

JUNE 2011

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CANADA

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Way of Life!

BY ANDY ADAMS

Every Marina Matters!

Boating Industry Canada is all about Canada's marine industry. Our new tagline is "Marine Business Matters" because in every issue of *Boating Industry Canada*, we bring you a wide range of editorial on different matters, each of which affects us in the boating industry. While at a different level, the tag line refers to the fact that the marine business matters so much to all of us. For many, the marine business is not just a matter of our livelihood; it's our lives.

And, every marina matters!

Think like a retailer. If The Bay or Sears were closing stores, their share would be shrinking, their buying power would be reduced and their competitive position eroded. Same if Burger King, or Pizza Hut closed restaurants.

But there is a key difference. Those are big chains owned by shareholders. We are an industry of private owners – independent small business owners, each of whom is a local retail outlet for such key manufacturers as Mercury, Yamaha, BRP...you get the idea.

In this issue, we tackle the critical matter of selling a marina and we come at it from the experienced, realist's point of view. Read Mark Sanderson's article on page 13 entitled, "Time To Retire. Now What?". Mark has been involved with the sale of three different marinas and his point is that trying to sell a marina can be more difficult than you might imagine, maybe so difficult that the marina might close down before it finds a new owner. Mark's article is an eye-opener.

Of course, we have success stories too. Read about Mountain Trout House Marina and new marina owners Don and Dawn Abel. Only two years after buying Mountain Trout House Marina, the boating industry hit perhaps its worst downturn in our lifetimes and yet, the new owners at Mountain Trout House Marina have moved steadily and significantly ahead each and every year.

It can be done.

Have a look through the Insurance Corner column on page 21. We started with the aesthetic issue of derelict boats cluttering up the property at some marinas, but we also learned that the marina owner risks environmental liability.

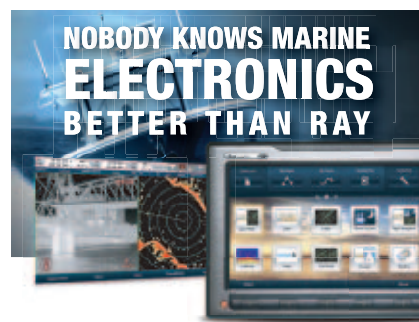
Overall, we wanted to probe the issue of the "physical plant". Most marinas attract a high-income clientele that is accustomed to living in a nice neighbourhood, driving an upscale vehicle and being treated to premium service.

Such people have already demonstrated that they can and they will pay more to live an upscale lifestyle, so match your marina business to their expectations – they are ready to pay you well for it. The downscale guy with the broken down old boat is not likely to be a business benefit to you. Kick him out.

To be blunt, boating is returning to being a rich man's game. Don't be surprised. Canada has a higher proportion of millionaire households than any other G7 country. The surprising top-rank is based on a Financial Post analysis of a recent report from the Deloitte Center for Financial Services. The United States, in contrast, has only 8.9 millionaire families per 100 households. Germany is dead last with 8.7 millionaire households per 100. Japan is closest to Canada at 11.6 per 100.

No surprise really. Consider home values in any major Canadian city. Then, consider the value of cottage country real estate. The Financial Post story also stated that 40% of Canadian homeowners own their home outright with no mortgage.

These people have deep pockets. They can buy a nice boat. They want a nice summer home. Many are baby-boomers, about to sell the million dollar city home to retire to cottage country and maybe a winter place down south. For the right marinas, there's a wave of money coming your way. Are you ready? ■



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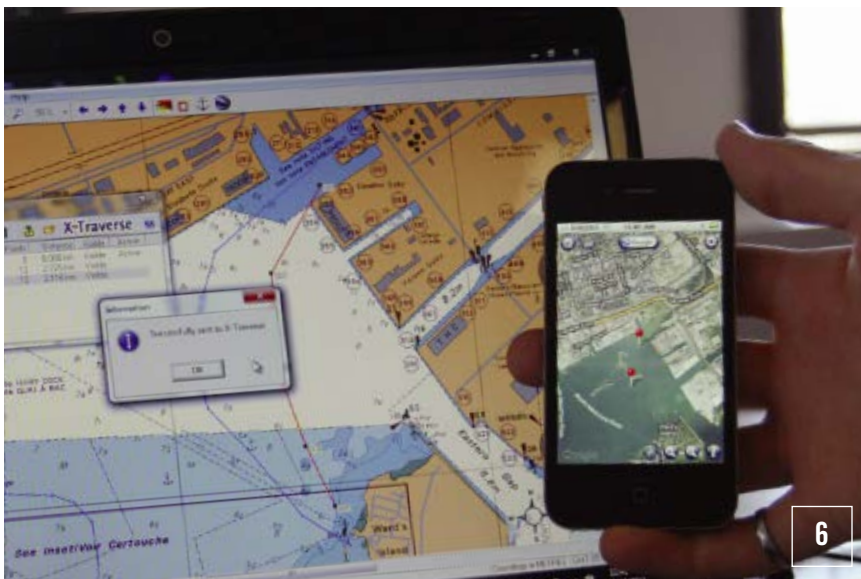
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On the Cover: Don and Dawn Abel, new owners of Mountain Trout House Marina, named after an historic fishing lodge on beautiful Kawagama Lake in the Haliburton Highlands are gaining both new customers and new friends as they expand and develop their marina. Read about how this former beer company marketing executive got into the marina business...and why.

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Marine Electronics that Add the Excitement We Need!

BY ANDY ADAMS



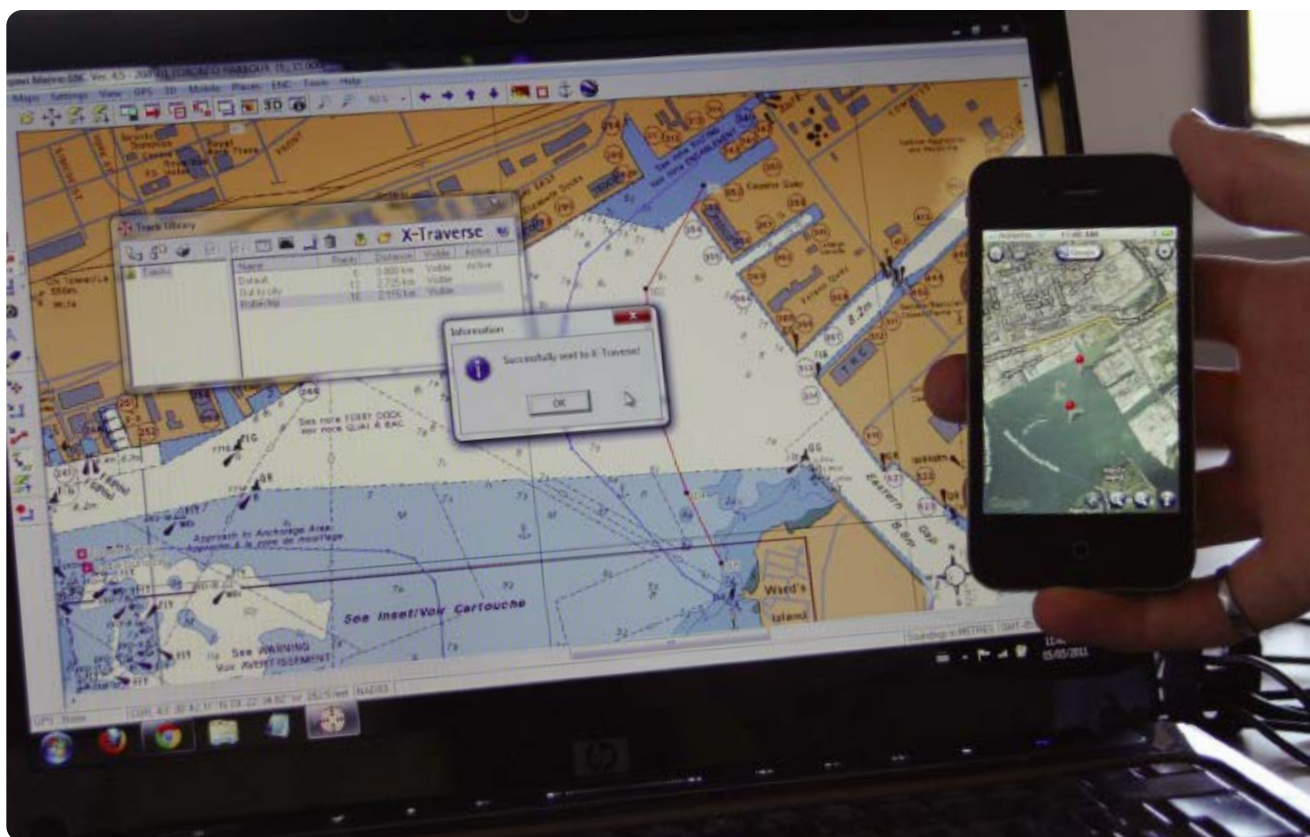
There is a whole new wave of 'social navigation' coming and we think that it has the potential to really pump up the excitement in boating!

