality in the Mercury Hybrid Concept yacht in the Propulsion section. This is a hybrid diesel electric express cruiser that makes no compromises in style or accommodation and that demands little in the way of a price premium...in fact, over a 20-year lifespan, this could be a yacht that reduces operating costs.

The practical side of the business is served by the Electronics section where we suggest that a new smart charger is an easy \$500 up sell to any customer with an older cruiser.

Check out our new column, Insurance Corner – It's a Matter of Policy. Before you trailer or water test a customer's boat, read the little-known insurance points you could hit.

In The Boat Shop section, learn how the certification process is going in BC and eastern Canada. Also, consider how an aftermarket computer diagnostic system can boost your service profits. We also have a neat bunch of New Products to look over and in the Impact profile, we look at Marina Gosselin in Quebec, one of Canada's most successful marina operations.

And...saving the best for the last, according to Environment Canada at least central Canada can expect a more traditional, "warmer and drier" summer in 2010 with more days where temperatures are above 30° C, more hours of sunshine and less rain than last year, according to climatologist David Phillips.



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On the Cover: Guy Gosselin and the Team at Marina Gosselin are featured in Impact on page 20. In this photograph, all their team wore a shirt with the breast cancer logo because one member is fighting right now against this disease. The whole Gosselin team want to support her until she comes back to work with them.

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imagination at work







## Mercury Marine Hybrid Concept Vessel

# I Have Seen The Future!

BY ANDY ADAMS

**D**ressed in eye-catching graphics, Mercury's Hybrid Concept Vessel was a Miami International Boat Show highlight, but a quiet one. Equipped with both Cummins QSC 550, 550 HP diesel engines and Zeus pod drives plus high-efficiency electric engines, solar panels, full SmartCraft controls including joystick docking, the Mercury's Hybrid Concept Vessel glided out of its slip like it was drifting in the wind, making virtually no sound, no smoke and no smell.

Yet, the driver of the boat simply used the Zeus joystick control to pivot in the channel and head out the harbour gap under electric power, even through stiff winds. The only sound was from the turbulent water at the transom.

The idea of an electric boat or a hybrid diesel electric boat had never really caught my attention simply because I

didn't see this as being mainstream. Of course, many *Canadian Yachting* readers would applaud the environmental effort, but I had no expectation that such a yacht would be a realistic alternative to regular power systems.

Then I went out on the Mercury Marine Hybrid Concept Vessel.

Able to run on just electric, just diesel, or a combination of diesel and electric power, the captain can choose the best mode for the conditions. Out on the water in Mercury's Hybrid Concept Vessel, the transition from one mode to another was almost imperceptible except for the sound of the diesel engine, or the lack of it.

Out on the water, cruising under diesel power, the electric engines can be used to recharge the lithium-ion battery banks that power the boat's two 100 HP electric engine/generators. You can also

plug it into shore power or re-charge with the array of solar panels fitted on the deck and hardtop. The Hybrid Concept Vessel is an amazing showcase of new technology, but the most important fact was that it all worked so well in a conventional 42-foot express coupe yacht.

Probably the most important thing to prospective buyers, however, is its appearance. This is a conventional but handsome express hardtop cruiser – nothing weird nor radical. You would never know that it was a hybrid boat from the appearance (or the performance) and the penalties in weight or increased cost are projected to be well within the envelope with what buyers are comfortable. This boat is more than just a dream boat.

Dan Balogh headed the development team at Mercury and he explained to me that using the lithium phosphate batter-

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## SPECIFICATIONS

Overall Length	42'10"/13.06 m
Beam	13'10"/4.22 m
Approx. Weight	36,000 lbs./16,330 kg
Fuel Capacity	480 gals./1,816 l
Engines (diesel)	2-550 HP/410 kW
Electric Motor/Generator	2-100 HP/75 kW
Battery Capacity	60 kWh

---

ies which have high power density, but much lighter weight than lead acid batteries, there was a mere 2,000 lb. of additional weight on a yacht that was 35,000 lbs. to begin with. That's a small price to pay in weight.

Speaking of the price, the "buzz-kill" question is always, what does this cost compared to a conventional solution? Dan said he anticipated a 5 to 7% cost premium – that was all.

This is partly because there are offsetting savings. The battery banks are a lot of money but so is a diesel generator. The battery bank in the Mercury Hybrid can power the yacht for 2 to 3 days without recharging, so you can save the generator investment and its significant weight as well. Consider this: peaceful sleep when cruising without noise or vibration from a generator. Run the A/C all night from the 300-volt battery bank. It has 60 kWh storage and the batteries are housed in a waterproof compartment.

The solar panels on the hardtop are always charging in daylight and they feature integrated bi-facial panels. So, they capture direct sunlight and reflected sunlight from water. Next, a clever four-panel solar array folds out on the forward deck when you are moored. That adds a lot of charging power. In a week of sitting, these can fully recharge the batteries at no cost.

Another consideration is that solar power is independent of shore power and provides electrical backup to bilge



**Above:** The handsomely appointed helm features Mercury SmartCraft instrumentation and controls, analog instruments for each of the engines as well as the big center-mounted information screen that provides information on all systems.

pumps, starting batteries and other critical components. Very handy!

In fact, although the Mercury Marine Hybrid Concept Vessel only reaches 8 to 10 mph running on electric power alone, it means you will never be stranded. Hybrid propulsion combines reliable diesel engines and electrical systems providing built-in backups.

An interesting added feature on the Hybrid Concept Vessel was a theft

deterrence and on-board monitoring system using telematics (similar to automotive systems) so the boat can be watched remotely.

The electric motors both contribute 100 HP and also act as big generators when the CMD QSC 550 Zeus diesels are running. They boost charging capacity in a big way when the yacht is on plane and cruising.

We say it that way because the twin



This looks to be a conventional express cruiser hardtop but the two solar panels you see can generate a fair bit of charging power. They work with both direct sunlight and reflected light coming back up off the water.



## [PROPULSION]

Although it doesn't seem noticeable at first, the round metal housing the hand is pointing to is in fact the electric motor/generator, in line with the engine.



This glass panel shows off part of the battery banks in this 42-foot express yacht. Normally, the batteries would be out of sight under an access cover.

550 HP diesels are plenty of power once the yacht is up and running but they are sized small for planing off a load. No worries. The electric motors can clutch in to add a big boost in acceleration. With both QSM 550s and electric motors engaged, this yacht leaped onto a plane in just 6 seconds!

The Mercury engineers said that the combination of high-torque electric motors with high-output diesel engines gets the boat on plane twice as fast as conventional power. As soon as cruising speed was reached, the motors can begin working as generators to recharge

the batteries.

The photos show how the electric motors are easily integrated into the CMD Zeus engine and drive systems and the Hybrid Concept Vessel had a nice big engine hatch for easy service and also to show off the engineering. You could really live with this rig and you would have an easy time of it because this included the Mercury SmartCraft instruments, throttles and Joystick control systems. These are intuitive controls that make the entire boat easy to use.

It has automatic electric power meaning that the system is ready when you

are. Just “unplug” from the shore power and go. A helm-mounted, large-screen display keeps the driver informed of system status. Fuel levels, the state of the batteries’ charge and far more is visible.

