

AUGUST 2010

Boating

INDUSTRY CANADA

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**Linda
Waddell**

President, Canadian
Boat Shows Inc.

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– How To Prepare for a
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BY ANDY ADAMS

Getting Ready for the Future

WE ARE DELIGHTED to announce another vitally important new relationship for *Boating Industry Canada* magazine; in “The Boat Shop” column, we will be featuring informative and educational editorial from NMEA, the National Marine Electronics Association.

In the last issue of *Boating Industry Canada* magazine, we announced a similar new relationship with ABYC, the American Boat and Yacht Council and their premiere in our June issue was a Spring Checklist article from internationally recognized marine writer, Ed Sherman.

By reading *Boating Industry Canada* magazine and by sharing it with your technicians (actually, it's free so have them get a subscription of their own) we are working hard to give you a leg up on getting ready for the future. It is free education in bite-sized pieces and you will be able to refer back to this information in future, whenever you need it by going online to the *Boating Industry Canada* digital editions.

Canada offers a very bright future for those businesses catering to the absolute hoardes of baby boomers who are starting to retire. As they wind down work, they will wind up in cottage country and on big boats, all across Canada.

Canada's baby boomers love to be by the water. They have driven cottage prices to record highs and their big boats fill every available slip in preparation for their retirement.

This great new editorial in *Boating Industry Canada* is real, hands-on, best-practices technical editorial from the leading associations ABYC and NMEA.

For the next 20 years, life for the best repair and re-fit shops and yards will be bright. It may not be as bright for the new boat builders and dealers. We think

that the money will be in service more than in sales. Here is why.

The Globe & Mail newspaper recently covered new information from Statistics Canada that predicts that the population of over-65s (the retired baby boomers) will more than double, from 4.7 million in 2009 to between 9.9 million and 10.9 million by 2036.

“The ageing of the population is projected to accelerate rapidly, as the entire baby boom generation turns 65 [by 2036],” Statscan said in a release.

An effect of the changing age structure will be that the ratio of working-age people to seniors would decrease from five to one in 2009 to about 2.5 to one by 2036. The more significant number is that the proportion of the population aged 15 to 64 – the traditional work force – would decline from about 70 per cent to 60 per cent.

We are betting that fewer people working will mean social programs get cut back for those retired boomers. Their home values may deflate too unless immigration picks up. That translates into “fix the boat”.

The expectation is that the overall Canadian population would exceed 40 million by 2036, ranging from 40.1 million under its low-growth scenario to 47.7 million under its high-growth scenario. The population was 33.9 million as of January.

Statscan's report said that immigration would represent a larger share of population growth. According to medium-growth projections, Canada will receive some 333,600 immigrants a year by 2036, compared with 252,500 in 2010. But, will they be boaters?

We can't resist connecting the Statistics Canada report to recent comments also covered in the Globe & Mail,

from David Rosenberg, the chief economist of Gluskin Sheff + Associates. Mr. Rosenberg penned a research note titled “Daring to compare today to the '30s.” These were his points:

- Coming off a crash (1929) and rebound (1930).
- Aftermath of an asset deflation credit collapse, banks fail (Bank of New York then, Lehman this time).
- Disasters: the Dust Bowl then, the Gulf of Mexico oil spill now.
- Global policy discord, with Britain then and Germany now.
- Geopolitical threats.
- Interventionist governments.
- Ultra-low interest rates (long bond yields finished the 1930s below 2 per cent).
- Chronic unemployment.
- Competitive devaluations.
- A gold bull market (which doubled in sterling terms in the 1930s).
- Debt defaults.
- “Sputtering” recoveries and rallies.
- The onset of consumer frugality.

It is this last point, “The onset of consumer frugality” that should rattle the new boat builders and dealers. The boomers may be boaters, but circumstances may force them to hang on to their boats, repairing them instead of replacing them.

They will expect service quality to equal Mercedes/Lexus standards because that is what they are used to. It all adds up to a clear need for top technicians and we know those are already in short supply.

Are you getting ready for the future? I welcome your comments. E-mail me at aadams@kerrwil.com

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On the Cover: The usually very private Linda Waddell, mother, lifelong boater and new head of Canadian Boat Shows Inc., talks about her childhood, university and the seventeen years of event management knowledge she gained at NMMA before launching the new Canadian Boat Shows Inc., (CBSI). Waddell brings ownership of the Toronto International Boat Show back to Canadians.

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Hallmarks of Quality

Sea Ray's Woodworking Shop at Merritt Island

The magnificent book-matched grain of the wood used in all the Sea Ray Sport Yachts is absolutely a hallmark of quality.

BY ANDY ADAMS

While attending the Miami International Boat Show last February, Rob Noyes, VP of Marketing for Sea Ray Boats made special arrangements for me to tour their new woodworking facility at Merritt Island near Orlando.

I'm a lifelong antique boat fan and refinished my own mahogany runabout a few years ago, so a chance to see the latest, state-of-the-art wood working facility was a chance not to be missed.

I know Sea Ray yachts well and I also know how much custom cabinetry goes into even the smaller models. I had visions of men with stacks of cherry wood, teak and mahogany nearby, working at modern tables, probably carefully fitting pieces together and shipping the finished cabinets, trim and doors to the plants where the boat were being fiber-glassed.

Plainly, things have changed!

I met Jim Anderson at the plant office and he set me up with the safety equipment to enter the plant. No scent of wood greeted me and no clouds of sanding dust covered the floor – or anything else for that matter!

This was the brightest, cleanest and most dust-free plant I had ever been in!

The facility is all about perfection and, for that, you need the most precise tolerances to achieve the most perfect finish. If you think about it, any part that does not fit tight and rock solid, will “work” with the stresses and impacts of waves and winds.

Of course, anything that “works” or moves will eventually work loose. Also, any place on the wood that does not have a thick, protective finish risks water intrusion that can cause spreading degradation of the finish.

The more precise the construction and the better the finish, the stronger and more lasting the cabinetry will be. For furniture, life on the boat is a lot different from life in a dining room!

Sea Ray's sprawling facility at Merritt Island, Florida includes their new state-of-the-art woodworking facility.



Greater Toronto Area and in Beaufort, South Carolina.

We shared a laugh that I had traveled from Toronto to Florida to see wood from Toronto!

Specifically, Greenline actually makes the panels to Sea Ray's specific tolerances. They use a Russian birch core. The birch can be farmed in a sustainable way and Jim Anderson explained that this wood is a high-end product that stays stable, holds screws well and stays flat. The weight of these panels is somewhat less important than their structural properties.

At Greenline the panels are measured for precise thickness and tolerances and then, within hours of being checked and measured, American cherry wood veneer faces in book-matched grains are applied in presses. They use different thicknesses of veneers for different applications within the yachts and they have both one-sided and two-sided sheets as well as sheets in both short and long grain.

Jim took me through the process, one step at a time. The freshly unwrapped panel is checked and then up to 30 sheets at a time can go into the enormous computer-driven router to be processed simultaneously one sheet after another. Vacuum holds the panels down to keep them very flat and the panels are cut with repeatable precision in the thousandths of an inch. Then, they mark each piece for edge banding and each one gets a process code label to identify the part. It travels along from there.

Cardboard is used to protect the cherry wood from darkening during handling due to ambient light exposure. The marks for banding are applied using chalk that sands and vacuums off easily.