Suddenly, sophisticated electronic navigation equipment and cartography is priced within the reach of almost any boater...even a kayak owner. The new element making this possible is the smart phone and other related mobile devices, plus great new software "apps".

The iPhone was the first and perhaps the most influential smart phone to hit the market, but more importantly, Apple offered up easy, low cost access to software developers in order to stimulate the creation of what they called "apps" or applications that add all sorts of custom functionality to the smart phone. Now, Apple is again leading the market, this time through their recent introduction of the second generation iPad. Clearly, the

creative vision at Apple is changing the way people use computers.

To learn more about social navigation and how people can use their mobile devices, we started by visiting Robin Martel, president of Northport Systems and Fugawi. They make desktop, mobile and web-based navigation and mapping software products. We were keen to ask Robin about his view of the changing navigation landscape. We couldn't resist



asking him if the dedicated big boat navigation systems would be replaced by smart phones, iPads and new software.

"It's an 'and' not an 'or' choice," Martel explained. "I don't think any sensible person would remove a big, rugged, daylight viewable, marine multi-function display from their boat...but I can definitely see adding new functions."

We also asked him: do people use all the capability of their equipment?

"Increasing capability is not necessarily an increase in usability," Martel responded. "There is a new focus on the boat and the boater...the industry is moving in this direction and our goal is seamless, plug-and-play connectivity to the boat."

"The Great Lakes cruising customer already has a variety of devices on board: digital magnetic compass, GPS, depth sounder, wind instrumentation for sailors and engine sensors for power boaters. Two evolutions have decreased the complexity. The first is the NMEA 2000 standard that facilitates a plug-and-play environment through a standard data network...and that benefits

both professionals and do-it-yourselfers," he said.

"The second is the evolution of interconnected devices that allow us to look at the boat and give us our ability to move data to where you want it, and how you want to display it. Then, we divide the world of information into two areas. We ask ourselves what boaters need? And then, what added value is there? Examples of added value could include social networking, connecting with friends, gaining travel and tourism information about where you are. Information is a two-way street," he continued.

"Now, even if the boat has a variety of sensors from a variety of manufacturers, as long as they are all NMEA 2000 certified products, they can all work together in a plug-and-play environment using PC software and mobile software; that is Fugawi's area."

Until now, we navigated first with paper charts and more recently with electronic cartography that played on the big marine multi-function display at your helm. Those are still important, high-end navigation products that work great, but

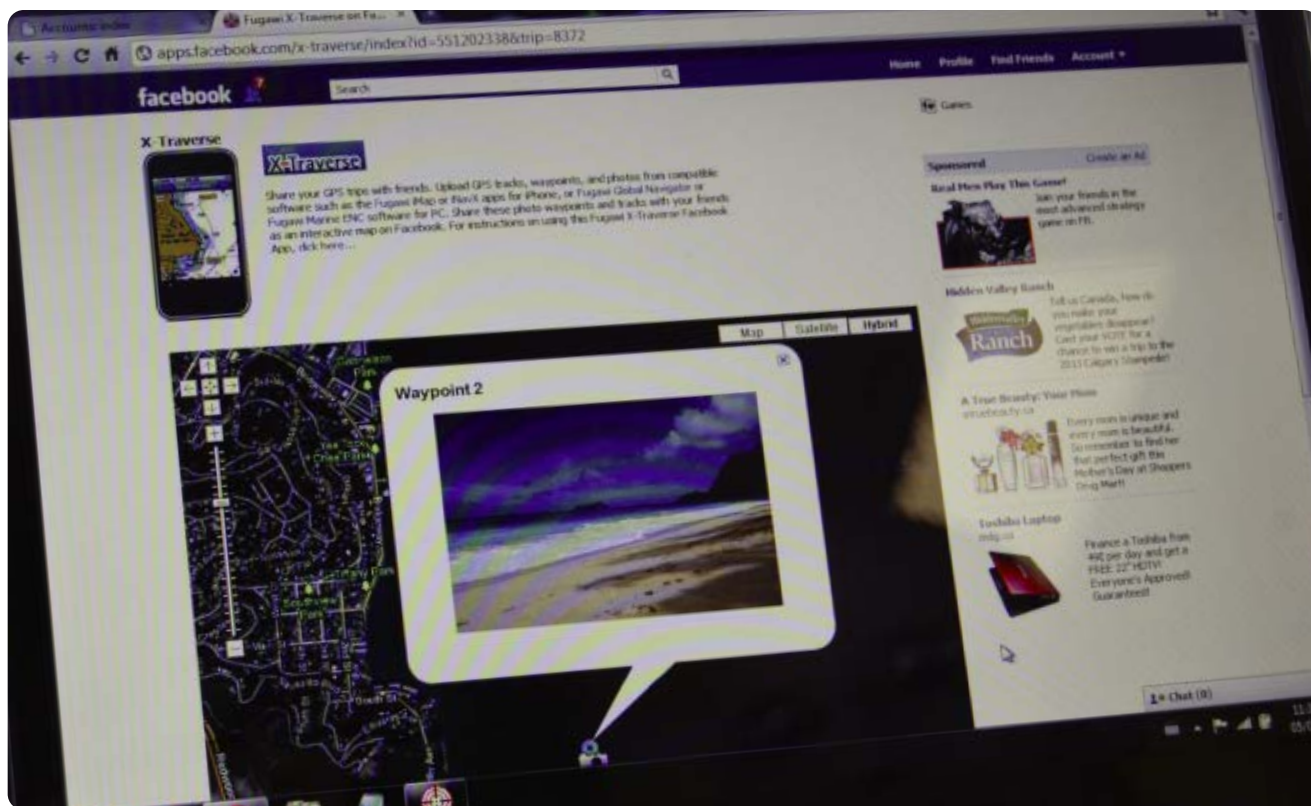
As a demonstration, Robin Martel used a notebook PC that was connected to the Internet and then his iPhone. He went to the chart of Toronto harbour on the notebook, laid in a fast series of waypoints and then in seconds, using Fugawi X-Traveler software, sent the route to the mobile device, his iPhone.

consider how the boater uses his devices and what his navigation needs really are. If he is spending his summer cruising a familiar area of Georgian Bay, his navigation needs may be minimal, but his desire to connect with friends and fellow cruisers could be considerable – the main event, so to speak.

This is where social navigation has the potential to become a great new dimension to boating – connecting one boater and his discoveries and experiences to another boating friend!

Imagine getting today's picture of the barge and dredge that just moved across a channel mouth, the actual fish someone caught, the storm front sweeping in, or a picture of your best cruising friends having a BBQ dinner on board.

While your chart plotter, GPS, radar



and other traditional navigation equipment should be a permanent part of your boat, the social navigation opportunities can tell you what to avoid, where to anchor and most importantly, what your friends think of a particular place they have already discovered.

This is “user-generated” content and among the big players, both Fugawi and Navionics have been quick to embrace the idea of including user-generated content (UGC) in some of their products. Jeppesen is also about to launch new C-Map products with these features.

Fugawi's iNavX App for iPad, iPhone, or iPod touch (with a subscription for Fugawi X-Traversal) can open the doors. So, iNavX is powerful marine navigation software that works with the iPad and most model iPhones. You get waypoint and track plotting, navigation to waypoints, transfer of waypoints and tracks to and from your PC or Mac software computer and you can access AIS display, GRIB file weather display, as well as wind and engine instrument information from NMEA 2000 sources.

Incidentally, although Fugawi is a supplier of cartography, their iNavX users can also choose to use the award-winning Navionics charts for their

iNavX app. They get those Navionics products through the Fugawi web site.

Another download opportunity that is quite a departure from past offerings is the Navionics “Freshest Data”. You get Freshest Data from Navionics when you buy a new plug and play card and then connect to their webstore.

Freshest Data is a great thing for marine dealers because your customers can just go to the web and new data could be installed by over-writing the card to give the customer the very latest information. Therefore, as a dealer, you can offer the very most current version, even for little dealers who do small volumes.

Combine Freshest Data and UGC and the result is a continuously updated cartography product. This is a game-changer!