Like other regular Zeus pod drive systems, this has all the bells and whistles such as the autopilot and “Skyhook” functions. In Skyhook, which is a GPS-based station-keeping function that uses the pod drives to hold a steady position for docking, fishing and those times like waiting your turn at a bridge or fuel dock, you can run the CMD diesels but you can also use just electric.

This eliminates fuel waste, exhaust and smoke as you stay stationary.

Electric is also the economical and environmental way to enjoy relaxing rides down intracoastal waterways, rivers and through speed restricted zones.

Considering all the added functionality and the long-term fuel savings that are potentially available, silent nights on the hook plus the propulsion redundancy for safety, I think many buyers would feel the added weight and 5 to 7% additional cost was money well spent.

I hope more people have a chance to both see and actually drive this boat; then they too will feel they’ve seen the future! ●



The twin 550 HP Cummins diesel engines and Zeus drives are plainly visible and although it's a full engine compartment, the big hatch makes everything accessible and serviceable. The metal down the centre is a service walkway.



# Smart Chargers

## Easy \$500 Sale

BY ANDY ADAMS

**B**oost your store sales this spring by helping your customers upgrade their old charging systems. You could register several \$500+ impulse buys for smart battery chargers and you will be doing your customers a favour.

Nobody wants a failure in high season.

### USABLE LIFESPAN

We interviewed Edward Saunders at Mastervolt and he began by saying that electronics have a usable lifespan. Any of your customers with 1995 or earlier cruisers may find their chargers are still working, but components can fail; they fail suddenly and often without warning.

Edward pointed out that onboard equipment goes through extreme hot

and cold cycles, experiences oil in the air, dust and dirt, and spikes from shore power sources. Of course, the humidity in the engine room atmosphere is always an issue. Components can fail and leave a charger inoperable. Recently, home electronics product manufacturers have been saying that their equipment only has a ten-year lifespan. The point is that older battery chargers probably need replacing anyway.


Then, with pre-1995 cruisers, the chances are that they have a ferro-resonant battery charger. These generally big and heavy units usually operate with an annoying buzzing sound. Unfortunately, you cannot leave them turned on to maintain the batteries as they will boil them. In most cases, a ferro-resonant charger will not charge the battery to its maximum potential. Another considera-



The Xantrex Truecharge 2 60-amp battery charger is a new addition to the Truecharge 2 line-up of ultra-compact battery chargers. The Truecharge 2 features worldwide AC input voltage range, low electrical interference and superior, efficient, power factor corrected multistage charging.


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Among its many features, the Charles 5000 SP battery chargers feature a battery type selector switch. This feature allows the boater to charge either lead acid, gel, or AGM batteries.



The Mastervolt Mass 24 / 100 is one of their systems designed for larger battery capacities. Like many smart chargers, the high-frequency electronics require no heavy or noisy transformers and thanks to their intelligent cooling concept, the Mass battery charger offers maximum performance, even in the hottest engine room.

tion is that the old type of chargers can have a “ripple effect” that decreases the lifespan of the batteries.

Your customers need maximum power reserves because they have probably added equipment during the time that they have owned their boat. It is almost certain that their power needs have increased. That, in turn, means they should increase the size of their battery bank and that’s another reason they’ll need a new charger.

Almost all new boats come with a battery charger will have a smart charger and it’s well worth the comparatively small cost for older boats to move up. Examples of the new smart chargers come from companies such as Charles, Guest, Maretron, Mastervolt, ProMariner, Victron and Xantrex.

### SMART CHARGER BENEFITS

First and best, the smart chargers can be left on to maintain charging and maximum battery levels at all times. The smart charger provides power as needed. The newest ones are high-frequency chargers that are commonly available in sizes from 6 to 60 amps of output. New technology has allowed these chargers to become much smaller in size. Keeping the battery charge levels up results in extended life for the batteries. Although the cost of a charger like this could be \$300-\$500 plus installation, the life expectancy of the batteries can double.

That alone, is a powerful financial justification for upgrading.

Among the new smart chargers are useful features that can compensate for hot or cold temperatures depending on where the battery is located; they can also change charging geometry resulting in the best possible charge. Most of these new smart chargers will effectively work with absorbed glass mat and gel type batteries, as well as the old style of flooded cell.

For your customers with smaller, high speed boats, ProMariner has some waterproof and also “ruggedized” units to handle the pounding in high performance bass boats.

The larger capacity and higher-end units are microprocessor-driven so you can change the charging process to best suit your battery choices. Control is through the LED or LCD displays on the unit.

Some units, like models from Xantrex, have an equalizer setting. As the condition of the battery declines, the equalization cycle does a high-frequency “over voltage” cycle that essentially blows the sulfate off the plates. It basically cleans up the battery plates and restores some of the lost capacity. It’s a great feature.

A primary feature of good smart chargers is the ability to distribute the charge current on demand to each battery bank as required. For example, a 30-amp charger connected to three battery banks where there is a house battery, plus two cranking batteries might allocate 22 amps to the house bank, 6 amps to one of the other banks and only 2 amps to the remaining bank.

Gary Young at Payne’s Marine Group helped us research this article. Gary not only sells these, he went to a Xantrex smart charger in his own boat. In addition to much better performance in battery charging and battery maintenance, the small size of the charger actually gained enough space in his battery compartment that Gary was able to install larger capacity batteries to power his other upgraded equipment.

All the distributors have a range of smart chargers and their sales reps can guide you to stock the best models for your customers. While you are doing that, get them looking at the whole battery system, not just the charger.

Edward Saunders mentioned that, “We recommend that people don’t use a bunch of little batteries – get a smaller number of large batteries. This will give you a better power supply.”

Generally, it is best to limit the boat to no more than five batteries. Experience has shown that, with more than five batteries, the internal resistance in each battery causes them to “sort of” fight each other. Finally, it’s a good idea to keep all of your batteries the same size.

Avoiding an unexpected, sudden charging failure should be enough to motivate most customers to replace older ferro-resonant chargers but the many other smart charger benefits are well worth the investment. Then, once our customers have better onboard power, they can upgrade other equipment! ●





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# Care, Custody and Control

## Minimizing Risk When Handling a Customer's Boat

**THIS APRIL AND MAY**, independent technicians, marina owners and operators, boat distributors great and small, as well as those in the business of selling trailers, will all be out on the road, or on the water.

They will be launching customers' boats and water testing them. They will be delivering new boats that they sold at the boat show, some of which will be packaged with a new trailer and they may even be transporting quantities of boats, such as a rack-type trailer full of canoes. Of course, everyone is rushing to get ready for the season.

It is a short season. Many people have been working long hours at the boat shows and after the 2009 sales season, everyone is trying to minimize cost and maximize efficiency. It's always tempting to push your luck a little bit to save money.

However, it often seems like mishaps occur when things are really busy. When it comes to insurance, there are a couple of scenarios where you may need better coverage than you have now.

**TECHNICIAN #1** – He's a great guy: self-employed, very versatile and he's in great demand at this time of year. With his tools in the back of his pick-up which he has insured for personal use only, Technician #1 is taking on a wide range of tasks to get his customers' boats launched in the spring. He's hauling a customer's boat and trailer when a tire blows out and the whole rig lands in the

ditch – major damage to the truck, trailer and the boat.