They first band the inside openings by hand and then use a special machine and a very experienced operator to band straight and contour edges. The adhesive is a hot melt glue applied at a very high temperature. This banding process is required due to the high temperatures these parts experience through the ultraviolet finisher.

The panels then go to "white wood" sanding. Some panels are built with the



In one of the many preliminary steps to preparing a panel for cutting and final finishing, this enormous automated sanding machine gives the perfect surface for finishing.



These panels are beginning their second pass through the roll coating machine. You can already see the high-gloss and almost perfect surface.

veneer grain running lengthwise while other parts need it as cross grain.

After computer routing and sanding, the panel is ready to enter the roll coating line. (I was right at home here because it looks very much like a huge printing press with many stations only it handles wood sheets instead of paper.)

The panel is carefully fed into the roll coating line and just like a printing press applies many colours. This goes through many steps, starting with the preparation of the panel to receive a special type of stain to colour the wood and filler to fill the wood grain. The second step

applies sealers that protect the wood and prepare it for the topcoat.

In one pass, the panel can be finished in a semi-gloss while a second pass is needed to apply a high gloss. Within this huge and very expensive machine, rollers apply stain and brush it into the grain before the topcoat goes on. Sea Ray is very particular about the stain colour and Greenline has to supply exactly the right grain textures through their book-matching process to enable Sea Ray to reach the quality level they specify.

Perhaps the most amazing part of the process is that as well as heat, ultraviolet light is used to catalyze the finish. Ultraviolet initiates the photo activator

GREENLINE PLYWOOD PRODUCTS

Boating Industry Canada traveled to Greenline at their Toronto area facility and we interviewed Randy Mikals, President of the Greenline operation. He told us, "We supply many boat companies and Sea Ray is extremely demanding – their quality is second to none. The specs for their cherry wood veneer are in an extremely tight range."

Randy continued. "We start with the highest quality multi-ply marine core that is available – up to 15 plies in some pieces. We travel the world for our woods and I know of no better quality." Randy went on to talk about how the cherry wood veneer is sourced from the

Allegheny Mountain Range from managed forests. The cherry wood is an excellent choice for marine use and gives a warm but lighter environment than mahogany or some other woods. He also explained how the cores are veneered only hours after careful measurement to ensure the precision Sea Ray requires.

It turns out that the roll coat line at Merritt Island could not achieve the results they do without those tolerances. And, they do measure the gloss with a special tool that rates flatness. The process is called "wave scan". Sea Ray requires a minimum reading of 10 [but they typically run 3 to 5] which indicates



the panel spray finish flatness. Many good competitors use a 15 to 22 wave scan.

Elegantly finished wood is the trend for high-end boats. Whether you are building them or selling them, buyers demand real wood. The days of Formica or phony finishes are gone.

in the stain and the coating ends up very glossy and flat as well as thick and very resilient, all in a matter of minutes!

For the highest gloss, the panel makes another pass through a different coating process that also adds a fine mist spray.

Both electronic inspection tools and the craftsman's experienced eye are needed to spot any dust particles or imperfections that may have hit the finish. These are buffed out to perfection before the panel can continue.

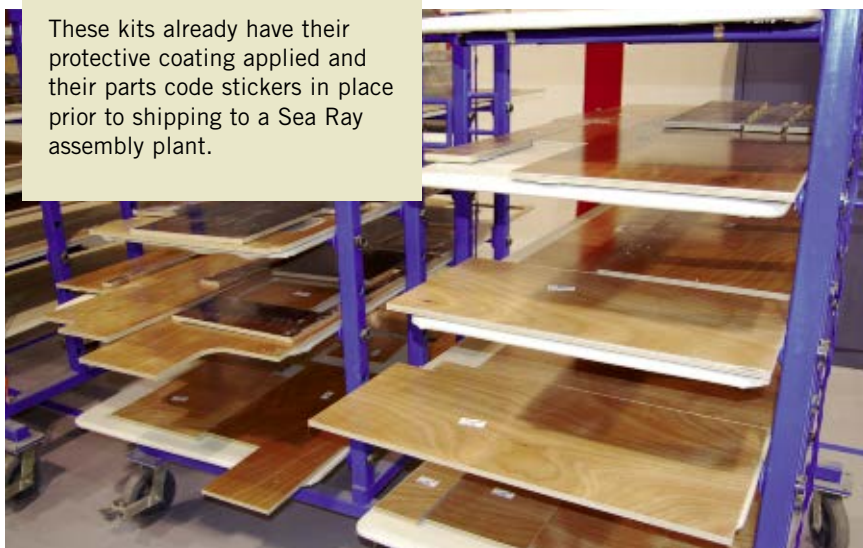
Completed parts and sheets get a peel-coat for protection before shipping to the plant. Finally, the finished panels and parts go to the factory wood shop for installation. Yachts receive finished parts that are assembled into cabinets and sport yachts receive 4'x 8' sheets that are cut, banded and assembled on the same assembly line as the new Sea Ray yacht, minimizing handling and the risk of damage.

The cabinets are all made at the Sea Ray assembly plants from the precision parts created at Merritt Island. I never actually saw a finished cabinet!

But, that doesn't affect the pride that Jim Anderson and the other craftsmen (and women) take from their work at Merritt Island. Their cabinet materials are a critically important hallmark of Sea Ray quality...but don't take their word for it – see the Sidebar. ●



This craftsman is measuring the "flatness" of the finish on a completed panel. See Ray specifies an exceptionally smooth and high gloss finish for their yacht interiors.



These kits already have their protective coating applied and their parts code stickers in place prior to shipping to a Sea Ray assembly plant.



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CREATE
A FUTURE WITH PEACE OF MIND

See You at the New IBEX and MAATS Show!

BY ANDY ADAMS

WE'LL CALL IT the 'new' IBEX and MAATS show because, this year, for the first time, IBEX will be held at the Kentucky Exposition Center in Louisville, Kentucky and a newly configured MAATS Aftermarket Pavilion will be a part of the event.

After the 2009 MAATS show that had been set up in conjunction with the iCAST Show in Orlando, exhibitors and guests alike were looking for a new formula that would make more effective use of their time and resources.

"Adding the MAATS Aftermarket Pavilion among a variety of other new offerings this year, there truly is no other event in North America that gives the entire marine industry an opportunity to conduct a year's worth of business in just three days," said Thom Dammrich, president of NMMA. "And as the sixth largest convention facility in the U.S., the Kentucky Exposition Center offers an affordable and centrally located home for IBEX that can easily accommodate exhibitors, attendees, and activities while allowing the show room for future growth."

While some *Boating Industry Canada* readers traditionally attended both IBEX and MAATS, some chose to attend just one, so the experience in 2010 is one you won't want to miss.

Produced by Professional BoatBuilder magazine and the National Marine Manufacturers Association (NMMA), IBEX 2010 will show products from more than 500 manufacturers. The show takes place from September 28-30, 2010 but there are some pre-conference sessions on the 27th that look to be very worthwhile.

For *Boating Industry Canada* readers who normally signed up for the STEP



meetings, the new Dealer Development – Services & Parts Managers program and the related Aftermarket Connections programs may be of interest. These should correlate well with the new MAATS Aftermarket Pavilion. The Aftermarket Connections Program is available to any MAATS Aftermarket Pavilion exhibitors and is an opportunity to further your networking at IBEX.