We talked to Chris Gelinat at Navionics and Chris explained that the new Navionics apps are able to take the boater's geo-referenced photos and share those up to Twitter or Facebook. Users can add a marker which is like a waypoint, for example to mark a good anchorage, or an underwater structure they found that attracts fish.

Fugawi X-Traversal also has the option of sending information to Facebook to share with friends. In another example, Robin Martel had a tropical beach photo tagged to a GPS waypoint. Using Facebook, this could be shared with friends, or to the greater community of cruisers.

Gelinat described how this adds a “fun factor” to navigation and boating that has never been there before.

Boaters can execute GPS tracking, tracing where they go and then as they find something interesting, take a picture anytime and embed it in the track. They can add as many photos as they want and can even embed video.

Then, they can e-mail their track as a “*.kmz” file which automatically opens in Google Earth. With ease, sent via their smart phone, their friends can see exactly where they have been on the planet and the track they have recorded.

As new as the concept of social navigation is, Navionics won an Innovation Award at the Miami Boat Show 2011 when they introduced UGC. In the menu, the boater can turn on a feature called the “Community Layer” and then they can edit their chart with their iPhone. For example, say they found a marker buoy that was not correctly

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This is a screen grab from an iPhone displaying Navionics' Community Layer. Choose the appropriate category icon and add your own information, to be shared among all Community Layer users. This feature is the embodiment of "social navigating".

placed. Through the Community Layer, they can share that with everybody who's in the Community Layer. Already, there are thousands of boaters contributing UGC to the Community Layer. Eventually these discoveries will all be verified and actually added to update the charts. But, a boater can use it for almost anything: a wreck they located, a restaurant or marina they recommend, an underwater obstacle – anything.

The software and mobile devices connect what used to be a lone boater to a whole community of boaters who share their interests, cruise the same areas and who can all benefit from the information and the hot tips. This adds the "fun factor".

It is convenient as well; you can simply click to call that marina on your smart phone; this is super engaging and convenient.

Prices are also very affordable. Navionics apps are available for iPhone and iPad, the Android and Nokia platforms starting for as little as \$10. At \$14 you can get the US and the Canadian Coastal plus Lakes application.

The mobile devices that people already own allow transfers of data which makes it great for the small boat user as well. Plus they can do GPS navigation using their smart phone from their runabout.

These new products work for everyone. Navionics Mobile offers two independent types of data sync. "User Data

Sync" allows you to connect to your Navionics account and synchronize routes and waypoint data across all your mobile devices and home PC applications. Cruising boaters with new Raymarine displays have the option of adding an off-the-shelf wireless router right on the boat which simply connects via the Raymarine ethernet network. This then connects wirelessly to the mobile device allowing for "Plotter Sync" and data transfer of Routes and Waypoints. With these tools you can synchronize your navigation plans to or from the full onboard Raymarine systems and all your mobile devices, or PC applications, share with friends...the works!

"Depending on the bandwidth available to you through a marina or other waterfront Internet connection, you can even shoot video as you go, upload and share that via YouTube by sending links to your friends."

For marine dealers and chandlerys, this technology is certain to bring in new customers.

Getting back to Robin Martel and our visit to his Fugawi/North Port Systems offices in Toronto. Right there, in the office, Robin used a notebook PC that was connected to the Internet and then his iPhone. He went to the chart of Toronto harbour on the notebook, laid in a fast series of waypoints and then in



This is a mobile device screenshot showing examples of User Generated Content (UGC), shared into the Navionics program through the Community Layer feature. This won an Innovation Award at the 2010 Miami International Boat Show. All users can contribute and gain from each other's contributions.

seconds, using Fugawi X-Traversal software, sent the route to the mobile device, his iPhone.

He also had the option of sending information to Facebook to share with friends. In another example, he had a tropical beach photo tagged to a GPS waypoint. Again, it could be shared with friends or to the greater community of cruisers.

Depending on the bandwidth available to you through a marina or other waterfront Internet connection, you can even shoot video as you go, upload and share that via YouTube by sending links to your friends.

Incidentally, if you are thinking that your smart phone is not waterproof, visit <http://www.otterbox.com>. I have never tried one, but they say they have waterproof containers for most smart phones.

As a marine retailer, helping your customers to share information as they cruise gets them into social navigating and we feel it can add a really exciting new dimension to their time on the boat. The new technology is user-friendly and as powerful as it personal. ■

Get Out the Cerebral Rake and Broom; Tidy Up Your Image for Summer

BY JOHN MORRIS

You certainly wouldn't leave your yard in a mess, but far too often marina operators (who are essentially typical small business operators) don't know how, or aren't aware of the bad impression they can make with disorganized marketing.

The look and feel consumers and employees take away from each interaction is cumulative. Being focused and consistent creates an orderly perception of what your company means and over time creates a mental image that's every bit as critical as the look of the physical plant. Your advertising, logo, online presence and other marketing aspects are critical.

There are so many easy ways to make a good impression. For customers, is

your logo consistent on signage, web site, staff t-shirts and stationery? Is it a professional looking logo? Does it reflect the professionalism of your business?

Graphically, it means creating a standard wordmark and/or logo that reflects the professionalism of your business, designating a corporate colour (or colours) and specifying a typeface. The style of your advertising can differentiate your list of boats and make it easy for the consumer to aim for your ad or web space to meet their needs. You've bought the space in the magazine, the local newspaper and on the Internet. You've paid for that SEO consultant and before that, you hired top sales folks and techs; why not maximize your message efficacy?

Content-wise, it is important to determine key points for your marketing messages that are clear, concise and compelling. What is it about your store or marina that makes it valuable to your customers. Some of these claims like "biggest selection of used boats" seem trite, but if it's truly the case, then make that your tag. If you are the "friendly little local dealer" and say it often, make damn sure you're really friendly.

A good tagline will remind consumers who you are and silently remind them how long you've been in their lives. It will flavour the copy written for your sales literature, web site and advertising. That message reinforced by the consistent visual combination of logo,

A PRIME BRANDING EXAMPLE

Doral boats have long displayed excellent and very consistent graphics and branding, across both its boat line and later, the Doral Marine Resort. It's an interesting history. In 1975, Gord Blake established Wye Heritage Marine and almost 20 years later, sold it to Erwin Zecha in 1993.



Seeing a powerful synergy between his boat company and the marina, in the year 2000, the new millennium brought the Silver Anniversary of Wye Heritage Marina, celebrating 25 years. The marina officially changes its historic name to

Doral Marine Resort and all the signs and branding changed to Doral's graphic standards.



Then, in July 2010, Erwin Zecha sold Doral International Inc. Part of the sales agreement required Mr. Zecha to relinquish the name Doral (because obviously, the Doral name and branding was a significant asset in the sale).



When the marina's boating community was surveyed to assist with determining

a new name for Doral Marine Resort, the overwhelming response was nostalgic – Wye Heritage Marina. So, the marina was renamed, Wye Heritage Marina, on December 1st, 2010 and the transition to all new graphics is underway.

Here is Alicia Forget who was written up in *Boating Industry Canada's* February 2011 issue as a participant in the Women In Skilled Trades (WIST) program and who secured employment at Doral Marine Resort. Now she is in their parts department and is wearing the new Wye Heritage logo on her shirt.



colour and typestyle – enforced with ruthless discipline throughout everything from contracts to store signage to the web – combine to create a powerful, memorable impression.

Consider how the brands you're familiar with have accomplished their positioning over the years. Doral has said 'classy and proudly Canadian' for years; Cobalt shouts high end; Sea-Doo laughs quick and fun. Your brand should be every bit as instantly quantifiable – 'those guys are knowledgeable and honest' or 'that place is friendly and offers good value' or 'those guys are real boaters and their dad was too.' I had a publisher who had no patience for navel gazing and all-over-the-place identity feeling it was important to be consistent rather than tweak all the time. "There are six ways to run a railroad. Now pick one and get on with it before I fire the lot of you," still rings loud.

Here are some examples of seemingly small things that have every bit as much

negative impact as a pile of rusting boat parts sitting outside the front gate. As a writer in the magazine business, one of my first assignments was writing the boat show guide – a look at the boats consumers could buy, or might find intriguing. In lots of time before each show, we religiously sent out a request for copy and photos to list for free in our publication.

Can you guess at the quality of the responses? How many send copy and no photo. How many sent nothing at all. The numbers varied, but the proportion was always 'most'. Spot opportunities and follow up, even if it takes time and effort. Don't let the other guys get the coverage you equally deserve.

