

AUGUST 2011

Boating INDUSTRY

CANADA

MARINE BUSINESS MATTERS

Bill Connor

**Best Year Ever
for Stanley Boats**

Manufacturing and Fabrication

**Regal Marine's Customer-Friendly
Open Door Policy**

Products and Innovation

BRP Blows 'em Away at Club BRP

Marketing

**Chris-Craft's Stephen Heese Shares
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Way of Life!

BY ANDY ADAMS

The De-democratization of Boating

The term used by Chris Craft president, Stephen Heese (see page 16) was one I'd not heard before, but it's one our industry needs to be aware of. The de-democratization of boating is happening at an alarming rate in the US, but it is a strong factor here as well.

Starting in the 1950s, the post-war economic boom really helped boating. I was five when our family got a wonderful new 16' Peterborough runabout with the top of the line, biggest available horsepower engine – a Johnson Sea Horse 35 (manual start by the way). It was 1957.

Throughout the next 50 years, boats and horsepower levels steadily grew, prices rose and for a surprisingly long time, the middle class hung on, buying ever larger and more expensive new boats.

The economic melt-down in the US that probably began in 2007, got very serious in 2008 and has now run most of the way through 2011 without real relief, is quite possibly the way it will be from now on.

A Conference Board of Canada report put out in mid-July described that income inequality in Canada is widening as the rich get richer and poor and middle-income Canadians lose ground. The Conference Board report examines various measures of inequality, including median income, the point at which half of earners have more income and half earn less. The report notes that between 1976 and 2009, the median income rose by just 5.5 per cent from \$45,800 to \$48,300.

Judging by real income levels, things don't look so bad but they did get poorer in a relative sense. Between 1976 and 2009 the earnings gap between the lowest 20 per cent and the top 20 per cent of earners grew from \$92,300 to \$177,500; the rich are getting richer.

Another report from the Certified General Accountants Association of Canada described the alarming household debt levels that have soared to a new record of \$1.5-trillion in the first quarter of 2011, leaving many Canadians with lower or stagnant incomes in a "dire" situation.

The report showed that more than half of indebted Canadians are borrowing money just to meet their day-to-day living expenses. Those families are not going to buy a new boat.

This is the painful reality of Stephen Heese's de-democratization of boating; the middle class and their big volume potential are being knocked out of new boat buying.

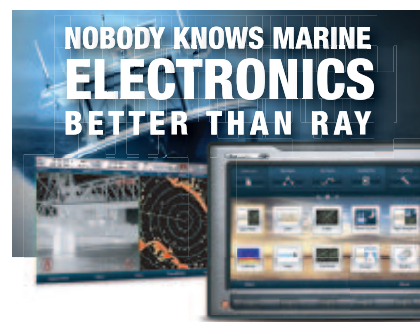
But hang on...is this a disaster for boating?

Canada has an abundance of shoreline and an enormous population of baby-boomers about to retire. Many dream of retiring to cottage country, or to the coast and this should ensure a powerful base for a strong Canadian boat market. There would be no point in buying waterfront recreational property unless you wanted to go swimming and boating.

Well, sure enough, Canada's recreational property market appears to be bouncing back from a recessionary lull according to a report by industry giant Re/Max published in early June.

Demand rose 78% in the 46 markets across the country covered by the realtor's Recreational Property Report, while sales had risen or were on par in 41% of those centres. While prices have remained stable in many markets, higher-end properties were down, pushing luxury sales higher in almost half of the markets examined. A factor there may have been that Americans who bought when the Canadian dollar was at \$ 0.65 US are now cashing out, boosting inventories. The report also noted tightening for entry-level properties particularly in Ontario, Quebec and Atlantic Canada.

The middle class may be pushed out but gear up to capitalize on the wealthy retiring baby-boomers. Democracy be damned – this is business!



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On the Cover: Bill Connor stands over the shop floor at Connor Industries where the Stanley Boats are made. This rugged and functional boat line is the culmination of Connor's dreams and ideas since his childhood on Georgian Bay.