The Dealer Development — Service & Parts Managers seminar program was developed for IBEX 2010 to educate Service and Parts Managers on what they'll need to help improve the profitability of their operation. Opportunities include:

- Six seminars to educate Dealer Service and Parts Managers about what they'll be working on tomorrow.
- Find all the latest developments in new boat technologies and systems they'll be working on in future years at IBEX – and avoid seeing it for the

first time in their shops – including the latest boat systems (particularly evaporative emission systems and catalytic converters).

- Visit with technical staff from the accessory manufacturers and find out what's in the pipeline at the MAATS Aftermarket Pavilion.
- Choose from seminars on Consultative Selling, Boat Fuel Systems, Hiring and Employee Retention, Telephone/Internet Selling Skills, Skills For the Service Writer and Sales Fundamentals.

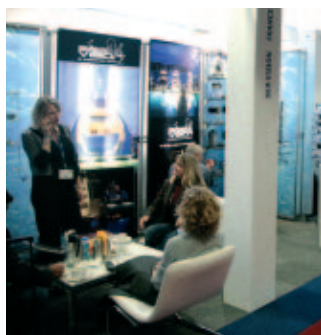
This year, IBEX features a record number of seminars. Another great feature is the Innovation Award program. This always attracts the latest new products and great ideas. If your company has a great new product, don't forget that the deadline for entries is September 2. The application form can be downloaded at IBEXShow.com.

This should be a really valuable show to attend...hope to see you there! ●

METS 2010 – NOT TO BE MISSED!

Why visit METS?

METS and its associated SuperYacht Pavilion (SYP) is the biggest and best attended business-to-business (B2B) leisure marine equipment show in the world. Now in its 23rd year, it attracts upwards of 18,000 visitors from over 85 countries on an annual basis. International Council of Marine Industry Associations (ICOMIA) Secretary General, Tony Rice, sums up: "It is the global destination for all those with an interest in marine equipment – a cannot be missed event if you are a serious business in this industry."



Are you serious?

Yes. You're serious about wanting to keep up to date with what's new and what's being planned. At METS – in just three days – you have access to around 1260 exhibitors from all over the world. Everyone's at METS to do business, everyone's keen to network and if you haven't visited before, one would ask "Where have you been all these years?" As a long term exhibitor, Paul Zonjee, CEO of Epifanes Yacht Coatings – W. Heeren & Zoon BV gets to the core of things. "At METS anybody or any company that matters in the marine industry, whether buying or selling, is present. So, one can benefit to the max from their presence..."

What's the max?

Networking, networking - and literally thousands of new and proven products of interest to all kinds of professionals in the leisure marine industry. The gallery of products is unrivalled, offering everything from propulsion, navigation, construction materials, communications and safety equipment to furniture, fittings, electrical installations, clothing and marine paints. Specialist pavilions for superyacht equipment and services (the SYP), composites and marina equipment further enrich the visitor experience; saving time and boosting networking opportunities. And the venue is easy to reach from the USA, or overseas countries.

Where is METS?

METS is held every year, since 1988 at the Amsterdam RAI exhibition and congress centre in the Netherlands. It's the perfect venue for an international event. "Amsterdam is a beautiful city to spend your evenings after the show with clients. Travel in and out of Amsterdam is very easy. It seems as if you could travel anywhere direct from Amsterdam if you plan on furthering your travels after the show," says Tom Douglas, vice president global sales for Teleflex Marin. The Amsterdam RAI complex is 15 minutes away from Schiphol International Airport and just 10 minutes from the historic city centre.



Certified by U.S. Commercial Services

Every METS event presents 15 national pavilion, including a bustling USA Pavilion. METS 2010 will feature over 140 U.S. exhibitors. METS has been given Trade Fair Certification status by the U.S. Department of Commerce.



Free entrance for trade professionals

You can attend – for free – if you pre-register as a trade professional. Show organiser, Amsterdam RAI, can also book hotel rooms for you and help with other travel requirements if you wish. Go to metstrade.com for all the details.

- 18,454 visitors from 86 countries in 2009
- Over 1,260 exhibitors from 38 countries in 2009
- 15 national pavilions
- 3 specialist pavilions including the SYP
- Strictly professional – strictly trade-only
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Be Ready for a Field Audit

DEVELOPING A GOOD relationship with your lending partner is always in the best interest of both the lenders and the dealers. It allows for more efficient audits, (i.e., less disruptive to the dealer which is especially important in the busy season) and allows the lenders' audit team to spend more time on areas of actual concern.

The following information has been provided to *Boating Industry Canada* by GE Commercial Distribution Finance (GE CDF). It serves as a guide to the floor plan process in the marine industry (as well as to businesses in agriculture, industrial, manufactured housing, motor sports and RV).

QUICK FACTS

- The Field Audit Process is the physical inspection of the inventory and products that GE is financing.

- The process is carried out by the GE CDF Field Services Group (FSG).
- The purpose of the audits is to inspect and validate the status of the dealer's collateral.
- All audits are unannounced and are completed at random time intervals.
- GE's goal is to conduct their audits as quickly, efficiently and with the least disruption to your business as possible.

GE carries out field audits because inspection of inventory is an important part of their overall risk control policy. Their ability to manage risk, in turn, helps GE CDF to manage their cost of doing business. The better they are able to manage risk, the more beneficial it is for you, the dealer.

Here are a few things you can do to help the GE Field Services Group repre-

sentatives to complete an effective (quick and efficient) audit.

1. Store and organize your inventory so that the model and serial numbers for the inventory are plainly visible.
2. Keep in mind that all members of the FSG must comply with a health and safety policy that precludes them from inspecting products that may put their safety at risk (e.g., climbing up storage racks). Please ensure you provide safe access to inventory. If safe access cannot be provided within a reasonable timeframe you may be asked to ultimately repay the loans or advances with respect to that inventory.
3. Please keep available any relevant

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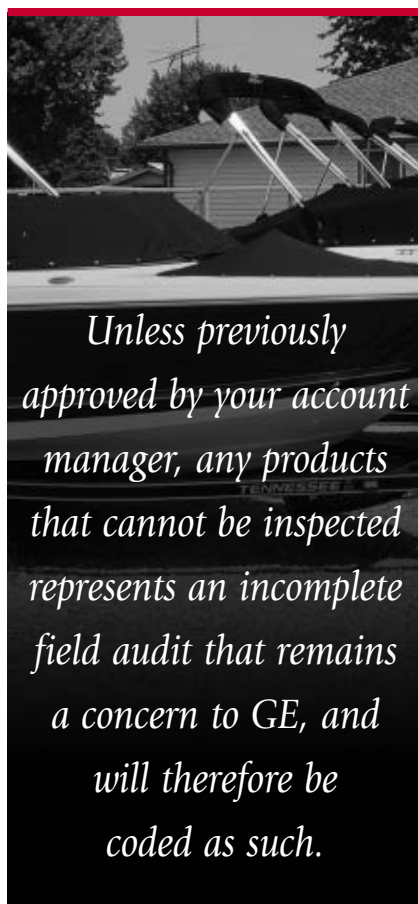
documentation related to the inventory GE has financed such as ownership documentation.