Communicating is a neverending and important task – not a thought for times when there's nothing better to do. It requires a dedicated effort up and down your marketing chain to avoid going "off message." We have all seen the yard guys use any old typeface for a sign. The

colour on the logo changes with the season. You shouldn't have to police every detail – just start with a clear explanation of what things should look like, read like and sound like and explain the reasons why.

Squandering a strong identity is a crime. Treating your company's identity casually belies its importance. Specify your colours; keep your literature consistent, your wearables, building style, staff outfits and signage too. Make sure your ads look more professional than the competition and work your identity at every chance. You want to inspire a Pavlovian response that reinforces your company identity – when a customer hears "Bob's Marina" the next voice they hear is their own internal voice saying "I like that place."

It's as important as repainting the travel lift or clearing up old batteries. When you're making your place look professional and inviting, include the marketing elements in your thinking. ■

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Time To Retire?

Now What?

BY MARK SANDERSON



Sooner or later we in the marine industry will recognize that we've had enough, and it's time to retire.

Maybe it will be the day you were told off by a client – whom you've known since he was a baby – for not understanding that he 'only gets three weeks off a year and won't tolerate that his 1973 boat is not running properly and you don't have the parts' or maybe it will be at your year-end and the accountant has just shown you that the expenses you incurred working seven days a week have outstripped the income by a large amount and then follows this with a lecture on "cost of goods sold." There are all kinds of scenarios that can lead to the decision of "Let's sell this place. I want out!"

Unfortunately, while we have been busy all these years building the business and getting boats launched and

working, just in time to pull them out and store them, we have neglected to put a plan into place allowing us to retire with a reasonable lifestyle either by having a family member "take over" the business or by selling it to one of the many clients who have said "If you ever think of selling this place..." Here are a couple of thoughts you might consider as you begin this plan.

Allow at least five years before you want to retire for a sale to be completed, ten years is better. This may sound ridiculous but you have to consider that the number of people who want a marina is small and the number who can and actually will buy one is even smaller. This applies both to family members and outside buyers. At least the family members who have worked in the business know how tough it is and are going in with their eyes open. They also have the

advantage of being known by the banks and floor plan companies.

Unfortunately, they may also have grown up seeing how hard their parents have worked and how far it got them. Outside buyers are in for a huge shock when they see just how little money the marina, that's been gouging them for years, actually does make. They are usually not too disturbed by the asking price of the this big piece of waterfront property, but where their face drops is when they consult their financial expert who points out that they could make more money in a GIC with no risk.

The amount of security requested by the floor plan company also usually gets them standing up straight. But, don't despair; there are buyers out there...after all, you bought one and so did I! You just have to anticipate the problems and get ready and, most importantly, you can



never start too early.

If you feel that your family is going to take over the business when you are ready to retire, one of the first things to do is identify the person, or persons you assume will want the business. It's really a good idea, at this early stage, to begin referring to this take-over as their desire to buy the business.

After all, you do need to live on something and this is the time to establish what that is! It is also the time to determine that they really do want to buy the business and thus, assume

the responsibility for keeping the family fed. You may find that they have the same idea you do which is...to get out.

If you are correct in assuming that they really do want it, how will the future structure be set up? Is one person to be the owner with a commitment to maintain the employment of the others? Or, will it be a board of directors of family members, each with direct input? Do you retain input and own shares?

These can be tough decisions requiring you to take into account the long-term health of the business and choosing a structure that you believe will work and that will continue to grow the business. It is not a time to be sentimental, or to worry about fairness since this is your life's work and your own future. So, take your time and seek out whatever advice you need.

Once this structure is decided, it's time to have it legally documented by a business lawyer who knows what he or she is doing.

A business lawyer is trained in the wording of partnerships and legal agreements. I believe selecting the right lawyer may be the best investment you will ever make, especially if multiple family members are involved. The business is a family member too and needs to be protected. There is nothing wrong with asking for commitments from the individuals involved in the buyout structure well in advance of its implementation and it may, or may not, include financial compensation. Everything is in writing and signed. No surprises!

Now, no matter who you are selling to, family members or outside buyers, the process is the same from here on in.

Once you have the structure in place (i.e., share sale or asset sale, the tax implications understood, the buyout mechanism and timing agreed to), it's now time to put a purchase price, or buyout formula into shape. Here's where it gets tough. You have a depreciated book value on your balance sheet that shows what the business is worth. It also reflects your accountant's years of effort in reducing the amount of taxes you have to pay, thereby showing the minimum income. It also buries the motor home that is still in inventory but is actually in Florida, the boat at the island, the King Ranch truck with

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leather, the forklift that's on the books for full price but is no longer even certifiable and it ignores the little box (you know what I mean) under the stairs. Now is the time all has to be cleaned up and made accurate.

Clean up the parts departments and get it down to a reasonable level. This is always an area of contention so you may as well face it early. You will not likely see book value for those parts. Will this affect the profit? Yes, for sure, but better now than when you have a deal on the table that begins to unravel during due diligence.

Buyers usually only see the last three or four years and that's where you want your profit shown. Your accountant should be made aware of your plans to sell and should be reporting accordingly. Someone buying your business is going to take your books to his financial and legal people and their sole goal is to reduce the price to the benefit of their client; don't give them an obvious place to start. The bank is going to want to see how the deal is to be financed and whether or not it can make the payments. The same will be true for your floor plan company. As with the lawyer, make sure you have the best accountant...your buyers will.

As this is a business location, an appraisal will often be required to value the property. Don't be swayed by the value of the cottage that sold down the lake. A certified appraiser can not only value your real estate, but also can value

your business. An accurate value on the real estate can be done based on previous sales of similar properties in your area. There are a number of other methods, but this is a typical buyer's preferred method and unfortunately, not a lot of marinas get sold, so there isn't much to compare to.

The banks will want a certified appraisal, not a real estate agent's "opinion of value". You would get this appraisal done closer to the sale and usually you can use the "opinion of value" as a guideline to setting the land and building prices.

Once you have this, realistically value your tools and equipment, office furniture, computers – everything the business owns. Once you have done this, you'll be fairly accurate in taking half the value; other than trucks and autos, used equipment doesn't sell for much. The critical next step is to meet with your town planner or hire a planner to determine exactly what uses your property is zoned for, or could be zoned for, in the official plan.

The appraiser will base his value on the "best use" and potential uses of the property. Recently, the one we have all been looking for is "multiple-unit, residential dwelling" which doesn't mean you are building condos, but rather it means that the property is zoned for uses other than your marina. This removes the appraiser's need to note that the best or, worse still, only use for the property is as a marina which, in the

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end, for a potential buyer, would reduce the revenue potential more than if the property were re-zoned for residential builders. The buyer's bank will also want to know that the business they are financing meets all the legal and zoning criteria to keep operating. The whole rezoning issue is a very complicated area, so consider the above just an overview. Hire your own planner and explore; go slow and keep it quiet.

Moving into the next stage, you'll need to check the accuracy of your survey and update if needed. Are the docks and buildings you built, over the years,

really on your property and are all set backs met? Do you have clear title? Are all applied-for building permits inspected and closed? If your current survey isn't completely accurate, acquire a new one or contact the company that provided your existing one and have it updated. The reference number should appear on the survey.

What about the Ministry of the Environment? Consider the condition, age and location of fuel tanks and old oil tanks. Were they buried out back, or disposed of properly? A level 1 or 2 soil test will be required. In Ontario, an OMOA

Clean Marine audit is a good place to begin searching for any potential problems. (Other similar audits are available across Canada.)

Will an environmental assessment be required? Will you need a biologist's '4-season study' to determine any endangered species on your property? You definitely will if you are to convince a developer that he can build on the property.

What about Fisheries and Oceans? Can more docks be built? Is dredging possible? Are water lot leases up-to-date? Are there any potential restrictions on waterfront development? These are just some of the things that will come up and you can't be too prepared.

That guy who has always said, "if you ever think of selling" is a potential purchaser, so know who he is and how to get in touch with him. Make sure your lawyer provides you with a draft "Confidentiality Agreement" for potential buyer's signature; you certainly don't want the news that you're considering selling to be the topic of Saturday's dock talk. Know the questions he will ask and have your answers ready. There are so few potential buyers out there, you don't want to lose one because you weren't ready.

If this all seems to be a lot to absorb, in most cases, it will all be required and getting this information together can take years.

In today's business environment, there will be other roadblocks cropping up, so just be patient and maintain your focus, bearing in mind that marinas take time to sell, but also that there are some marinas sold every single year.