Clearly, Technician #1 had Care, Custody and Control of the boat and trailer, so the boat and trailer owner or their insurance company will be looking to him to recover any damages. Unfortunately, he did not declare that he was using the truck for business and he did not have a Commercial Business insurance policy to cover him. As the boat was not registered to him and the trailer plates were not his either, it is easy to establish that he was

*"It just makes sense  
that every marine  
technician would have  
a PCOC card and carry  
it with them while  
testing a customer's boat.  
With fines up to \$250,  
it's not worth the risk."*

engaged in commercial activity. The automobile insurance company could deny at least some, if not all of this claim. If he was hauling an expensive new ski or performance boat, the financial picture could be quite grim.

**TECHNICIAN #2** – He is in trouble but at least he's having a better day than Technician #1. Technician #2 has been in the business for years working for "ABC Marina". He has spent his whole life in boats, but he has never gotten a Pleasure Craft Operator Card. He takes a customer's boat out for a water test, hits a partly submerged steel drum at high speed and the boat sinks. The RCMP arrives on the scene quickly; no one is harmed.

The first question is, since a Pleasure Craft Operator Card is now required to operate a powered vessel anywhere in Canada and he does not have a Card, can the insurance company deny the claim? The second issue is whose insurance covers the loss?

Ken Price at HKMB Hub International insurance suggests that because Technician #2 has Care, Custody and Control of the boat when the accident occurs, the marina's own liability coverage would come into play. The fact that Technician #2 does not have a Pleasure Craft Operator Card should not cause the claim to be denied by his insurance company from what we have learned. The operator of a pleasure craft is required to provide proof of competency, either by a Pleasure Craft Operators Card, proof of having completed a boating safety course in Canada prior to April 1, 1999, or a completed rental boat safety checklist or rental agreement.

From an insurance perspective, this brief use by a service technician without





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## [INSURANCE CORNER]

a Pleasure Craft Operator Card should not cause the claim to be denied.

The RCMP will have a different perspective. They can fine Technician #2 the sum of \$250 simply for not having the Pleasure Craft Operator Card or proof of competency with him on board – even if he had one at home. Let's hope he also had the marina's Safety Kit with him. Other fines for not having approved life jackets and other safety equipment could amount to a lot of money.

It just makes sense that every marine technician would have a PCOC card and carry it with them while testing a customer's boat. With fines up to \$250, it's not worth the risk.

Going back to Care, Custody and Control of the vessel: what if Technician #2 were to injure another person in this accident?

Again, the marina's insurance should cover the accident for liability and also damage to the customer's boat but ultimately, the marina has to have purchased that coverage within their own policy. Issues of coverage under your Protection and Indemnity, or Watercraft Liability are contained within your Business insurance policy. It's a good idea to review this in detail with your insurance broker.

**TECHNICIAN #3** – This fellow is a dealer who owns the truck and has adequate Commercial vehicle insurance. He is delivering a package boat and trailer that he sold in the winter. The customer will take the papers and get his own trailer license. To transport the boat and trailer, Technician #3 puts his yellow and black dealer license plate on the trailer, but he may be in for a surprise. The trailer dealer plates were designed to allow a dealer to deliver a trailer. That trailer is not allowed to be loaded.

If there is a boat on the trailer, the driver could be liable for a fine.

If you are still using a Trailer Dealer Plate for hauling trailers you need to have this plate covered under a Garage Automobile insurance policy. Your regular automobile insurance policy will not extend to provide protection arising out of this plate.

If your dealership or marina is going to be delivering customer's boats on trailers, the best bet is to ensure that the customer's trailer is properly licensed with a white plate, even if you have to do it and that your vehicle is properly licensed and insured for the use of commercial hauling of boats.

If you were to damage a customer's boat while hauling it on their trailer, you should have protection under your Business insurance policy. Either as goods sold but not delivered or, under customer's goods in your care, custody and control – this should be reviewed with your insurance broker in detail as you do not want to find out after the fact that you are not properly insured. ●

*Our thanks to Ken Price at HKMB/Hub International insurance for these scenarios and related information.*



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### Kawartha Area Dealer Trio Cooperate with Great Results

BY JOHN MORRIS

**NEIGHBOURING** boat dealers are always cordial, but as fearsome competitors they may find it difficult to cooperate. Exceptions like the Port Credit Boat Show (and to some extent boat shows in general) are opportunities for dealers to 'work together'. Still, a coordinated, jointly funded weekend sales event is quite a departure as a marketing approach.

Town & Country Marine, near Lakefield, Paris Marine just north of Peterborough and Buckeye Marine in Bobcaygeon did just that this month by cooperating totally on their Kawartha Spring Boat Sale held March 5-7. Advertising efforts were merged to a single message supported by a merged budget and the sales resulting from the endeavour – several boats each – indicate the combined effort certainly delivered results.



The trio of dealers used a broad range of media that encompassed the "Big 3" concept but perhaps the most radical aspect was the \$4,500 grand prize. It was available to anyone who a) visited all three dealerships (they are about 20 minutes apart) to get their ballot punched and b) bought a boat from any one of the three during the sale or before March 20th. Gerry Brand of Peterborough, a long-time Buckeye customer, had his ballot drawn from among the entrants who visited all three dealers.

Beyond that, the sale used a variety of media to draw their crowd: the site on [boatdealers.ca](http://boatdealers.ca) showed logos for all the brands available at all three dealers along with four specials at each. Radio spots plugged all three as did ads in Kawartha Lakes This Week – the local weekly, which covers the trading area of all three dealers nicely. All three dealers did e-mail blasts to their lists and used their

Facebook and individual websites to trumpet the event. The Big 3 poster featured boats available at all three meaning that competitors were advertising directly in each other's showrooms!

The three dealerships tested the joint program based on a similar program in the Ottawa area in an effort to impact the marketplace and move potential buyers towards boating. "It's the first time we tried something together," notes Carly Poole of Buckeye. "Teaming up gave us more leverage through a bigger budget and we got more exposure than we could on our own," she adds.

The "bottom line" of the cooperative program? All three dealerships enjoyed considerable traffic for an early March event (significantly up from '09) and more than a dozen deals were made. Based on the success of this year's first Big 3 Sale, the dealers have committed to repeat the program in spring 2011. ●

### Safe Boating Awareness Week 2010

BY TED RANKINE

**ALL PREDICTIONS** are on El Nino to make this year's spring and early summer hot and dry. That means boating will be bigger than ever and an important reason for all those in the recreational marine industry to work extra hard this Safe Boating Awareness Week (SBAW) to remind boaters about boating responsibly. Although the official date for the week is May 22-28, organizers are reaching out now to attract industry volunteers to lend a hand and help with this year's campaign.

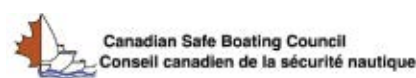
We are looking for industry volunteers to dedicate some time in their local area reaching out to the local community newspapers, radio and television stations to get them on board and help promote responsible boating behaviour to their

audience. You'd be surprised at how receptive local media is to help. It's also a great way to showcase your organization's products and services. Details of what is required by SBAW volunteers can be found in the Volunteer e-Guide on the CSBC web site at [www.csbc.npts.ca](http://www.csbc.npts.ca).