4. The FSG may also follow up on any requested copies of financial statements or insurance policies at the time of the audit. If your account manager has requested any of these documents, you should have them available for the FSG representative.
5. In certain situations, the mileage/hours may be recorded by the FSG representative on demonstration and used products. If this is the case, you should have the keys available and on hand.
6. You should also note that the FSG may have to verify some crated units by cutting a small hole into the packaging of the crated or boxed items. In addition, they will complete a walk-through on a select number of motorized units at every audit.

In general, the GE field audits are conducted much faster and more accurately when inventory is stored in an organized fashion. This also helps reduce the time needed to reconcile the inspection. Unless previously approved by your account manager, any products that cannot be inspected represents an incomplete field audit that remains a concern to GE, and will therefore be coded as such. This could ultimately result in holds under your authorized credit until a proper inspection can be completed.

PRODUCT STORAGE TIPS

- Off-season storage racks – inventory that is being financed should be kept on the ground or on lower shelves, as this will allow safe access to the inventory. Retail customer inventory in for storage can be placed on upper shelves.
- Crated inventory should be stacked so that model & serial numbers can be read with enough space between rows to walk through.



- The FSG is unable to accept dealer signs (i.e., serial numbers written on shrink wrap or signs placed on unit up on a storage rack) as verification of the unit. They must verify original manufacturer serial tags. While placing signs or writing on packaging of units in storage is a good practice to identify inventory at a glance, the FSG cannot use this as confirmation of the unit status.

The FSG audits are always unannounced and conducted at random time intervals. Accordingly, they hope all dealers understand that the FSG cannot accommodate any requests for call-ahead appointments or to schedule certain days or times. Please also note that they complete the reconciliation of the audit at the time of the inspection. This measure ensures that they do not have to come back multiple times to reconcile a single audit, which is why GE has asked us to reprint this information. They hope the dealers will understand that

requests to leave the list and come back at a later date to finish reconciling cannot be accommodated.

FYI

- Ensure that all your units on demonstration are approved by the manufacturer/supplier as any demonstration units not approved by your supplier will be subject to curtailments up to and including full payout.
- GE must also approve all locations used for retail and/or storage use. So please speak with your account manager before moving units to a location you have not yet received approval for.
- Any dealer who anticipates difficulties in complying with these guidelines should contact their account manager as soon as possible in order to come to an acceptable solution. ●

If you require any further information on the GE CDF Field Audit Process, please contact your account manager.

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Coverage Considerations for Winter Storage

BY ANDY ADAMS

WINTER STORAGE is an important topic because storage fees and shrinkwrap/service profits are vitally important revenue to many dealers. Looking after storage also brings many potential benefits.

The company offering the storage has care, custody and control of customers' boats through a large majority of the year. When the weather is at its worst – there is risk, but keeping those customers' boats prevents your customers from shopping for another marina that might offer better customer service or nicer facilities. Don't let them go shopping.

When your marina or repair yard has care, custody and control of your customers' boats, you have access to those boats for doing winter work, selling upgrades, or perhaps taking the boat as a trade on a new boat.

You are at a major disadvantage if that boat is stored by some else. But, you need to make sure that storage business doesn't cost you money or result in an insurance claim.

We spoke to Ken Price at HKMB Hub Insurance and he was easily able to reel off a litany of things to be concerned about.

Shrink wrapping a boat that has excess moisture inside, or that may not be properly vented can result in big problems when the customer finds mildew on carpets and upholstery, or rotted floors in the spring. Boats offer an attractive and cozy winter home to vermin who can easily chew through a cover, or a through-hull hose to gain access to the interior.

There are also concerns about snowload, fire, freezing, water intrusion, theft, vandalism and wind storms. And, those are just a few risk factors. Here are



two scenarios to consider. Let's hope your business is like Scenario Two!

Scenario One – This marina is trailing in the market and the owner needs every dollar. He can't afford to expand or improve the infrastructure right now. His one tech gets laid off in winter and that tech is too expensive to be doing the shrink wrapping anyway. So, the marina allows outside contractors to winterize and shrinkwrap boats for storage in his yard. In a few cases, the marina has even rented out their equipment for a customer to shrink their own boat.

The marina owner carries minimal liability insurance coverage and hopes for the best. The boats are shrink-wrapped and left in the open field behind the marina.

Coverage Considerations – Not controlling a contractor's access to your marina is risky. Letting customers work on your property is worse. Have you

approved the contractor to carry out work for your boaters? Do they provide you with proof of general liability insurance with a minimum of \$2,000,000 limits? Have you been added to their liability coverage as an additional insured in order to transfer some of the risk associated with working on your property?

Have you a clear contractual agreement laying out what they are responsible for (i.e., winterization) and the responsibility you assume (i.e., storage of the boat). If you are responsible for storing the boat, have you done so in accordance with industry standards? Have you secured against theft if it is on a trailer? Do you supervise the owners working on their own boats and review the job site after they are finished each day? Are they capable of doing the work? Are other customers' boats in danger of being damaged by their work (i.e., fire, over spray or particles from sanding)?

Scenario Two – This is an innovative but profitable solution. It involves a pair of marinas in another region – considered competitors – but behind the scenes, these two have cooperated on building a large heated storage building on a concrete slab foundation. Both operators have full winter access and can go in and out with customers' boats all winter, doing repairs, maintenance and equipment upgrades.

Coverage Considerations – Let's assume these marina partners have done everything right.

They have set up a separate company for the storage business and they both own equal shares. This company then rents to another operating company that runs the 60,000 sq. ft. heated storage

business that both marinas sub-contract with. The service work is carried out by each of the marinas for their respective customers and then the boats are placed into storage. The storage site manager receives the boats from the marina along with the properly completed storage contracts and the boats are placed in the racking system based on size and whether further winter work will be undertaken.

The building is fully equipped with an automatic sprinkler system which is monitored and has a burglary alarm system as well as "change of temperature" alarms. There is a back-up generator in case of loss of hydro and it will engage when the temperature drops below a pre-set figure.

There is a maintenance plan in place to review the building needs twice a year and weekly inspections are done of all critical areas of the building. The building was built to self-shed snow, although this is still checked on a weekly basis. So is the landing zone; excess snow is removed from around the building regularly. A log book is kept of the weekly and in some cases daily work that is done around the building. The main yard around the building is paved to facilitate moving boats in and out of the building from its main access doors. The whole lot which holds the storage building is fenced and gated and locked when not attended. They are contemplating a video monitoring system that would cover the main entrance of the compound as a further step in monitoring the site and protecting the customers' boats.

They have building insurance for the full replacement value of the building and coverage protecting loss of income from the storage revenue through a Loss of Rents form of coverage. They have their forklift insured for replacement cost value as it is vital to their operations. They are carrying high General Liability limits as they wish to be well protected against any claims.

Due to the large size of the building, they have a very high accumulated exposure of customers' boats within and have had to buy high limits of insurance to protect themselves properly if they were somehow liable for damaging one, or all of the boats in storage. However, due to their new construction, sprinkler system and many safety features, they have gained a preferred rate and are able to afford this expense. They have Equipment Breakdown coverage in case the many mechanical and electrical components within the building cause a property or loss of income type loss.

These marina operators have thought out the process well and have taken all possible steps to build a fine storage facility and to protect their customers' boats (and their investment) in order to gain satisfied long term customers. In the event that a loss should happen, they have also purchased the correct insurance coverage to provide them with piece of mind and continuity of business should a loss happen.