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Regal Marine Industries Incorporated

The Regal Open Door Policy

BY ANDY ADAMS



A lot of businesses will say that they have an 'open door policy' but in the case of Regal Marine Industries, builders of Regal boats and yachts, it's what I call the Regal Open Door Policy.

At 9:00 a.m., Monday through Friday, Regal opens its doors to anybody who wants to tour the plant and lots of people do. The sprawling Regal complex of factory buildings is right beside the airport in Orlando, Florida and it overlooks the main highway where a huge billboard invites passersby to visit the Regal Boat plant.

The facilities themselves are brightly lit with open and spacious areas in a series of industrial buildings, covering quite a large footprint of land. As you

take the tour, it's easy to understand why people build boats in Florida; the doors are wide open, the breezes blow through and the temperature is usually well suited to performing fiberglass work. The people in the plants enjoy lots of fresh air and a very comfortable working environment.

Regal Marine Industries has also earned a reputation for taking care of its people. The privately owned company does not need to answer to a board of directors, or shareholders. The Kuch family is free to manage the business the best way possible both for current circumstances and for future planning.

Marketing manager Mark Kellum, who took us through the plant on our

There is a reception area large enough to welcome whole groups located right at the front doors of the main Regal Marine Industries building in Orlando, Florida.

tour, was very proud of the high percentage of employees that the company has been able to keep on staff, even during the slowdown in the boat industry. Perhaps more importantly, the Kuch family has been able to manage this rapidly changing business environment and remain profitable.

One interesting way they do this is to put all of their resources to work at once. The company buys its entire year's production of MerCruiser and Volvo Penta engines up front to earn the best possible discounts. As a result, they have



Once the parts progress from the fiberglass shop, upholstery shop, wiring area and various other components have been brought together, each new Regal is assembled individually in this open shop area.



Florida is such a great boatbuilding area; Regal has their own in-house granite countertop specialist and his area is open to the outside.



Special rigging stations deliver improved efficiency and also ensure that the quality standards are met. The handy tool board has a place for every tool so things don't get misplaced.

engines stacked everywhere!

Mark Kellum was quick to point out that they have not compromised the quality of their products (by downgrading materials or components) to stay profitable. They've done it by working hard to maintain balanced inventory levels and to support their dealers, support such as the factory showroom that's now been open for more than a year.

Encouraged by Thurlow Spurr, their southeastern regional manager – who had the vision of a factory showroom 25 years ago when an earlier recession hit – Duane and Tim Kuch have now fully embraced the showroom concept.

When the current economic slowdown hit in late 2008, several companies who had been floorplanning boat dealer inventories quickly exited the business and the only significant floorplan source remaining is GE Commercial Distribution Finance. Even GE was forced to increase rates, enforce curtailments and tighten the business down in response to the sudden glut of new non-current inventory.

Realizing that their dealers could be much more successful if they have real product to show potential customers – especially for larger boats – Regal decided to open the factory showroom. This showroom is attractively finished and furnished with nice lighting, seating areas and plenty of space for customers to thoroughly examine the boat they may be interested in.

The company's goal was to have its full line on display although when we went through in mid-July, a few models were missing, the result of sales success at their dealers. And, according to Mark Kellum, the dealers love having this resource.

He noted that Orlando is a destination both for tourism as well as corporate conventions, so there's a lot of traffic through the area. The factory hosts tours for several groups every day. What better way is there to convince people of the company's product quality than to let them see the boats actually being built?

Since last March, more than 2,000 groups plus many individual people have taken the tour and Regal dealers



At the end of the assembly line, the last step is to put the boat in the water to ensure that there are no leaks in the throughhull fittings and to prepare the boat for shipment.

from all over the world have flown their clients into Orlando. Every tour logically ends in their showroom of finished boats. Some people come three or four times before they make the decision to sign on the dotted line but that's fine with Regal. Mark Kellum also pointed out that when a family comes into the showroom, they often "up-sell" themselves!



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Every tour ends up in the showroom area where it began, only on the opposite side of the reception doors in the display area where the full line of Regal boats and yachts are on display at all times.