Although there are no new materials planned for this season, the media you contact will find plenty of pre-existing audio/tv PSAs and print articles that are print/broadcast ready.

And if you or anyone you know in your area is planning a local safe boating event to highlight the week, we want to hear about it and promote it. Send along details on the event's 5 Ws...Where, When, Who, Why and How (along with photos of previous events if applicable) and we will add it to our online listing.

As with previous years, the



Transport Canada Office of Boating Safety has been providing financial resources to the campaign and continues to do so for 2010 within their contribution agreement program in which they are supporting SBAW with 75% of the required funding. We thank them for their support but are looking for more to make up the additional 25% that the CSBC must fund.

Last year's campaign produced some 59 million impressions across Canada and our post campaign research demonstrated that the aided message awareness clocked in at an incredible 60%. This year we are working to increase both even more. If you can lend a hand in this important outreach project, please contact Ted Rankine right away at [ted@csbc.ca](mailto:ted@csbc.ca). ●



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- **Harbercraft Signs New Dealers in Manitoba and Ontario**
- **Does Canada Actually Have 9,890 Marine Technicians?**
- **Campion Marine to Use Ecomate Environmentally Friendly Foam**
- **BRP Celebrates Their 75,000th Sea-Doo Sportboat**
- **Ontario Sailing Celebrated its 40th Anniversary in Real Style**
- **SeaWide is Named Distributor for Blackline GPS Corp, Harpoon GPS**
- **Chaparral Boats Rehires 120 Employees**
- **Kwik Tek Buys Sportsstuff**
- **Ribcraft Appoints Canadian Representative**
- **Canadian Yachting Sponsors Legends of Ontario Sailing Award**
- **Nova Scotia In-Water Boat Show is July 23 to 25**
- **AquaLink View 406 GPS PLB Receives Industry Canada Approval**
- **Boating Ontario Dealers Host Shirt Sleeve Session**
- **Have You Joined Into Boating Week BC Yet?**
- **North South Nautical Group Expands To Bellville and Quinte Region**
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- **ABBRA to Bring Back Popular Summer Symposium**
- **Canada's Marine Industry Mourns the Passing of John Irwin**
- **WOW - Women on the Water Returns to PCYC**
- **"Quadzilla" Debuts at Miami - Mercury's New 1300hp V8**
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- **New Four-stroke Outboards Introduced by Honda and Suzuki**



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## Support the Broad Reach Foundation and Help “At Risk Youth”

There is an innovative and valuable service being carried out by a group of volunteers and they could really use your help and support in their work.

If you haven't heard of it, it's called the Broad Reach Foundation for Youth Leaders and the executive director is Marie Taylor. It's a registered charity to benefit “at risk youth”. The way that they help young people to get their bearings and move on to personal success in life is to use the experience of sailing and racing as a vehicle. Learning about sailing through Broad Reach shows them that they can succeed at something and teaches them how to work within a group setting that they can integrate into a team.

These “at risk youth” are recommended to the program by a variety of other organizations and agencies such as Youth Employment Services and The Yonge Street Mission. When they find a suitable candidate that they believe can be helped



by this program, they contact the Broad Reach Foundation; 300 of these individuals are given a chance to experience learning how to sail every summer.

Corresponding with sailing season, the program begins at the end of May



and continues through to the end of September. Thanks to donations by individuals and organizations like yours, the opportunity is free for the youth involved.

The program was founded in 1999 by Adrian Johnson who believed that by sharing his own positive experiences in sailing, there was a great learning opportunity for youth who had come from disadvantaged backgrounds, dropped out of school, had difficult adjustments coming from an immigrant family or perhaps even came through the correctional services system. Johnson believed that these young people could benefit greatly by the positive experiences of sailing with a group. (The HMCS York-based organization operates in the greater Toronto area and is hoping to expand into Oakville in the coming year.)

While the youth in the program change each year, it is the same organizations assisting and recommending them into the program from year to year. The participating youths come from all over the area.

A great example of a synergistic con-

nection is that the Lake Ontario 300 race has chosen Broad Reach Foundation as its charitable organization. Perhaps your club or business might do the same.

There are many ways that you can help Broad Reach. Broad Reach Foundation is always looking for volunteers with a knowledge of boating and sailing to just provide a little bit of volunteer time to help out with the program.

Broad Reach's fleet of boats needs regular maintenance and repair, so donations of either money, labour and/or suitable parts and equipment are also gratefully received.

Sailing really does build character. Participants experience a sense of team spirit and purpose and I'm sure you'll agree it's easy to see how beneficial that could be to a young person who needs help navigating their way towards being a productive member of society. It wouldn't take much for you to help this large group of youths get their lives on the right track this summer. Contact Marie Taylor at [marie@sailbroadreach.ca](mailto:marie@sailbroadreach.ca) or call 416-867-9350 Ext 304. ●

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# Marina Gosselin in Quebec

## BÉNÉTEAU DEALER OF THE YEAR



Christine, Guy and Martin Gosselin carry on the marina's traditions.

Marina Gosselin is on the Richelieu River leading into Lake Champlain, so the business serves a clientele from both Canada and also from all around the eastern United States. The marina is also right beside historic Fort Lennox.

**THE IMPACT SERIES** in *Boating Industry Canada* profiles individuals and companies in the Canadian marine industry – those people who have had a significant impact on our industry. With over 60 years in the business and a rich history in one area, Marina Gosselin is an enduring success and has, indeed, had a great impact.

Absolutely, a big part of that success is its excellent location on the Richelieu River leading into Lake Champlain. Marina Gosselin serves a clientele from both Canada (in particular the greater Montréal area) and also from points all around the eastern United States. The marina is also right beside historic Fort Lennox which adds to the visibility and the traffic. Today, the property is over one million square feet and it is saturated with facilities including an excellent showroom, a chandlery, repair facilities and even a high-quality restaurant.

Plainly, this excellent location has

BY ANDY ADAMS

been a key factor in the marina's success. However, from the very outset, the family has had an intense focus on customer service and also on the stability of the organization. For example, while the high season staffing levels reach to over 60 people, Marina Gosselin is fully active all year round and has a permanent full-time, staff of 40 people.

The staff expertise that develops over time and the reputation the business earns creates momentum that carries through both good and bad business cycles. The alumni of past Marina Gosselin employees includes Pat Nelder (nee Kidd) who served for many years as the Executive Director of the Atlantic Marine Trades Association (AMTA) before moving to South Africa last year with her boat building husband Keith. Another distinguished alumnus is Michel Sacco, now publisher of *L'escale*

Nautique, Canada's premier French language yachting publication. Walter Timmermann, president of AMQ also worked at Marina Gosselin; he is now with Raymarine. Jacques Tessier, the past president of AMQ, continues to work at Marina Gosselin. In addition, several other marinas throughout the area have been started by people who learned the business at Marina Gosselin.

Guy Gosselin told us, "Create a great atmosphere – that is what we strive to do. Our customers are at home here. Many have been coming here year after year because they like the way we run it. We see this as a day-to-day business. We wake up in the morning and look forward to working here. Our approach is that this is our life – our bread and butter."