In Scenario Two, the marinas share the investment, the risk and the costs, but they are increasing their business steadily and they can sleep at night. The operator in Scenario One is risking everything, as he struggles to earn a living. He's not sleeping well!

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Linda Waddell

THE MOST RECOGNIZED PERSON IN THE INDUSTRY

AFTER 25 YEARS working at, or running boat shows, Linda Waddell may be the most widely recognized person in boating in all of Canada. You see her at all the shows.

As much as you may know her, she probably knows you too – she's a terrific listener and she's very focused. She remembers her work and each of her shows in great detail. But, what do you know about Linda?

She's a very private person and goes out of her way to avoid the spotlight. Now, she will be heading up the newly created Canadian Boat Shows Inc. (CBSI), and we'll be seeing more of Linda Waddell in the years to come. She led a group of Canadian industry partners that includes the Ontario Marine Operators Association in their successful bid to purchase the Toronto International Boat Show (TIBS), earlier this year. TIBS was a key asset of the National Marine Manufacturers Association (NMMA), but when business conditions changed, the NMMA decided to restructure their show portfolio, and the opportunity to buy the Toronto show came up.

Altogether, Linda Waddell spent 18 years with the NMMA and certainly the knowledge and experience she gained helped her mount the successful bid to acquire TIBS; but it was bittersweet. Linda was leaving a very successful career as Vice President of northern shows with the NMMA and that, she says, was difficult. The sweet part was



that she got to keep both TIBS and the opportunity to continue working with OMOA whom she was already close to and supportive of.

When *Boating Industry Canada* interviewed her recently, Linda spent a considerable amount of time elaborating on the importance of associations to the industry and the many benefits available through collective input and collaboration, particularly when structuring a boat show to benefit the many diverse interests of the businesses.

Also, she describes herself as a “planner”. The success of the show is dependent on how well it is planned. No management team could execute a bad plan and wind up with a good show. Linda loves planning; that is something she's always known about herself.

Although she was born in Stoney Creek, near Hamilton Ontario, she spent most of her childhood and youth in North Bay. From an early age, Linda spent sum-

mer days on the water with her family who trailered their Four Winns to Trout Lake for the day. They fished, skied, swam and had a wonderful time boating. It left a lasting impression.

Later, when she married her husband Warren Waddell, they spent time at Warren's family cottage in Timmins. Again, boating was a favourite pastime.

She was active in many different sports, loved planning events and after graduating from St. Joseph's College in

North Bay, she went on to get her honours Bachelor of Commerce degree in Sports Administration and Event Management from Laurentian University in Sudbury. She joined Enterprise Advertising after her graduation, but only a few months later she got an opportunity to work with the Canadian National Sportsmen's Shows (CNSS) selling booth space.

At that time, CNSS had a number of properties across the country including the CAMTEC trade show and boat shows in Hamilton, Ottawa and Halifax. Linda was 22 at the time. The very next year she became involved in the Toronto International Boat Show. It has proven to be her longest standing association so far.

Still with CNSS, she worked on the Dockside show, the Canadian Spring Boat Show and other properties over the next five years. In the early 1990s, Linda had a chance to expand her experience by moving into sponsorship sales for the Molson

Indy. It was a great experience, but she missed the sense of direction and purpose that she felt when working on boat shows. It was important to her to express the quality of life and personal benefits that are a part of boating. She didn't feel that connection with motor sports.

Not even a year later, the Sportsmen's Shows sold TIBS to the NMMA. In turn, they called Linda and invited her to return to TIBS. The way the dates worked out, she never even missed a show!

Linda served as Sales Manager for the next two years. At that point, the NMMA bought the Atlanta Boat Show and Linda had the opportunity to be the show manager of it. It was still just Linda and her husband Warren at that point so they moved to the United States, locating themselves in Miami; NMMA had an office there.

She ran Atlanta out of the Miami office and that same year she started a new show, the Georgia Boat and Sport Show, also in Atlanta. Atlanta became a city she looked on with great affection both for the charming environment and the warmth of the people, but they continued living in Miami. Her husband was working there. Their two children, eldest son Brent now 13 and daughter Dana now 12, were both born in Miami. Linda told us with a smile that she was a planner. She planned the children to be close together in age simplifying the daycare situation, and hoping the two would be good friends. Through it all, she never missed a show.

Altogether, she spent five years in Miami working for the NMMA on the Atlanta shows and also with a role on the Miami show doing things like move-in and floor management. Linda was highly regarded by the industry in Atlanta; she received the Martin Danneman Memorial Award from the Marine Trade Association for her outstanding dedication and commitment to the marine businesses and boating community in Atlanta.

Then, in 1999, Carol Bell gave notice that she would be leaving her position as the Toronto International Boat Show manager and Linda got the opportunity to come back to Canada. But first, she had to run the 1999 Atlanta Show that opened on January 5 and then make it north to Toronto for the opening day of TIBS which was also Carol's last day. Linda and Warren arrived with a one-year-old and a two-year-old, taking up residence in a hotel for the next three months.

They located a house to rent in Toronto and signed a one-year lease. Somehow, one year turned into five. Perhaps the In-water Boat Show is part of the reason why. Linda was also asked to create a new show at Ontario Place, the Toronto In-water Boat Show in 1999 and laughed when she talked about how hard she had to work in a short amount of time to put it together. The decision to launch the show came just three months from opening day. Many of the key dealers had inventory, so there was a lot of support for a show late in the summer of 1999.

Looking back, Linda is especially proud of the features and seminars created for TIBS over the years. Within the industry, the Toronto show has become known for its seminars and today, about 120 seminars are held during TIBS. It was a strate-

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gic direction recommended by the TIBS show committee. Remembering Linda's affection for association life and the value of collaborative planning, her boat show committee has been very important to the show's success. A well-managed and highly functional committee can support and execute good ideas. They can provide a wide variety of valuable input and endorsement that could be missing from a show and it helps maintain the economic value for the exhibitors.

Linda is most proud of the series of lifestyle graphics she developed including hundreds of giant posters displayed around TIBS that depicted real people in real life boating situations, those same experiences she grew up with. Her goal was to make attendees aspire to feel like the people in the posters, which would result in more people becoming boaters and ultimately sales and new leads for exhibitors.

During the time that the Coliseum was being renovated, she worked together with Bernie Luttmner of Swan's Marina and the architects to accommodate more than just the Jr. A hockey team, she created a permanent feature for TIBS called "The Lake". They changed the depth and the gradient of the walkway to shed water, installed waterproof wiring, pumps, and other modifications, so that the hockey rink could be turned into the world's largest indoor marina, with over 50 boats in-water and featuring Henry's Fish House – a first for any boat show in the world. Since 1994 the show had an indoor marina for 4 years, and the past 3 years indoor wakeboard shows, Discover Boating rides, boat-handling classes and, of course, Duma, the wakeboarding dog.

Another accomplishment was creating the Children's Charity Night, which started in 2000, again in response to industry input. The committee had seen VIP nights and fundraisers held in the auto industry and the boat business also seemed well-suited to this.

Also along the way, the NMMA and Linda were involved in assisting the BCMTA to purchase the Vancouver International Boat Show (VIBS) from

Sportsmen's Shows. Again, Linda had a very effective show committee and a wealth of industry direction. Later, adding the False Creek Yacht Club to address the committee's desire for an in-water venue became another accomplishment.