You have worked incredibly hard for years to build up the infrastructure in your business and now it's time to reap the benefits. You want to get the maximum for it and that requires planning and work! The best advice I can give – after being involved in the sale of three marinas so far – is that you cannot start too soon, you must hire the best lawyer and accountant you can and, above all, be realistic. Don't kid yourself. The more you do up front, the greater the value and the lower the expense.

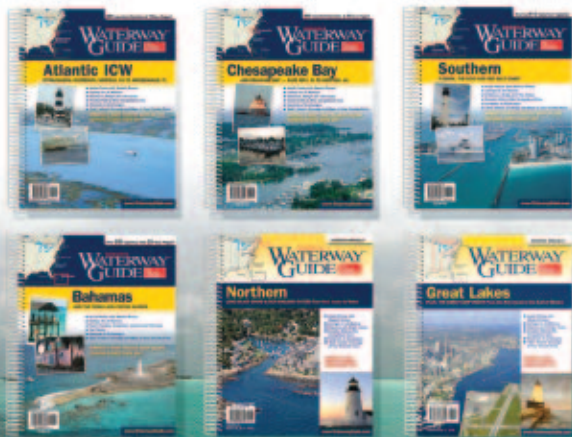
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Mountain Trout House Marina

Dawn and Don Abel – New Owners, New Success

BY ANDY ADAMS





Doesn't it sound like a place you want to visit? Just the name – Mountain Trout House Marina – conjures up all kinds of images in my mind, that's for sure.

Of course there's the idea of a lake in the mountains...probably a big old house with a veranda, or a porch with incredible views... the whole picture comes together in your mind, doesn't it? The name could have been a clever marketing idea but in fact, the Mountain Trout House was the name of an historic fishing lodge on beautiful Kawagama Lake in the Haliburton Highlands.

The marina actually opened in 1938. Don Abel and his wife Dawn are the sixth owners in the 73 years since it opened. The marina was started by a lumber company and it was known as Russell Landing. Some years ago, the original Mountain Trout House located nearby was turned into Moorelands Camp for kids and the marina's owners at the time asked the former owners of the Mountain Trout House lodge if they would mind the marina taking on the 'Mountain Trout House' name in place of Russell Landing. The original Mountain Trout House owners were very pleased and the name remains today.

Coincidentally, when Don Abel's father was just a young boy during WWII, he was sent out of war-torn England to the safety of Canada. For a time, he and his sister stayed at Mountain Trout House! After they bought the marina, Don told his aunt (who is still alive in England) that he had bought Mountain Trout House and she burst into tears!

There's probably great fishing in the lake, too, but we never even talked about trout, or any other fish. Our interview was about a marina changing hands and how a new owner would make out with his investment.

When I arrived on May 24, 2011 to talk about the marina with new owners Don and Dawn Abel, it was clear that the primary business was catering to the needs of lake access cottagers – probably 300 property owners of the approximately 1,000 on the lake. Mountain Trout House Marina is located beside a government wharf and it has 120 covered slips plus dry slip storage for a total of 140 boats on the 23-acre property. The land is terraced up the hillside and offers parking during the summer and land to store additional shrink-wrapped

boats in winter.

The marina is the Yamaha dealership for the area including Dwight, Dorset, Kawagama and eastern Lake of Bays. They sell Yamaha outboard motors in summer, Yamaha snowmobiles in winter, Yamaha power products all year round along with the Naden line of aluminum boats and more recently, MirroCraft. Their biggest step in terms of new products sales has been the recent announcement that, through a cooperative arrangement with Desmasdons Boatworks in Pointe au Baril, Ontario, Mountain Trout House Marina now offers Grady-White boats as well.

The Abels also have an arrangement with Bruce Custom Fabricating and Wahoo Docks to offer their docks and floating boat houses; their store carries a full line of safety equipment, lines, fenders, accessories and also some clothing with the Kawagama Lake name embroidered on them. The cottagers are understandably proud of their lake!

We wanted to write about Mountain Trout House Marina because surveys we have run through the *Boating Industry Canada* weekly newsletter, *Newsweek* predict that a large number of marina

owners plan to retire in the next five years. The obvious question those marina owners have is: will there be buyers to step forward, believing that a marina can be a good investment and bringing with them, the resources and the energy to succeed.

This raises the question, how do you measure success? Don Abel had an excellent answer.

"You don't buy a marina to get rich," explained Don, "but you hope you get a property that appreciates, as well as a business that appreciates as much or more than if you had invested the money someplace else. An additional benefit is that it's our business and we get to live here."

Don tossed his head back and laughed out loud as he remembered one of his new customers asking him, "How are you enjoying retirement?"

"I've probably never worked harder,"



said Don, "but it's very different from what I've done professionally in the past. As a sales and marketing executive, and a corporate vice president, I spent a huge amount of time traveling. During one 12-month period, I boarded 192 flights. Running Mountain Trout House Marina is completely different."

Adding some detail here is important. Don was an executive with Labatt's in Canada. As Director of Sales and Promotions for Western Canada, he was transferred many times, winding up in Florida, then changed to Coors as VP for

southeastern US. Altogether, he and Dawn moved 14 times in 30 years of marriage. Their daughter Jennifer, 27, is living in Seattle (and getting married this summer) while their son David, 24, is living in NYC.

Don is here with his wife Dawn and it's obvious they make a great team, but she would warn other women

entering the business the same way she warns her female summer employees: "Women know nothing – be prepared to get that attitude from a certain percentage of the men who come into the marina, especially on a Friday night," Dawn explained.

They both started laughing about the fact that it's easy to tell how bad the northbound Toronto traffic is on a Friday night. Some of the customers just come snarling through the door! You have to be prepared for that.

We asked what the biggest surprise



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was when they bought the marina and they agreed that dealing with people was the big surprise. 80% of the customers are great people and you just have to win over, or deal with the rest. But the biggest surprise is that they aren't just customers, many have become friends.

Key point for potential new owners: if you're not a 'people person', succeeding with the business may be harder because your cottage owner customers don't need to be there; they want to be there and they want the experience to be a pleasure. To be successful, the marina owners facilitate that pleasure with boat sales, service, storage and a lot more. On a lake like Kawagama, which is actually one of the largest in this fairly remote region, the marina is a destination and a focal point.

Beyond boats and related services, their customers can come to Mountain Trout House Marina for frozen yogurt and a convenience store with ice cream, candy, fishing supplies, gift items, PCOC card testing and even business-related services like fax and photocopying and, of course, wireless Internet!

Kawagama Lake water levels drop about three feet seasonally so permanent crib docks are rarely used. Don and Dawn showed a new covered, floating boat port with wide and stable dock sections and even a cupola with a weather vane on top. Dawn was laughing at the sudden 'celebrity' it gained on opening weekend. "People can't have a conventional boat house so when they saw this, they stopped and were all over it, taking pictures and trying it out".

That wasn't the only hit on the May 24 weekend. They have taken on a new line of cottage chairs from Limberlost Chairs that are made from new high density plastic so they will not fade, warp, peel or split. Customers carried away a dozen of these on the first weekend at \$395 each!

Not finished yet, they also offer propane, stove oil and they have a water taxi and a barge service. The barge is quite large and was likely involved in the construction of many cottages on the lake.

Remember that Don worked as a sales and marketing exec in the beer business.

He was not a heavy equipment operator but today, he pilots the barge as well as driving the tractors and moving boats with the fork lift at the marina. To operate a business like this, you have to be a can-do kind of guy and you have to do it with a smile and at a profit.

He manages the web site and touches it every day with at least some minor change. The marina web cam is always on and he blogs about the weather which keeps people coming back to see how things are at the cottage.

On February 12, 2009, they had 29,000 hits, Don told me and on average, they get 2,000 hits daily in summer and 8,000 daily in winter. It's mainly their snowmobile customers who want to see the snow conditions – they drive those numbers, but it's all part of our service.

"Don is realistic about the future. I see this as a 10-year to maybe 15-year plan."

The local trails run right across the property and yes – Mountain Trout House Marina is open 12 months a year and they keep their 20-year veteran technician going 12 months a year. In fact, that's why they are a 12-month operation, but it all fits with what Don and Dawn know they need to do to be successful.

Don's marketing background is a significant asset. He now does his own radio commercials and they are starting to get real traction. They started a Customer Appreciation Day with a BBQ and drinks. It has grown to include a live band performing that night for a 'Boat in Concert' and more and more customers arrive to moor out and hear the music.

They do feel that Mountain Trout House Marina is off the beaten path so they have to promote and run events, but it looks like they are having fun doing it.

Don is realistic about the future. "I

see this as a 10-year to maybe 15-year plan. We'll be planning to exit by then. Then maybe we'll re-retire!"

Of course, we had to ask why he got into the marina in the first place.