For two generations, the Gosselin family has been involved with the boat business in the region of the Haut-Richelieu. Marina Gosselin was founded



when Joseph A. Gosselin was a young man who performed maintenance on the navigational aids of boats traveling through what was then a very active commercial waterway. Expanding his business, he began by adding the rental of small fishing boats.

Guy Gosselin was a boy back then and he helped out with the fishing boats and collected bait worms to sell. His brothers Pierre and Luc became involved as well.

They were the first marina in the area with gas and they had a Texaco sign at the end of their dock. At that time, it was \$2.50 for a 5-gallon can. In the 1970s, Pierre became recognized for his expertise in working on boats, many of which were still wooden. They built a shed and started working on repairs continuing their work in winter, later building more and larger buildings to accommodate the growth.

In 1975, Joseph Gosselin's sons took the helm of their father's successful business, and officially inaugurated Marina Gosselin Ltd. By this time, the company offered dock rental, storage and boat repairs. A new building was constructed to accommodate the administrative offices, as well as a shop selling boat parts and accessories.

That makes this the 35th anniversary year, yet, their foreman, Gilles Savage, has now been with them for 37 years! Almost half of their full-time personnel have been with Marina Gosselin for more than 20 years – an enviable record on both sides!

They began selling boats in 1975 with CS Yachts and Jim Flannery and later had relationships with Mirage, Tanzer, and Bayfield.

In 1983, anticipating the first "Québec to Saint-Malo Race" to be held the following year, the region's sailing industry went through an explosive period of growth and expansion, particularly on Lake Champlain.

At the 1983 boat show in Montréal, Jeanneau from France exhibited and wound up selling 23 boats that year. The currency differences made this a great opportunity. But, the Jeanneau yachts came into Canada as European-spec'd



Here is the staff assembled for this article. Almost half of their full-time personnel have been with Marina Gosselin for more than 20 years – an enviable record on both sides!


boats and Jeanneau needed someone to convert them all to Canadian specifications which included installing holding tanks. The experts at Marina Gosselin did such a great job that Jeanneau invited them to become the dealers here.

Centre Nautique Gosselin Inc. was formed to focus entirely on the selling of boats. Steady progress has attracted many manufacturers and, since 1997, the Gosselins have earned the title of authorized dealer for Bénéteau, Volvo Penta, Yanmar and Zodiac.

They believe in concentrating on one main line. From 1984, it was Jeanneau but the market for all boats really crashed in 1989. In France, Bénéteau

bought out Jeanneau and ever since, both lines have been built in the Bénéteau plant. Marina Gosselin got the Bénéteau line in 1997 and they have concentrated their efforts on this main line ever since.


Concentration and focus seems to be another great factor in the Marina Gosselin success. While the three brothers took the marina over from their father in 1975 (who would be 106 years old if he were still alive today) it again



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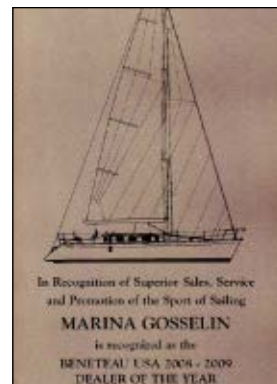
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As they were receiving the award as the Bénéteau 2008 – 2009 Dealer of the Year, Guy Gosselin told the other world-wide dealers, "It is very important that you have a full time operation – and you may have other brands – but it is very important that you find an exclusive dealership, concentrate and perform the best service, then you will be the best in the business."



changed in 2008. Brother Pierre had died earlier; Guy and Luc Gosselin continued the business together until Guy bought out Luc's interests in 2008. Guy's children, Christine and Martin came into the business first as young people and then full-time when they graduated from university.

Christine and Martin will form the next generation. As Guy wisely observed, "In a business like this, you need to be more concentrated and very focused. That makes it easier to make decisions about growth and planning."

An example he cited was that, "We have a lot of demand. We felt we had to reduce the number of boats by a few customers. About 550 boats was OK [to manage] but if we got up close to 1,000, we could not maintain the service levels, so we accepted that we had to cut back. It's 500 to 600 maximum."

It remains a family-owned and operated business, now solidly in the 3rd generation. "It's best to keep the money in the business," Guy noted, "and it is very important to have many departments: repair, rental, new boat sales and storage. That way the business is stronger and we strive to be the best in service – that's how you get to be best in sales."

In the interview, Guy Gosselin and daughter Christine offered a number of business-building ideas that they found to be successful. New boat buyers get the first year of winter storage free. That brings them back as customers, let's the marina do any warranty work and starts the relationship. Then, the chandlery is staffed by knowledgeable senior people who can even offer DIY advice for those who don't want the marina's service yet.

But the best advice Guy Gosselin can offer is what he said at the Bénéteau annual meeting in France recently. Marina Gosselin is a perennial Top Gun sales winner. Alain Prieur has been the Bénéteau Top Gun for 4 years now and this year, Marina Gosselin reached the top place. As they were receiving the award as the Bénéteau 2008-2009 Dealer of the Year, Guy Gosselin told the other worldwide dealers, "It is very important that you have a full-time operation – and you may have other brands – but it is very important that you find an exclusive dealership, concentrate and perform the best service, then you will be the best in the business."

In today's world of demanding consumers, Guy Gosselin clearly has the right focus for success. ●





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# Bringing Your Tools?

## DON'T FORGET THE LAPTOP!

By GLEN CAIRNS



**NOT WITHSTANDING** some unusually balmy weather in many parts of the country this spring, we have to admit that, in Canada, our boating season is fairly short. As a result, recreational boat owners can have a short fuse when it comes to downtime for engine repairs. Nothing frustrates a customer more than watching his money and precious vacation time go up in smoke as a technician goes through a long trial and error process tracking down the source of an engine problem.

For some time now, all outboard motor manufacturers have had their own computer-based diagnostic software programs allowing dealerships quick access to engine systems and problems. However, it's not always possible to get the boat to a dealership in a timely fashion and it can be annoying, to say the least, to discover that the problem was minor in nature and could have been solved with a proper engine diagnosis. If the problem is solved in short order, then the service shop has a happy

customer and so does the manufacturer.

In recent years, a number of companies have come along to offer their own PC-based diagnostic tools. One of these is CDI Electronics based in Madison, Alabama. CDI introduced their MEDS (Marine Engine Diagnostic Software) system a few years ago aiming it at independent service shop owners and service technicians. These shops did not have access to the manufacturer-specific programs and the cost of purchasing each individual program would be prohibitive. Since computer diagnosis is essential for modern EFI outboards, a small shop would be limited to working on an ever shrinking pool of older, lower value motors.

The MEDS system uses a Windows OS platform and connects to any computer with a USB port. Thomas James, CDI's sales manager, points out that once the software is loaded it's just a matter connecting the cable to the module being checked. Nobody needs another headache, so simplicity and ease of oper-

ation are paramount for the success of this type of software.