In 2005, the Vancouver show also provided Linda with perhaps her finest moment professionally. Long-standing



labour issues between the BC government and the British Columbia Government Employees Union (BCGEU) targeted the boat show for the second time with strike action. With hard work and determination, Linda, the BCMTA board of directors, and Laura Ballance of the show's PR firm, succeeded in demonstrating that the cancellation of VIBS would have a \$35 million dollar impact to the BC economy and to the marine industry. They were instrumental in forcing a resolution to the strike and the show went on, opening only one day later than scheduled.

That showdown demonstrated Linda's determination to succeed and her ability to work together with the industry towards a common goal. Her latest challenge came in July 2009 when Linda learned that the NMMA had made the decision to restructure and that TIBS would go up for sale in a bid process. She approached the OMOA because the Toronto show was largely populated by its members and suppliers. Naturally her inclination was to work with the association where a close relationship already existed.

Creating a new entity called Canadian Boat Shows Inc., Linda and the OMOA mobilized a number of individuals and groups to support the bid, all working under strict confidence. The NMMA's process to secure the best buyer stretched out over eight months, with CBSI securing their financing in the required 60 days after being notified as the successful bidder. The primary partners are the OMOA, Peter Kiddell who owns CanWest Shows and who came in on a personal basis and Linda herself. Together, they raised the financing privately rather than going to a bank.

Of course, you now know their bid was successful. CBSI now owns TIBS and just a few weeks ago, they also announced that in a smooth and orderly transition, the NMMA had paved the way for the BCMTA to assign the management contract of VIBS to the CBSI group.

It was very clear that Linda's personal beliefs support the idea of the association having an ownership role in boat shows and of the show being run to benefit the interests of the exhibitors and while promoting boats and the boating lifestyle to attendees.

Linda is practicing what she preaches. Since buying their first boat in 2000 (a 27-foot Carver), and moving up to a 32' in 2005, the Waddell family spends the majority of their summer weekends at their boat, fishing, wakeboarding and enjoying time with family and friends on Georgian Bay. Linda reserves her greatest enthusiasm for boating saying, "We are so fortunate. We live in the greatest place in the world to go boating! The benefits and quality of life that boating provides are so high, nothing compares." ●

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It's Even More Complicated

BY JOHN MORRIS

RECENTLY, your scribe was trapped on a plane to Vancouver with 'It's Complicated', the Meryl Streep, Steve Martin, Alec Baldwin romcom that makes you cringe at the notion of wanting to have a relationship. As I now address the marine operator's yearning for a cohesive brand and marketing strategy, I feel the same way – no matter what you do you'll frequently get caught with your pants down while remaining in a fog about what the hell you're doing. But strangely, we continue to try.

As we continuously note here, the marine marketing world has changed a lot over the past five years, but currently we seem to be in a position of relative stability; everyone understands the need for a web site and has a nice one, social media has emerged from the darkness of the teenage wasteland into a reasonably understood communications medium. Even SEO – search engine optimization – is a term that most 50 year olds can throw into the conversation.

In this 'new age' what is the action plan? How do we maximize our brand awareness? How do we get more customers without breaking the bank? How do we handle the leads that, for some dealers anyhow, are rolling in unabated like the Fundy tides? We set off on a journey of discovery by calling a few successful operators for their opinions. We found that while they have many diverse approaches, the trick is to find a plan that works and work it to the max.

Margot Evans at Don Hyde Marine describes herself as 'old school' still believing in the time-tested elements of marketing and brand development, the Boat Show and the operation's local in-the-water show. She does acknowledge the draw of the company's e-mailed newsletter and her kids have sought

training seminars and have taken the lead on Facebook and Twitter with some good results.

Don Hyde's challenges are hard to attack – the store is close to the border and with the nearby states still suffering, cross-border shopping is enemy number one. Margot feels the mix of new and old marketing is having positive traction and while it's not wonderful, 'this year is better than last.'

While the role of the Internet is pretty clear at this point, Chris Shaw of the Binnacle sees a split between the web and print advertising. "Print is how we catch a customer's eye; the Internet is how we take their order."

The Binnacle is a strong advertiser, using both regional and national boating magazines to drive business. The Internet allows the company to be a national presence, although the site and the vendor's reputation need to be as strong as any bricks-and-mortar operation.

Their brand is important, Chris notes. "We need to constantly reinforce our credibility. We use some social media along with our strong print program, then work hard at SEO so our site gets the orders. But there's no way to order on Facebook or Twitter, so you still need a phone number and a highly functional ordering site."

The Internet is a blessing, but also a new challenge for George's Marine & Sports in Ottawa. Jeff Wilcox, the president of the dealership has used links on ten boat listing sites plus links in as many other sites as possible to work his site to the top of the list and generate stacks of leads. "We now have a new challenge handling all the leads and distinguishing which are urgent and which are only warm. One of my salesman is getting a

dozen a day and soon we'll be hiring a specialist just to deal with all the hits."

While the Internet is exploding, it's part of a mix that is constantly being adjusted, all to promote our business. "From print to golf tournaments, we're doing all the traditional things and at the same time we are spending a lot of energy on electronic media. We are all about Facebook these days, but are not in Yellow Pages to the same extent as before. It's all changing, but you need to have the whole package and in the end, try to convert contact to conversations to purchases."

At the Boat Warehouse in Kingston, Dave Mayhew continues to pound traditional media with excellent results. "People put you at a different level if you're on TV. It's more expensive, so it's more impressive," Mayhew feels. Currently radio is working too – "our 'speed dating' ad is making them laugh and getting a lot of comments." We use 1-800-numbers to track everything and we're seeing results from some, like Trader, and not from others.

Mayhew is not a huge fan of social media and not afraid to say so, but is investing in the Internet. "Twitter is total BS and Facebook is heading that way," he feels. "At the same time, we just spent a fortune on a new web site."

I once had a boss who said 'there's six ways to run a railroad, now shut up pick one and get on with it'. The exact parallel between steam engines and today's media might be hard to draw, but now we have some understanding of the many routes available. Each retailer or marine operator we spoke to is finding the way that works for them and putting the time and resources into their plan to achieve their goals of brand awareness and sales. ●

Almost Heaven

BY SKIP BURDON, ABYC PRESIDENT



FOR YEARS NOW, my wife, Janice, and I have been searching for that special older trawler in need of a little TLC. I have always been connected to the water: as a child on Long Island Sound; while serving in the merchant marines; during my Navy career; and raising our three boys on the waters of the Chesapeake Bay.

Almost three years ago we found our treasure at a price we could afford. Yes, it had its flaws, but for what we paid for our find, we were ready to roll up our sleeves, get dirty, spend some money and get to work. We knew our pride and

joy was going to pose challenges, but we wanted a vessel that would also serve as sort of a living classroom as well as our second home on the water. You see, we are now empty nesters and although I'm ABYC's President and fairly mechanically inclined, I must state up front that I certainly am not a qualified ABYC-certified technician. But always positive (Janice, that is) we had no fears because we were ready to learn from and work with a solid technician or group of technicians who would be thoroughly familiar with ABYC standards, 33CFR, marine systems and the proper way to service,

Pictured here is our 1984 Prairie-Atlantic 37 trawler designed by Jack Hargrave and built in Palatka, Florida. It is perhaps the only one that was intended for diesel engines, but because of the delay in receipt of its engines, twin gas Crusaders were installed so it could make its debut at the 1984 Annapolis Power Boat Show. I intend to have twin diesels installed in 2011.

repair and maintain our new baby.