"When I was just young, I had a 3hp engine on a boat and I loved to spend the day at the Baysville Marina, looking at the boats: I just loved the boats and boating. As I got older, I raced hydroplanes. If you can make your hobby your work, that's just ideal", Don said.

He wanted to have his own marina and he knew the area he wanted to be in, so he and Dawn searched out all the marinas in the area he loved and they got organized first with a local accountant, lawyer and real estate agent. They contacted the marinas in the target area and Mountain Trout House responded that they were open to discussions.

As soon as they saw it, they said, 'Why would you ever want to sell this?' but the owners were ready for a change. They bought the marina in the fall of 2005 – September 19 was the closing. While the first years were OK, we all know the industry has suffered its biggest decline since the Depression in the last few years and that never came up in the interview.

The bottom line is that they are reporting their financial data in a proper way through their accountant, the business makes a profit each year, they pay themselves at a modest level but most significantly, they have made a half a million dollar re-investment back into the business for new docks and other infrastructure.

One of the very first steps had been to join OMOA/Boating Ontario and through the association, and attending the annual conference, they lined up key suppliers and jumped into the Clean Marine program reaching the Diamond 5 Anchor level in just a few years.

Obviously, Dawn and Don Abel are smart, energetic and very business-savvy, but they are new owners making great progress with a business that was already pretty successful and valuable to buy. Whether you are a seller or a buyer, this should be an encouraging story and not a unique one either. There are opportunities out there for sure! ■

Derelict Boats

Just an Eyesore, or a Significant Liability?

BY BOATING INDUSTRY CANADA STAFF



How often have you been to a marina and seen boats “out back” that are derelict?

Top businesses are too efficient and too expensive for those old clunkers to accumulate, but the smaller businesses and those without the resources to track down delinquent storage customers, can wind up with a field of old boats. If you are hoping to sell your marina, it's important to clear those old boats out.

But, if you are not planning to sell any time soon, are these derelict boats just an eyesore, or are they an actual liability that needs to be dealt with anyway?

From a marketing perspective, anything that clutters up your property should be cleaned up. But we wondered if the potential legal liabilities were an added incentive to get tough with customers who were messing up your back lot.

To learn more about this, we contacted Andrew Robertson of Robertson & Robertson, Skipper's Plan, Ken Price at HKMB HUB International and James Heintzman at Dalton Timmis Insurance Group.

James Heintzman provided some background to the issue from the per-

spective of pollution liability.

Marina operators should be aware of their obligations which are based on the principle that a polluting party should pay for any and all damage caused to the environment by its activities. To address this, you can get Environmental Impairment Liability Coverage which provides protection from liabilities and losses due to pollution.

Basically, people and businesses are held responsible for cleaning up a contaminated property, as well as to pay for liabilities to other people who could be



hurt by the pollution, or environmental hazard. There may also be fines imposed by regulatory bodies in provincial and federal jurisdictions. Environmental Impairment Liability Insurance is usually tailor-made to fit the needs of the customer.

Environment Canada administers, or helps to administer dozens of acts [laws] that pertain to the environment. Some acts, such as the Canadian Environmental Protection act, are intended to prevent and protect the environment from pollution while others, such as the Canada Wildlife Act and the Canada Water Act focus on conservation. For more information visit Environment Canada or your provincial Ministry of Environment.

Environmental liability is becoming an area of growing concern for most industries because with more emphasis on environmental accountability, including liability for Directors and Officers, businesses should be looking for better ways to manage their environmental liability and keeping up with the evolving regulations.

The risk of fuel or oil leaking from an old boat, cast off batteries dumped onto the ground, and toxic chemicals from paint or materials that are being washed into the soil are all potential sources of pollution. All our sources agreed that this aspect of derelict boats and equipment deserves attention.

Ken Price explained that the issue of "Bone Yards" for old equipment, boats, trailers, etc., are indeed an eyesore. He

recognized that it is a constant job for marinas to stay on top of this to keep these boats reasonably organized. A busy little marina can accumulate many abandoned, re-reposed and scrap boats and he recognized that it takes time and costs major dollars to recycle or dispose of derelict and abandoned boats.

"Yes, they can pose a hazard for fire, vandalism and possibly liability if they are not set back from normal traffic areas and perhaps even fenced," Ken noted.

From an insurance perspective, he said, "We usually look at what is there and discuss options how to clean up and or minimize the exposure; sadly, there is no direct financial incentive. We try and work with the operator to get them to control the exposure. If it became too large or severe, underwriters would look at a charge for the exposure, or if it was bad enough, not renew the insurance policy. Happily, that has never happened in my years of handling the business."

On the other hand, Ken continued, "We need to work with each other to identify the exposures and then establish plans to minimize them. If there was no response back from the operator, the underwriters could always not offer renewal terms."

Drew Robertson added another piece of the puzzle. He told us that in addition to being an eyesore, there is a risk to having derelict boats sitting in a marina. There could be loss or damage resulting from fire, fuel spills and vandalism, but the greatest concern in his opinion, is

the risk they pose to a child who uses a derelict boat as a playground. The law refers to a potentially dangerous structure that appeals to a child as an 'attractive nuisance'. Other examples are old cars, swimming pools, building materials, machinery, or just about anything a child might find appealing. The property owner has an obligation to protect children from the dangers of an attractive nuisance. If a child were to be injured while playing on a derelict boat, the marina owner and/or boat owner could be held liable for any injuries, even if the child is trespassing. If the injury were serious, it could be devastating for the child and very costly for the owners if they do not have adequate liability insurance.

Drew summed up by saying, "If there are abandoned boats, or other attractive nuisances at a marina, the owner would be wise to remove them, or keep them in a secure area where kids cannot get at them."

So, obviously, an attractive marina property, free of derelict boats, vehicles and other potentially dangerous junk looks more appealing. Anyone could see that, but it also seems clear that allowing your property to be host to some scrap boats brings the risk of pollution and environmental responsibility and that does deserve thoughtful insurance coverage. If you are a fuel retailer, you absolutely should have this coverage but talk to your agent about making sure your coverage is adequate. ■

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Marine Trade Associations Update



Welcome to the June 2011 edition of Across Canada, a new section in *Boating Industry Canada* where we invite all of Canada's Marine Trade Associations and related organizations to participate.

The goal is to share with all members of the industry in Canada (and key people in the US and Europe), the activities and accomplishments of Canada's Marine Trade Associations and their members by providing each association space in every issue.

We hope that Across Canada will enable members of the marine industry to share ideas and solutions. We welcome your comments as readers or contributors.

National Marine Manufacturers Association (NMMA) Canada

Earlier this spring, the NMMA Canada hosted a two-day strategy session to set

priorities and identify a strategic plan for the association. Prior to the meeting, the NMMA Board, in an effort to expand the scope of the meeting, invited the Executive Directors and Chairpersons from each Marine Trade Association (MTA) across Canada. 24 participants attended.

The objective of the meeting was to discuss and understand the key priorities and goals of the MTAs and NMMA Canada and to identify common issues and discuss opportunities to work together toward common goals.

The group outlined a number of issues needing to be addressed to ensure growth and prosperity for the recreational marine industry. Of the issues, four main themes (topics) were identified: market growth, advocacy, recruitment and retention of skills trades and access to water. For this issue of Across Canada,

the article will focus on the skilled trades shortage.

A number of the MTAs are actively working and supporting provincial programs. In BC, there is a marine repair technical program, in Atlantic Canada they have a boat builder program, in Ontario OMOA and NMMA support the marine technician program at Georgian College, in Manitoba there is an apprentice program and finally many of the OEMs have their own service school training.

The fact remains that the shortage of skilled trades people exists because technical skills are hard to find, the positions are perceived as part-time due to the seasonal work (and dealers cannot afford to pay year round), there is no national training program, and schools graduate students but they are not required to be certified.

The strategic planning group created a committee led by Tim Martin of the Alberta MTA. MTAs and NMMA will work together to establish a national, consistent and standardized program across Canada aimed at retaining and developing marine technicians.

nmma.com

Discover Boating

Discover Boating has unveiled marketing plans to reignite the brand with a new US and Canadian campaign, titled Welcome to the Water, in an all-industry webinar that premiered on May 17.

The campaign aims to tap current boat owners to help engage those new to boating. It is also designed to increase website traffic, therefore increasing the quality and quantity of prospects for manufacturers and dealers to grow sales of boating-related products and services.