For 2010, CDI has introduced MEDS 4.0 which adds diagnostic capability for the complete BRP line of electronically controlled 2-stroke motors, including E-TEC and FICHT. According to CDI's James, this means their software has the ability to diagnose over 90% of the electronically controlled outboards currently in use. With the increasing availability of remote wireless Internet such as Roger's "Rocket" or Bell's "Turbo" stick, not only can the diagnosis be done on board the boat, but the technician can access web-based engine manuals and parts as well. While the software is a significant investment, the PC requirement is modest, making a small laptop an essential part of any modern technician's toolkit.

The MEDS system offers an "auto run" feature which works as a safety check review. With the power to the fuel pump disconnected, the interface is plugged into the engine and then you just click on the auto run button. The MEDS system performs a series of tests on the engine systems while the technician can be away on another task. This provides a detailed report on the motor's condition. To help cover the cost of the software, service shops can offer their customers an engine "report card". This is a great way to help with the sale of a used engine or to provide a pre-season check and head off any potential problems. Boat owners often have an investment of \$20,000 to \$50,000 in their motors, so paying a modest fee to know that all is well shouldn't be a hard sell. Perhaps offering the customer a coffee while he waits in your showroom will even generate some business from additional merchandise sales. For engine



dealerships, having aftermarket diagnostic software means they are able to deal with other engine makes they take on trade or have in their shop due to breakdowns. PC software such as MEDS can also be a very useful tool for marine surveyors, allowing the potential buyer to receive a complete engine status and history report. Since the engine(s) can represent more than half the value of an older boat, this can be an important deciding factor in any purchase.

When it comes to inboard engines, EFI technology introduced in the early 1990s has left many shops without the tools to properly diagnose and service newer motors. Chicago-based Rinda Technologies Inc. has been a pioneer in the development of diagnostic tools for the inboard sector. Rinda's Diacom Marine PC diagnostic software supports MerCruiser, Volvo Penta, Indmar, Crusader Marine and many other engines suppliers. Like outboards, inboard engines have become increasingly sophisticated. The introduction of Electronic Throttle Control (ETC) a few years ago is adding another level of troubleshooting complexity for the service technician as this system becomes more

widely used. As of January 2010, all 50 states in the US require a catalytic converter on inboard marine engines. Company owner Ed Rinda points out that without the proper diagnostic tools, the repair technician will be unable to service these newer engines. While Diacom Marine software has been focused on inboard engines, Ed tells us they will be introducing an update to cover Mercury outboards in May 2010.

While many of the folks working on engines today are from the hands-on old school, most of the young people we need to attract to the marine service industry are far more comfortable with a PC than a carburetor (remember those?). Of course, having the latest computer software is just one part of a successful service shop.

It is necessary to keep the software up to date as well as staying abreast of engine manufacturer's service bulletins. With the continuing implementation of ever stricter emission controls and fuel efficiency standards, there is no question



service shops will be expected to deal with increasingly complex systems in the coming years.

We can also expect a customer base that is increasingly impatient with delay. At one time, no one was particularly surprised when their boat's outboard motor gave them trouble, indeed, most regular boaters had to be at least minimally familiar with the workings of their engine. Not so today. Customers expect their boats to be as reliable as their cars – just start up and go. It is up to marine service departments to meet these expectations if recreational boating is going to be successful in attracting new people to the sport. ●

## Right Coast, Left Coast: Marine Trades Take a Higher Profile

BY GLEN CAIRNS

**IN OUR OCTOBER 2009 ISSUE**, we carried an interview with Herman Bolger of Offshore Marine in which he emphasized the importance of using best practices in boat repair. So this seemed like a good time to begin surveying who's



doing what in the area of marine trades certification. In typical Canadian fashion, there is considerable variation across the country as to the types and styles of marine training and certification, but there is no question the general trend is towards improved training and professionalism. In this article, we will take a closer look at what's happening on the west and east coasts.

### BRITISH COLUMBIA

With the largest concentration of recreational boats after Ontario and more big yachts than anywhere else in Canada, BC has been at the forefront in the training and certification of marine

technicians. In the early 1990s, the BC recreational marine industry became alarmed at the lack of professionalism, or a career path for workers in the industry. The industry came together to create the Quadrant Marine Institute. Located in Sydney on Vancouver Island, the institute is near a cluster of working yards and marinas. Recognizing the value of the work being done by Quadrant, the BC government created the trade certification of "Marine Repair Technician" in 1998.

Since the recreational marine industry in BC is extremely diverse, the students in the technician program need to be knowledgeable in a wide range of

## [THE BOAT SHOP]

subjects and highly skilled in their field of expertise. The program is divided into academic and hands-on job experience. The classroom training consists of 115 units covering all aspects of the trade. Since this is a competency-based program, the student has to demonstrate some 24 basic skills during his or her training, which must be signed off on by approved program instructors or supervisors. In addition, students are also expected to select at least 6 advanced skills from a list of 55 that cut across a wide range of industry specializations. Advanced competencies are related to what the apprentice does on the job and the ability to demonstrate complete projects, or 'jobs' from start to finish. At the end of the Quadrant program, the apprentices must pass a provincial "Certificate of Qualifications" exam. Passing this exam, along with their 4-year apprenticeship and completed Training Record Book, qualifies them as a certified journeyperson.

Peter Dahl is Quadrant's Director and he is responsible for the ongoing development of the training program. Peter says the decline in the BC boatbuilding industry, which has been devastated by exchange rates and the world recession, has not had the same effect on the service side of the industry. While their student numbers are down somewhat, they still see an industry demand for the skilled trades people. Peter says, "In the past, there has been no culture of training or professionalism in the recreational marine industry. That is changing quickly and will have to change if we're going to meet the needs of the market. The days of shoddy workmanship and fly-by-night operators are fading fast."

[www.quadrantmarine.com](http://www.quadrantmarine.com)

### NOVA SCOTIA

Down east, Nova Scotia is leading the way with a recognized trade for "Marine Services Technician" in the final stages of implementation. The push for this trade certification has come from the Nova Scotia Boatbuilders Association (NSBA) and its members. Addressing the challenges presented by an ageing workforce

and a general lack of qualified workers has been a central mandate of the NSBA since its inception. In 2005, the NSBA, working with the Nova Scotia Department of Labour and Workforce development, was successful in having "Boatbuilder" recognized as a certified trade. Using the New Zealand training system as a template, they implemented an apprenticeship training program which has shown steady progress. Recognizing that many boatyards derive



some, or all, of their income from boat refit and repair, the NSBA decided to go ahead with a plan to have "Marine Services Technician" certified as a trade. Chip Dickinson is the NSBA's Training and Certification Coordinator and is point man for the development and implementation of this new trade. Chip says that while there are obvious overlaps between boat building and boat repair, there are also significant differences. A good service technician needs an understanding of boat construction methods and also must have excellent problem solving skills.

The nature of the Nova Scotia marine business is different from the business in BC and Ontario in that most technicians will find themselves working on inshore commercial vessels as well as recreational boats. Since construction methods and finish standards are different for these categories, this adds another dimension to their work. While the NS trade is based on the BC model, it will differ in offering the trainee two streams under one "Marine Services Technician" certification. "Mechanical" will cover engine and electrical systems and "Hull" will focus on structural repair. While the Boatbuilder Apprenticeship Program is entirely workplace-based, this new trade

will include both classroom and workplace training. Workers presently employed in the industry will be able to challenge the trade standards and earn their certification by a process known under the acronym PLAR (Prior Learning and Assessment Recognition).