During the purchasing process, I secured a Yacht Brokers Association of America (YBAA) broker and was fortu-


[THE BOAT SHOP I]

nate enough to have an excellent NAMS and SAMS member survey thoroughly inspect the boat after which he provided me with an excellent report sighting deficiencies, findings and areas of non-compliance with ABYC. It would later serve as a reference tool and roadmap to steer the boat back into shape.

Shortly after taking delivery, we started a 3-month general deep clean while completing the necessary maintenance and repairs needed to move the boat from Annapolis, north up the Chesapeake to its new berth. Nothing complicated, the boat was just tired looking and in need of a good wash down. "Almost Heaven", as we named her, was launched in late May 2007, the twin gas Crusaders (yes, gas...but that's

another story) purred as we headed north from Annapolis' Back Creek and passing ABYC headquarters as we piloted from the bridge. The seas were flat, no wind and the invigorating morning air was just crisp enough for me to wear a sweater; Janice wore a windbreaker. I drank my coffee as Janice sipped her hot tea. Life was good! It was one of those perfect moments that let you temporarily forget about everything that seems to add tension to one's life.

Then, it happened! About one hour from the pier, from the top bridge station we both felt a sudden hard thud, momentary vibrating shutter and then a jolt, followed by an instant decrease in speed and a drift to port. I looked down at the instrument panel to see zero RMP



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and no oil pressure on the port engine. Janice looked at me and asked, "Are we OK?" I replied with "It's nothing... we just blew a piston in the port engine." (Upon later inspection it actually turned out to be more like a blown piston, cracked crankcase and block). But staying positive, I continued, "but that's why God gave most trawlers two engines." We limped towards the pier and, when secured, I began the nasty job of cleaning up the oil-sludge mess in the bilge and engine room.

At our home port, we were safe and sound but in need of a good marine multi-talented technician, the kind who will serve as a teacher, customer service representative and preferably one who has the patience to serve as a teacher and mentor to both of us. After all, we wanted to learn...didn't we?



Our search began. It took us over a month to find a qualified technician, one who was familiar with ABYC, the Crusader engine, had a solid reputation, and was willing to work with us (yes, actually teach us) as he worked to replace our engine, upgrade a number of systems and complete other necessary repairs. Of course we agreed to pay him extra for his time, and our new boat turned into a floating schoolhouse...and we learned a lot. And yes, it took most of the summer to complete the repairs, but to Janice and me, it was a summer semester rich in learning and hands-on experiences. Besides...God gave us two engines, so we managed to get underway several times using one.

I mention this story because there are lots of us out there: boaters who highly desire to learn all there is to know about

our boats. Some call us 'techno' boaters; some call us by other less flattering names. But I think it's worth mentioning that marine technicians need to be mindful that they have the opportunity to serve a much greater role in the marine industry than the label of "just a mechanic." You are far more important than you realize to your customers! You serve as a vital customer service representative, a consumer satisfaction provider and advocate, and arguably, the most important link in boater retention. I maintain that it is primarily because of you whether boaters remain in, move up or move out of this recreational pastime.

Therefore, I ask that you represent and serve the industry well by maintaining your proficiency and expertise through use of industry standards, through training and education, by obtaining technical workforce certifications, by serving as a mentor, by developing a relationship with your customer, and by completing all work as if your family or loved one's lives depended upon it. Because, you all know...someone's does. ●

This article by ABYC President, Skip Burdon is the second in the series of articles that will be in upcoming issues of Boating Industry Canada. — Editor

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Changes and Developments

in the NMEA Certified Marine Electronics Technician (CMET) Program

BY STEVE SPITZER, NMEA TECHNICAL DIRECTOR

OVER THE past two years and with increasing emphasis in the future, *Boating Industry Canada* will bring real, hands-on technical information to our readers and marine technicians across Canada. We want to do everything we can to support and encourage the technicians who are so vital to the business and to customer satisfaction that facilitates all levels of sales growth.

While advances in marine products are occurring across the board, electronics dominates the front lines. It is with great pride that we announce a new relationship with NMEA, the National Marine Electronics Association. Starting with this August issue of *Boating Industry Canada*, we will feature editorial and information from NMEA. This article is reprinted from their Marine Electronics Journal May/June 2010. – Editor

ENHANCED CMET PROGRAM: HEADING INTO THE LAST TURN

I saw an IBM ad on TV referencing “The Decade of Smart” and this got me thinking about NMEA’s Certified Marine Electronics Technician Program.

By far, the CMET program is the pre-eminent qualifier for technicians in our industry worldwide. I know this because we continually respond to many domestic and international inquiries about other training programs, culminating with the CMET. Countries around the world are asking our guidance to establish marine electronic educational programs based on the MEI, AMEI and the CMET models. The NMEA’s CMET program established in the 1980s provides a standard for marine electronics techni-



cians. It also provides a purpose for continuing education and advancement in our industry.

The goal is to provide everyone in the marine electronics industry, including consumers, dealers, distributors and manufacturers, a high-quality standard to ensure excellence in installation and service of marine electronics equipment. The goals for the CMET Enhancement Program are as follows

1. ELEVATE THE CMET PROGRAM WITH INCREASED VALUE TO OUR MEMBERS AND THE PUBLIC

NMEA has invested in the revitalization of this program, which will positively affect the credibility and importance of the CMET program to our members and market. A curriculum and course of study will also be created.

2. ELIMINATE THE NEED FOR THE FCC LICENSE REQUIREMENT IN THE US

NMEA has in the past required an FCC license for the CMET. The program, tests and curriculum that are outgrowths of

this work should be equivalent to or more difficult than the current FCC requirements. This will eliminate the need for the CMET candidate to have an FCC license and thereby grow the CMET program internationally. NOTE: Canada will generally follow the FCC in standards and requirements.

3. LAY THE FOUNDATION FOR FUTURE WORK WITH THE FCC

So, where are we today? First, we partnered with a professional testing organization, the National Occupational Competency Testing Institute. NOCTI, or the Whitener Group, is a national leader in developing occupational competency assessments that are fair and reliable. Their clients include ABYC, RVIA (Recreational Vehicle Industry Association), Yacht Brokers Association of America, Sony USA, Robert Bosch Corp., AT&T, and Chevrolet Motor Division, to name a few. NOCTI facilitated the process and provided the scientific analysis for validation of each question and each group of questions, assuring a fair and accurate measurement of competency and performance.

Second, a diverse group was formed consisting of volunteer experts/stakeholders within our industry, including manufacturers, the media and dealers from around the country.

This highly technical volunteer group went through the current CMET test, culling through each word to check for relevancy and assure accuracy. They added new questions, including the FCC General Radiotelephone Operators License questions. Your volunteer group

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[THE BOAT SHOP II]

CMET				
Radar Specialist	Auto Pilot Specialist	SAT COM Specialist	Networking Specialist	Navigation Specialist

worked for three grueling and very structured days, facilitated by NOCTI. During that time the group brainstormed the critical duties of a CMET, analyzed the very specific job and tasks of a CMET, reviewed current CMET questions, reviewed current FCC questions, and then created new questions. The group gave a weight to each of the categories and presented a weight for each question within that category. NOCTI analyzed these weights and questions, assuring the categories and the specific questions within the categories were a validation of the discussion. Once the results were published discussion ensued until consensus was achieved. This tedious and detailed work created a test pool of more than 300 questions.