"By merging the passion and knowledge of current owners with the enthusiasm and desires of people who haven't taken that step, Discover Boating is seeking to create something more than an ad campaign—it's a movement towards boating," says Carl Blackwell, chief marketing officer for Discover Boating and the National Marine Manufacturers Association. "We rebuilt the foundation of Discover Boating by designing a more intuitive consumer website, developing a video that captures the emotion of boating and offering tools to stakeholders while building a better communications platform for the industry."

In Canada, the effort is supported with new television creative to be showcased on top stations such as CBC News Network, Outdoor Channel and National Geographic Channel as part of a national TV ad buy. The campaign also includes online advertising, search engine marketing, public relations and social media.

A much-needed move to a mobile-friendly website with a bold, inviting and fun face to DiscoverBoating.ca is underway. Upgrades to the site offer robust search engine optimization, easier navigation, enhanced personalization for the user, and an improved ability to gather and deliver leads. The new site

will be available in English and French.

For anyone who missed the May 17 industry-wide webinar, view the 45-minute Discover Boating presentation detailing all elements of the 2011 campaign at: <http://www.growboating.org/toolkit/webinars.aspx>.

Also, the new Discover Boating "Welcome to the Water" video can now be viewed on YouTube at <http://www.youtube.com/watch?v=gZX0AkTBOco> Discover Boating Welcome To The Water promotional video for Canada

discoverboating.ca

British Columbia Marine Trades Association (BCMTA)

The BCMTA continues to work towards strengthening its service offering to members and representing their best interests to key industry stakeholders. Fast on the heels of the Vancouver International Boat Show in February, BCMTA kicked off an initiative for its BC-based broker and dealer members who required guidance on the application of the HST and GST for pre-owned and new boat sales. A complete matrix of tax questions is now available to provide guidance to the respective sector members and the document is with CRA for interpretation. A similar initiative was also undertaken with the provincial government for the Tax on Designated Property (TDP) which was introduced when the HST was put into effect in BC.

The BCMTA has also undertaken a detailed assessment of its association infrastructure and online needs. A web development is expected to kick off this summer in conjunction with a formalized structure that streamlines activities and creates time and cost efficiencies for members.

BCMTA's Boating Grant Program continues to support the efforts of not-for-profit organizations involved in initiatives related to boating and the environment. Most recently, the BCMTA has supported the Georgia Strait Alliance's funding request for the Clean Marine Program, the Canadian Power and Sail Squadron's AGM and a marine lock box for Abreast in a Boat.

Committed to being proactive on

government issues, the BCMTA continues to work closely with other MTAs and NMMA Canada to ensure the best interests of the boating industry in BC are represented.

bcmta.com

Alberta Marine Dealers Association (AMDA)

A relatively slow start to the season with cool April temperatures, May has brought sunshine and boaters to dealers across the province. The economic forecast is promising and there is a palpable improvement in consumer confidence.

The AMDA is proud to support the NMMA in its efforts to develop a national set of standards for marine technicians. It has long been a challenge for Alberta dealers to find, develop and retain competent, career-minded technicians. Despite existing training programs, there has always been a shortage of skilled technicians in Alberta. In light of increasing use of technologies by all manufacturers, it has become a necessity that we pool our collective resources towards developing the next generation of technicians in the marine industry.

As a very new trade association, we are also eagerly looking forward to our first Annual General Meeting, scheduled for January of 2012. In addition to the core meetings, we will be providing information sessions and a trade show at the AGM as a way of enhancing the experience and increasing value for our member dealers.

On behalf of our membership and executive, I would like to express appreciation for the warm and encouraging welcome Alberta has received by Discover Boating and NMMA as a whole. Thank you for your support!

abmarineassociation.ca

Mid-Canada Marine and Powersports Dealers Association (MMPDA)

Kim Wozniak, Association Manager reports that the organization does strive to offer education opportunities for their membership and this year they offered a sales seminar, a parts and accessories seminar and also featured speakers/edu-

cation topics at their AGM/conference.

A worthwhile and very admirable program where the MMPDA has partnered with a number of other organizations is in the "Gear-Up" program – a program where used tackle is collected and then distributed to children who otherwise would not be exposed to the sport of fishing.

The group invites participants to share their passion for fishing with others by donating their used quality fishing equipment to the "Gear Up - Tackling the Future Fishing Program". The program is designed to collect used fishing equipment, re-furbish it, and then share it with families and those less fortunate to get them started in fishing.

The program enjoys key support from Hunter Wire Products, Fish Futures Inc., Delta Rea Estate, Manitoba Wildlife Federation, Pure Fishing Inc., Mid-Canada Marine and Powersports Dealers Association, City of Winnipeg and Manitoba Water Stewardship

midcanadamarinedealers.com

Boating Ontario Launches New Boater Assist Program

At the beginning of July, Boating Ontario will launch the new Boater Assist Program for boaters in Ontario. The pilot for the new program will take place in the St. Lawrence River area from Kingston to Cornwall, Lakes Simcoe and Couchiching, the eastern shore of southern Georgian Bay from Britt to Penetanguishene, and in Lakes Rousseau, Muskoka and Joseph.

The new program is aimed at providing boaters with peace of mind boating by offering:

- Towing services to boaters
- A new insurance program, which promises to be the most comprehensive policy in the business at a very competitive rate
- Member discounts and benefits on a host of activities that are sure to interest boaters

The program will be available from 7.00 am to 10.00 pm seven days a week.



Boating members will pay \$75.00 for a single boat and driver or \$125.00 for two boats and up to six family members. The single membership will have access to two service calls per season and the family membership will be entitled to three service calls.

Service centres have been established in the pilot areas for 2011. The centres are just completing their training and licensing by Transport Canada in preparation for the launch this summer.

The new call centre is completing training of all staff members. Boating Ontario is working with BoatSmart Canada to service boaters and help sell the new program.

Watch for the new website to be introduced in the very near future. Boating Ontario plans to use the pilot program to strengthen all aspects of the program and to learn from the experiences of our boaters and members during the pilot phase.

The full program will be introduced at the Boating Ontario Conference in December and rolled out at the Toronto International Boat Show in January 2012.

boatingontario.ca

Association Maritime du Quebec (AMQ)

Yves Paquette, General Manager at the Association Maritime du Quebec (AMQ) sent this report focusing on the dramatic flooding and the update on the marinas affected by the unusual spring weather which has now persisted well into June.

"While the records were broken on the May 6th weekend, and continued rain and winds are still with us, things should start to get better over the next

two weeks," he told *Boating Industry Canada*.

"Perhaps 10 to 12 marinas are affected and the Saint-Paul-de-l'Île-aux-Noix area is very important with many significant marine dealers located in the area. Marina Gosselin remains flooded; so is Marina Fortin. Groupe Performance Marine's dealership has been open although the marina is not. For weeks, people have not been able to reach their boats to work on them. Luckily, all the boats were secured as the rains came and the water levels increased but there has been terrible flooding and many people's homes have been damaged. According to the Montreal Gazette, more than 3,000 homes have been flooded and 1,000 people forced from their houses in the worst flooding to hit the Richelieu Valley, roughly 40 kilometres southeast of Montreal, in 150 years.

nautismequebec.com

Atlantic Marine Trades Association (AMTA)

The Lewisporte Marine Show wrapped up on May 14th. Despite the cold weather and the snow on Saturday morning, attendees were in good spirits. The Lewisporte Marina in Notre Dame Bay, NL is slated for a further \$3 million in expansion this year.

AMTA, in conjunction with the Eclipse Media Group Inc. and Advocate Media is pleased to announce that plans are well under way for the production of the Maritime Boating Guide 2012 – an annual publication supported by maritimeboating.ca which provides a guide to marinas and destinations for boaters in Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. The guide is provided free of charge at marinas, tourism offices and is distributed at boat shows. It is an excellent opportunity for business to get in front of boaters in our region.

AMTA will be working with the other Canadian MTAs and NMMA Canada in a new advocacy group, whose first project will be to update the Economic Impact Study of Recreational Boating. ■

boatinginatlanticcanada.com

THE COASTAL KEELBOAT VEST BY SALUS MARINE WEAR

The Coastal Keelboat Vest by Salus Marine Wear has just received Coast Guard approval for your sailing enjoyment this spring. The Coastal keelboat vest is inherently buoyant rather than being an inflatable, so it is actually lighter in weight and can provide safety and protection while sailing and racing.

The big news for keelboat sailors at all levels is that the Coastal keelboat vest by Salus features a built-in harness, so you can tether yourself and you can adjust the harness as needed. The vest's design uses round edges for comfort and maximum mobility around the decks plus, The Coastal has a Dri-Lex liner that is breathable for best comfort on hot days and during heavy racing.