In the past, stand-alone boatbuilding schools have not been successful as they were often not geared to the needs of the industry. Chip says, "This program is very much a partnership between industry and the Nova Scotia Community College (NSCC). The pilot program, which will hopefully begin in September, is based in Lunenburg where existing industry assets will be used as much as possible." The expectation is that a full-time school is not more than 2 years away. The combination of workplace and classroom training is central to the plan for this new trade.

[www.nsboats.com](http://www.nsboats.com)

### FUTURE

You have probably noticed media stories lately about Canada's rapidly changing demographics. Indeed a recent article in the Cape Breton Post came with the alarming headline, "NS: Demographic Doom". These changes reflect the fact large numbers of immigrants will be required to meet labour force demands over the coming years. In some ways the marine industry is in for a direct challenge as it will have to compete for new workers. While much of the skilled workforce in the recreational marine building and repair business is getting older, the importance of attracting new workers is ever more urgent. The increasing complexity of yachts also means that the skills required are greater. In order to attract young people to the marine trades, the jobs need not just to be well paid, but also to have the stature that comes from being a recognized trade. In Peter Dahl's words "The development of skills is secondary and a by-product of introducing a climate where being skilled is recognized and rewarded. People, especially young people, must see a future – then they get interested in becoming skilled." ●

# CRISIS? WHAT CRISIS?

By JOHN MORRIS

**BEING FAMOUS** is a mixed blessing. It's wonderful when everything is going well, but just ask Tiger Woods, or the brass at Toyota, or Helena Guergis, the minister who labeled PEI a 'hellhole' in a moment of out-flipping. Suddenly everyone and anyone are on your case with probes, questions and blog nasties. All publicity is good publicity? Well not always.

You're not famous nor is your operation, but you are in the public sphere and let's hope that nothing negative makes it any more noteworthy. But, sometimes life hits the fan, even in the idyllic tranquility of boating country. Let's hope that doesn't happen to you, but planning a response to a crisis is worth doing, even though chances are slim that you'll ever have to haul your contingency plan out of the file.

Your response, particularly your initial response, will quickly determine whether you can turn those lemons into lemonade. What could go wrong, you ask, head buried on the beach. I don't want to be a gloom merchant, but sometimes things well beyond your control, even those that appear minor, can take on a life of their own. A slow news day, a curious reporter or blogger and some oddball occurrence can be magnified well out of proportion. The chances of that happening at your place are slim, it's true, but I'm just sayin'....

So what happens if a gas pump leaks and a duck gets discoloured, or if a kid leaves a banana peel on the dock and a grandmother falls getting ashore? Or (it can't happen here) something bigger.

If you get a call about an issue you haven't anticipated, be straightforward. Ask for an hour to get up to date, then

call back promptly. Any sane reporter will understand that request. During that time, gather your thoughts, familiarize yourself with the situation and compose the items below.

Tell the truth even if it hurts. Don't attempt to minimize the gravity of the situation. We don't live in quite the litigious society south of the border, and



inevitably the truth comes out one way or another.

In any discussion, get the important facts out first in a summary form. At this point, particularly, it is vital to appear competent and transparent. Here's what happened, when and where; here's what we are doing about it. (The pump leaked on Tuesday, that day we called the ministry and today we are replacing the nosel.)

Then explain in detail what you (and/or your supplier or OEM) is doing to correct the problem. Emphasize the positive points but don't exaggerate. (The boat manufacturer is replacing all the bilge hoses even though this is the first reported failure.)

Never go "off the record." Even though you may have known an interviewer for years, they have a job to do and you must realize off the record is a request, not an instruction. That doesn't

make the reporter a bad person. Don't argue, you cannot win. Present the facts, take responsibility where appropriate, and concentrate on solutions.

If you don't know the answer, say so – this is tough, but crucial. Then get back to the reporter with the information or find someone else who can respond and make sure they do.

Address the issues from the consumer's viewpoint. The consumer isn't interested in your internal complications such as a staff holiday or missed message. They are interested in the problem's impact on them.

Skip the BS. You wouldn't buy it and the world is more skeptical than ever thanks to the seemingly endless stream of baloney they see and hear regularly.

When you make the front page, even of some minor local publication you're famous, like it or not.

There's a new element to the crisis control world: the web. Remember that it never goes away and long after your problem is resolved, the story will google at the most awkward times. Bear that in mind from the very first moment of a problem.

In PR school they talk a lot about crisis management and many firms specialize in it; some are fairly expensive since they get customers at their most vulnerable moment. I think that kind of help is unnecessary in the kind of matters that you could reasonably expect to face, but if something grave happens, it may be worth getting professional advice.

Let's hope that the banana peel doesn't get dropped, but if you follow these common sense suggestions and keep mumbling to a minimum, you may even turn a problem into a positive. ●



## NEW PRODUCTS

### EASY-TO-INSTALL BILGE SYSTEM REMOVES WATER AUTOMATICALLY

Allowing moisture to collect down below can result in mildew infestations, unpleasant odours and costly damage to boats. Arid Bilge Systems automatically removes water and keeps the area bone dry, leaving more moments for cruising.

Creating a more pleasant onboard environment, Arid Bilge Systems' Series 4 is a vacuum drying system that utilizes multiple pickups placed in the bilge compartments to remove moisture. It features single-point discharge and pumps a maximum of 10.2 gallons of water per hour.

Contact your distributor or visit [www.aridbilge.com](http://www.aridbilge.com).



### NEW CONVECTION MICROWAVE GRILL IS THREE APPLIANCES IN ONE

Here is a single appliance that can bake, brown and grill.

Revolutionizing onboard cooking, the space-saving and stylish CMC11040B Microwave Convection Oven Combination with Grill from Contoure Int. delivers three appliances in one.

Providing all the convenience of a microwave, the innovative, black unit also offers enhanced



browning, baking and crisping. Emitting radiant heat, it gives food that hot-off-the-grill taste. Users can reduce cooking time even more by adding convection heat in combination with microwave energy.

Contact your distributor or visit [www.contoure.com](http://www.contoure.com).

### BRIGHT, FLOATING DESIGN SAVES RADIOS DROPPED OVERBOARD

Now when a VHF radio accidentally falls overboard, it's not permanently lost. Featuring an easy-to-spot orange core and floating design, the MR HH330 FLT and Bluetooth®-equipped MR HH475 FLT BT Floating Handheld VHF radios from Cobra Marine, a division of Cobra Electronics, make retrieving a radio from the water a lot easier.

Cobra's most powerful handheld radios, these models operate with 6 watts of power, enabling long-range communication. A noise-canceling microphone blocks background noises, such as wind and engine sounds, for clearer conversations.

Other key features include a large LCD screen for effortless viewing, Bluetooth® wireless capabilities, the Rewind-Say-Again feature to record and replay up to 20 seconds of a call and a unique "BURP" feature, vibrating water out of the speaker grill.

Contact your distributor or visit [www.cobra.com/marine](http://www.cobra.com/marine).