Third, more than 100 volunteers throughout the country and some from around the world partook in the "beta" assessment test. Once this was completed, NOCTI then reviewed each question and developed a very succinct scientific statistical analysis based on the answers to the questions. Feedback indicated that this new CMET will test the technical competency at a much higher level than both the current CMET and GROL.

Fourth, NOCTI has presented to NMEA and our volunteer group only 52 questions of the 300 to be reviewed and discussed for technical accuracy. As of the writing of this article, the group has begun the mind-numbing work of going through each of the 52 questions. The plan is to review only 10 questions at a time since the work is extremely detailed. The discussions revolve around every word in each question and every word in each answer to assure technical accuracy and fairness. (These deliberations have been conducted through web meetings, which have proved to be effective.) Now this initial review has been accomplished, we will convene a face-to-face meeting of these experts to debate one more time any technical discrepancies, with final agreement by con-

sensus. The ultimate objective is to have the enhanced CMET test published sometime in the summer and ready no later than at the NMEA International Conference and Expo in Seattle this September.

Once this is achieved, the group will go back to work to review the draft of the voluminous curriculum that was created by NOCTI. This curriculum eventually will be developed into the study guide and course for a CMET class.

Lastly, this group envisions a system for specialists in a respective electronic category once CMET is achieved. One

*The goal is to provide
a high-quality standard
to ensure excellence in
installation and service
of marine electronics
equipment.*

possibility is to create vertical specialties such as radar specialist, autopilot specialist and satellite communication specialist. This idea may be realized in the next phase of this program.

NMEA and the overall industry should give kudos to these incredibly dedicated and committed individuals and their companies who are focused on advancing the CMET program to cement it as "the industry's certification program."

With the enhanced CMET program finally being realized just around the corner, the marine electronics industry will be, as IBM says, entering the "Decade of Smart." ●

Ian Bruce Attends Order of Canada Investiture



On June 18, 2010, Her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada, presented the newest appointees to the Order of Canada with their medals at the investiture ceremonies. Amongst the Order of Canada recipients, as an Officer of the Order of Canada, was the Father of the Laser, Ian Bruce, an Industrial Designer by profession and a boat builder by occupation.

The award is in recognition of his service to sailing, both in Canada and Internationally, and for his involvement in the design, development and manufacturing of high-performance boats for young sailors and, most notably, his launching of the Laser. 40 years later, his own design, the Byte CII, is the male and female singlehander to be used in the first Youth Olympic Games in Singapore in August.

Most recently, Ian founded Montreal Classic Boatworks to build the Bruce 22, a classically styled 22-foot inboard runabout.

CASBA Nominations Now Open

Let's recognize great moments in boating safety & environmental stewardship. Each January, stakeholders in recreational boating safety assemble to honour the people, programs, organizations and marinas that help to make boating in Canada safer and better for all of us, and to keep the environment clean.

Those new to this gala event call them the Canadian Safe Boating Awards. But the many who each year make this evening an essential outing on their post-Christmas calendars, simply refer to them as the CASBAS.

Of special significance to award recipients is that, with the exception of the Canadian Safe Boating Council's Special Recognition Award, their nomination came from people like you; those in the industry, boating safety organizations and the general public.

As we progress through the 2010 boating season, the Canadian Safe Boating Council (CSBC) asks that you keep your eyes peeled and ears tuned for persons or organizations that deserve nomination in one of the award categories listed below.

Rescue of the Year – An award to recognize a

heroic deed or rescue executed on the water in Canada

Marine Professional of the Year – An award to recognize an outstanding act of boating safety by a marine organization professional.

Top Volunteer Dedicated to Safe Boating – An award to recognize an individual who consistently practices and promotes safe boating in Canada.

Best Boating Safety Initiative – This award honours a successful safe boating initiative that was conducted in Canada in 2008

Safeguarding the Environment – Awarded to the company that has introduced to Canada a boating product or campaign that reduces marine pollution and makes the sport of boating more environmentally friendly.

Marine Industry – Awarded to a company or individual who has introduced to Canada a boating product or technology improving boating safety.

Green Marina Environmental Award – This

award honours the marina demonstrating the best environmental practices.

Visible PFD Wear in Advertising – Awarded to an advertiser that consistently or innovatively promotes visible PFD wear.

Best Media Contribution to Boating Safety – Awarded to a media representative that promotes boating safety in some fashion.

Special Recognition – Awarded at the discretion of the CASBA Nominations Review Committee for special recognition.

If you become aware of a person, program or organization that in 2010 have distinguished themselves in any of these categories, please go to the CSBC website www.csbc.ca and submit your nomination for consideration. Nominations close on November 7th, 2010. Also, plan to attend the 2010 CASBA Awards in Toronto on Sunday January 9th, 2010. (Location will be posted on the CSBC website www.csbc.ca, when finalized.)

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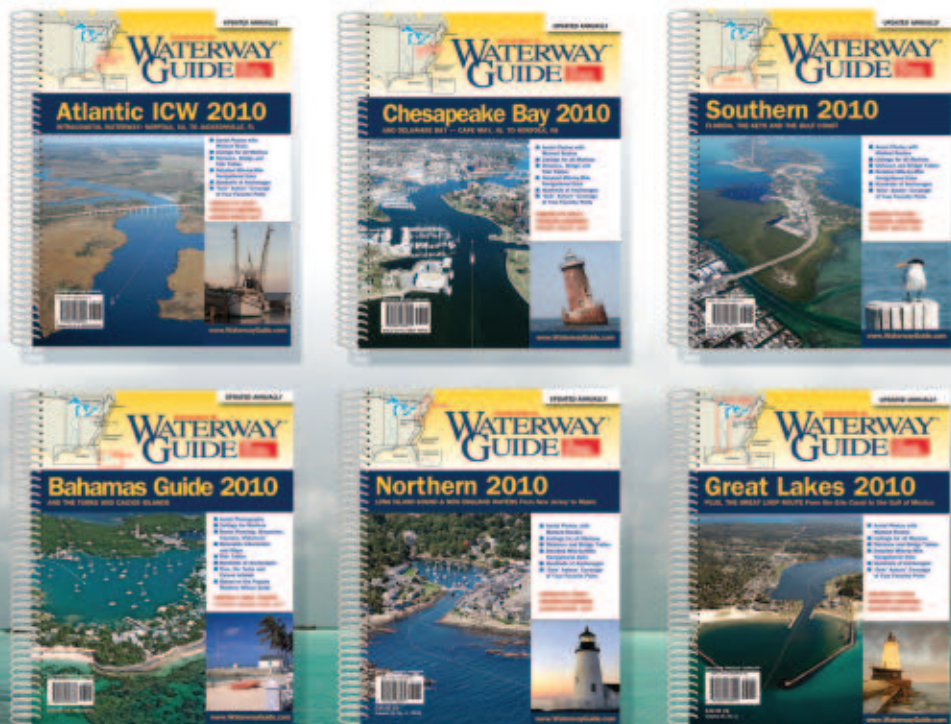
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