Other features that make the Coastal uniquely comfortable are the high cut, large armholes for increased mobility, reflective patches for safety, two large cargo pockets and the fleece lined hand-warmer pockets will be greatly appreciated! Considering that it is both a harness and an approved PFD all-in-one, the Coastal keelboat vest represents a cost-saving as well as safety with maximum mobility.

salusmarine.com



GARMIN® DEBUTS GDL™ 40 CELLULAR MARINE WEATHER RECEIVER

Garmin International Inc. announced the GDL 40 – an affordable marine weather solution that brings on-demand graphical weather and radar data directly to a compatible NMEA 2000 Garmin chartplotter. The GDL 40 is the first and only cellular marine weather receiver on the market today.



“For the first time, using the GDL 40, mariners will be able to purchase vital weather data on-demand when they need it most,” said Dan Bartel, Garmin’s vice president of worldwide sales. “Whether you’re avoiding approaching weather or checking the wind direction, having a pay-as-you-go solution like the GDL 40 provides added flexibility, convenience and confidence on the water.”

The GDL 40 communicates with nearby cellular network signals to receive weather data from Digital CycloneSM, a leading weather provider and subsidiary of Garmin Ltd., and provides coverage for the US, Canada or Europe on a day-to-day basis. Once activated, users can purchase day passes from the device to begin receiving 24 hours of continuous weather data. Simply select the “Buy Weather” option on the chartplotter to begin downloading available weather data, including live weather radar, wind speeds and direction, sea surface temperatures, wave heights, local forecasts, country/marine warnings, lightning and more. The GDL 40 is compatible with the GPSMAP 6000/7000 series, GPSMAP 4000/5000 series, GPSMAP 700 series and the GPSMAP 4X1/5X1/5X6 series (NMEA 2000 versions).

garmin.com

TRAC ECOLOGICAL PRODUCTS BARNACLE BUSTER™

Marine growth build-up is the #1 reason water-cooled equipment malfunctions. These deposits reduce equipment effectiveness often resulting in costly downtime. Even a thin layer of growth, as little as 1/64" can result in a 15% decrease in efficiency.

While conventional methods of cleaning, such as mechanical brushing, do have some success, harsh acids are harmful to the user, the equipment, & the environment and in many instances, these methods result in damage to the equipment users were trying to clean.

Barnacle Buster™ can safely and easily dissolve scale, barnacles, zebra mussels, calcium, rust, lime and other mineral deposits. It can be used to descale heat exchangers, air conditioning systems, outdrives, outboards, and anywhere marine growth can be found. Available in ready-to-use or concentrated form in 1 quart or 1 gallon bottles, 5 gallon pails, 55 gallon drums and 250 gallon tanks (for really big cleaning jobs).

trac-online.com



LOW LUX NIGHT VISION CAMERA

The new Low Lux Night Vision camera is a safety-device that extends your play time or work hours on the water. The black and white picture allows for safe maneuvering of waterways or when docking. Use as a stand alone device or an enhancement to radar. This camera connects to any monitor with a RCA video jack or with a DVR you can record your trip.

The camera can be mounted permanently or use the optional vacuum mount for a quick and easy removal. Measuring only 6" in length and 3.5" in diameter, the camera is small enough to be stored after usage to prevent theft. This camera is a valuable tool in extending your time on the water, yet is priced far below thermal imaging systems.

The Low Lux camera is sealed to IP66 rating and meets Coast Guard electrical standards. Damage resistant and splash proof for on deck mounting locations. The night vision camera is supplied with RCA jack and 12 DC+ cigarette lighter power input. Users have the option to hardwire to the vessel's power supply.

livorsi.com



9-IN-1 SAFETYPUCK

The 9-in-1 SafetyPuck warning light is just that, a creatively designed puck-like product that sports 16 LED lights all around the unit that allows for a wide array of illumination patterns. The nine light patterns provide 360 degree light coverage and range from flashing or flickering, to pulsing or swirling, and even a flashlight-like beam. One side of the SafetyPuck is magnetic so it can stick to the side of any vehicle providing light visible for up to a



half mile. It is durable enough to function in a temperature range of 130 degree to negative 20 degrees Fahrenheit, and even can be run over by a car and not be damaged. In addition to its use on land, it is waterproof and floats, making it ideal for use in boats and watercrafts. The SafetyPuck can run for up to 100 hours and sports a rechargeable battery. It comes with convenient, easy-to-use accessories to charge the unit from a home electrical outlet or in the AC/cigarette lighter adapter in a vehicle.

safetybright.com

VENTILATING SAIL DELIVERS COOL BREEZES TO STUFFY CABINS

Hot, stuffy cabins can lead to long, sleepless nights. Keeping sleeping quarters cool and comfortable is easy with the Windscoop Ventilating Sail from Davis Instruments. The attractive, lightweight sail is aerodynamically designed to direct even the slightest breeze below deck to where it's needed.

For sailboats, the self-supporting Windscoop can be hung from a halyard, boom or roller furling sheet. On powerboats, owners build a simple frame from aluminum tubing and a stanchion base or floor flange for mounting. Because there are no tie-downs, Windscoop follows variable winds to funnel fresh air indoors.



Windscoop fits any hatch or companionway up to 4' wide and can be used with existing screens. For durability and long life, all seams are double-stitched and two battens are sewn into place. Windscoop stores easily in an included protective nylon bag.

davisnet.com

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SERIOUSLY EASY DETAILER ERASES WATER SPOTS

Water spots and any other blemishes can be the bane of a meticulous boat owner. While otherwise clean, a vessel's appearance is marred by unsightly and damaging residue left by water droplets, product residue or dirt marks. Serious Shine from Shurhold is the perfect one-step detailer for spot-free, gleaming surfaces.

Water spots not only detract from a boat's good looks, but can pock-mark delicate gelcoat when the sun bakes in the mineral deposits. Spots disappear while Serious Shine cleans and polishes virtually any solid surface, including fiberglass, glass and vinyl.

Eliminating the need for multiple products, Serious Shine leaves a water-repellent surface with no greasy, artificial residue. The aerosol spray contains UV inhibitors, as well as anti-static properties to repel dust, further protecting all types of surfaces.

shurhold.com



STERN DRIVE LOCK

The Stern Drive Lock from marine security lock manufacturer McGard provides theft protection for MerCruiser®, OMC, Yamaha and Volvo stern drives. Fully machined from high quality stainless steel and through-hardened, this proven design features a free-spinning collar that turns if attacked by gripping tools - without loosening the lock.

Simply replace one of the stern drive mounting nuts with a McGard stern drive lock and get the best protection available against expensive stern drive theft.

mcgard.com



MAGNALIGHT.COM RELEASES POWERFUL LED SPOTLIGHT

Larson Electronics' Magnalight.com has announced the addition of a new high power LED spotlight to its series of LED lights designed for heavy duty and professional applications. The Magnalight PML-90LED-DP-120 90 Watt LED Spotlight produces a 8,100 lumen light beam capable of reaching 2,400 feet in length and provides users with the ability to use either 120 volt AC power or 12 volt DC current. An included weatherproof inline transformer that can be run from 90-295VAC gives this spotlight the ability to operate with common 120 Volt AC power as well as 9-50VDC current and provides operators the versatile ability to mount and operate this LED spotlight anywhere AC or DC power is available.

Incorporating nine 10-watt Seoul Z-Power LED emitters, this powerful addition to Magnalight's line of LED spotlights is IP68 rated waterproof and is designed for mounting to vehicles, buildings or any flat surface using a 4 inch square mounting plate assembly that includes tensioned hinges to allow users to position the lamp once permanently mounted.

Magnalight.com



SEA HUNT BOATS FEATURE MIST-ER-COMFORT MARINE MISTING SYSTEMS

Marine misting systems from manufacturer Mist-er-Comfort, Inc. are a standard feature on Sea Hunt 25, 27 and 29-foot hardtop center console boats.

"Mist-er-Comfort misting systems are a cost-effective, value-added benefit for our owners, allowing them to comfortably enjoy their Sea Hunt, even on the hottest days," said Joel Moss, Vice President of Sales for Sea Hunt. A Mist-er-Comfort misting system can lower cockpit temperatures as much as 25 degrees F.

Mist-er-Comfort manufactures marine misting systems to meet OEM requirements. All components are specially-designed and UV-rated for the harsh marine environment.

For esthetic purposes, the misting tube can be concealed within the structure of a boat. Multiple misting zones can be operated from a switch on the console. Mist-er-Comfort's professional design team is also available to seamlessly integrate misting systems on any size boat or yacht.

mist-er-comfort.com



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