### NEW DURASAFE COUPLER CONNECT HELPS PREVENT ACCIDENTAL UNCOUPLING

DuraSafe has launched Coupler Connect, an easy-to-use trailer alignment device that also offers optional protection against accidental trailer uncoupling.

The DuraSafe Coupler Connect plus Protect offers the advantages of their Coupler Connect product and adds a separate, universal-fit hold down device that prevents the coupler from accidentally popping off the tow ball during travel.



1.) Use the guide plate accessory to align the coupler directly over the tow ball for easy hookup. 2.) Remove the

guide plate and insert the protective hold down accessory to help prevent the coupler from accidentally popping off

the tow ball during travel. The guide plate can also be used to secure the trailer to the tow vehicle when a padlock is used.

Contact your distributor or visit [www.durasafelocks.com](http://www.durasafelocks.com)

### NEW FOUR-BLADE ALUMINUM PROP BOOSTS PERFORMANCE

Aluminum props took a giant leap forward when Turning Point Propellers introduced the state-of-the-art Four-Blade Aluminum Hustler Propeller.

Employing the latest in blade design, the advanced prop utilizes two different high-performance blade geometries. Two opposing blades feature a variable-rake design with an aggressive pitch for remarkable cornering and hole shots. Its other two cleaver-style blades produce greater top speeds and enhanced stern lift. The company claims this innovative combination results in the best overall performing aluminum propeller on the market.

Contact your distributor or visit [www.turningpointpropellers.com](http://www.turningpointpropellers.com).



### SOLAR-POWERED ELECTRIC MOTOR SETS STANDARD FOR ECO-FRIENDLY PROPULSION

Combining integrated lithium batteries with unrivalled efficiency, Torqeedo's new Travel models offer a lot of power and range at a small size and weight. The Travel 503 is equivalent to 1.5 HP, while the 1003 is comparable to 3 HP.

Torqeedo's lithium-manganese batteries enable a great amount of energy to be stored per pound of battery weight. At slow speed, the range of a Travel motor exceeds 12 nautical miles.

A display located inside the tiller shows precise information about the remaining range, power consumption and state of charge, calculated with the help of the integrated GPS.

To be more environmentally friendly, foldable 3' square, solar panels are available. When the panels are combined with a Torqeedo Travel, users get one of the lightest and smallest solar-powered drives in the world, with a total weight of only 31 lbs.

Contact your distributor or visit [www.torqeedo.com](http://www.torqeedo.com)



## OEM AND AFTERMARKET BUYERS WILL APPRECIATE STIDD'S ERGONOMIC MARINE SEATS



STIDD ergonomic marine seating provides anatomically correct, comfortable positioning and passive restraint for the functional marine environment. Strong, lightweight, corrosion-proof materials are integrated with easy to operate, multifunction adjustments. Its dynamic

yet conservative appearance make STIDD seats the leading brand in their class and highest rated in customer satisfaction.

[www.stidd.com](http://www.stidd.com)

## ENTRY LEVEL TACKTICK WIRELESS SPEED AND DEPTH INSTRUMENTS

New low-cost, easy-to-install, 12-volt Entry Level wireless speed and depth instruments from Tacktick are designed for new and retrofits on boats up to 35 ft. The waterproof displays feature large 38mm readouts and back-lighting for night use.

For retrofitting, stand-alone Entry Level Depth



and Speed systems and a combined Entry Level Speed & Depth System (with two displays) can also be installed on boats already equipped with Airmar speed or depth transducers.

[www.tacktick.com](http://www.tacktick.com).

## FUEL POLISHING MODULE RETROFITS INTO VIRTUALLY ANY SYSTEM

Removing the daily build-up of condensation in a diesel fuel system is important and not only improves engine performance, but helps prevent engine failure. With Parker Energy Systems' FPM-050 Fuel Polishing Module, boat owners can effortlessly combat the accumulation of water. This versatile fuel maintenance solution can be installed in multiple configurations to maximize reliability.

The FPM-050 is designed for easy retrofitting into existing diesel fuel systems, whether inline with the main fuel filter/water separator or as part of a dedicated fuel maintenance loop. In either arrangement, regular use of Parker's fuel polishing module while the engine is idle helps prevent contaminants from accumulating in the fuel system by continuously removing moisture.

[www.parker.com](http://www.parker.com)



## YOU too can become an environmental leader!



Marinas in Ontario continue to lead the way in protecting our waterways by participating in the Clean Marine environmental program but we would like to ask the question:

**What are YOU doing to ensure our waterways are clean for years to come?**

For tips on how you can do your part, please visit

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

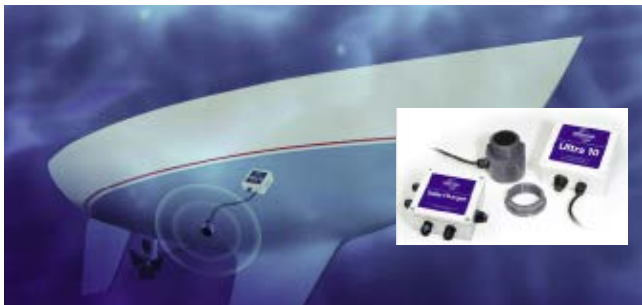
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## NEW PRODUCTS

### ULTRASONIC ANTIFOULING ANNOUNCES THE LAUNCH OF ULTRA SOLAR



Ultrasonic Antifouling Ltd., whose revolutionary and eco-friendly Ultra system has transformed traditional methods of antifouling, is launching an exciting new addition to its product range – the Ultra Solar.

Ultra Solar is a new stand-alone system that complements the existing Ultra range. It is designed to give boat owners, without access to a shore power supply, the opportunity to benefit from having an Ultra system fitted to their boat – something which was not previously possible.

The solar controller has been specially designed to control the power between solar panels, battery and the Ultrasonic Antifouling system. The intelligent unit keeps your battery in good health and provides the Ultrasonic system with the correct amount of electrical power.

Ultrasonic Antifouling is a revolutionary way to protect a boat from fouling using high frequency, low power sound waves to destroy algae and prevent weed and barnacle growth. The system has been carefully researched and developed and is now being used with great success all over the world. A worldwide network of Approved Installation Centres is currently being appointed by the company to deal with the growing interest and demand for the product.

Contact your distributor or visit [www.ultrasonic-antifouling.com](http://www.ultrasonic-antifouling.com)

### FREE-FALL ANCHOR WINCHES MAKE NORTH AMERICAN DEBUT

Thermoboat, Ltd. of Sidney BC, will be the North American importer of Stress Free Anchor Winches. Made in Australia, Stress Free Anchor Winches are suited for both power and sailboat applications. Stress Free Anchor Winches have recently introduced their patented "NG" Series of Free Fall Winches in 4 sizes. The "NG" Series is the first ever free fall design drum anchor winch and is available in 12 or 24 volt DC.

The NG series of anchor winches are ruggedly engineered to raise, lower and secure anchors from the helm at the touch of a button. The patented design allows the anchor to be lowered under powered control at 80- 90 fpm or to "free fall" without risk of over run or tangles at up to 600 fpm.

Contact your distributor or visit [www.thermoboat.com](http://www.thermoboat.com)



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