Regal likes to think of its showroom as a boat enthusiasts' Mecca – a focused boat show that sells the Regal brand and the Regal dealers. Judging from the business performance and the success dealers are having in these challenging times, the Regal open door policy is clearly paying off! ■

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INNOVATION
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BRP Invests in the Future Through Innovation

BY ANDY ADAMS



This snapshot at a luncheon during Club BRP gives some sense of the size of the event and the crowds who attended.

In the midst of the biggest economic downturn since the 1930s depression, Canadian-based, privately owned BRP has stepped up with a remarkable line up of new products and innovations for the future.

The major corporate statement started with Club BRP Montréal, BRP's biggest event in the company's 70-year history.

In addition to an estimated 4,000 dealers, distributors, media and employees from around the world (that BRP had invited to its commercial fair), the company provided free access to the showroom at the Palais des congrès de Montréal, demo rides at the Ultimate Playground site and even outdoor concerts on popular Crescent Street for members of the public.

This was an event that exceeded anything similar in recent memory by a Canadian company, although BRP is

clearly international in their scope and this too was part of what was on display.

BRP surprised everyone by introducing an electric side-by-side concept vehicle, a solar cart, a gyrocopter, and even a flight simulator and a kart simulator to demonstrate the many uses of its Rotax engines.

The Palais des congrès showcased all



Also on display and giving a clear picture of the BRP history of product development and innovation was this display with an early Ski-Doo and the first Sea-Doo model.

of BRP's 2012 products including the Sea-Doo boat line-up featuring an updated 150 Speedster model and introduced a new touchscreen Infocentre for its intelligent throttle control (iTC) system. For its Sea-Doo watercraft segment, BRP launched its new T3 lean-in hull design and Ergolock seating, and expanded its intelligent brake & reverse (iBR) system into every price category.

While *Boating Industry Canada* readers tend to think in terms of boats and personal watercraft, BRP's Can-Am off-road product lines grew with new models and technologies. Featured for the 2012 launch was a completely redesigned Can-Am Outlander 1000 ATV with its new 976 cc Rotax V-Twin power plant. This year's side-by-side line-up expanded with the Can-Am



Commander 1000 Limited package, the most luxurious side-by-side vehicle in the industry. BRP's successful on-road vehicle, the Can-Am Spyder roadster, was refined with new colours for the sport and touring lines.

"One of the main reasons for Club BRP was to give our dealers, distributors and invited media a chance to understand our company better. They had the opportunity to visit our facilities in Valcourt; they gained a better understanding of BRP, of what makes us tick," said José Boisjoli, president and CEO. "Throughout the week our employees did an outstanding job to greet and help our guests. They overcame exceptional logistical challenges so we can say 'mission accomplished!'"

Innovative Trailers and Accessories

Innovation was evident in the BRP lines of accessories and related products too. There was a renewed emphasis on BRP's Move Trailer Family showing industry firsts that allow consumers to spend less time on the ramp and more time in the water. Safe, fast and simple to use, the Move Trailer Family includes six trailers



BRP's Sea-Doo 210 and 230 WAKE boat models take a leap forward with new touchscreen Infocenters controlling operational functions including the BRP iTC system.

The Club BRP event was far more than just boats and watercraft. BRP surprised everyone by introducing an electric side-by-side concept vehicle, a solar cart, a gyrocopter, and even a flight simulator and a kart simulator to demonstrate the many uses of its Rotax engines.

(four single and two double models) built to fulfill every consumer's needs, but also, every budget.

BRP has clear sights on selling more and better trailers through their dealer network. Their Sea-Doo Move I single and double-format Move II trailers are equipped with an adjustable winch post with non-marring bow rollers and adjustable carpeted bunks to fit all PWCs. Then, offered in single format only, the Sea-Doo Move I with walk pad adds premium torsion suspension for a smoother ride and the walk pad guidance system that allows you to conveniently walk around your PWC when launching and retrieving. Making that even easier is the innovative iCatch catch and release system that grasps the bow eye of the PWC and securely locks it into position automatically.

A whole line of premium boat trailers are also available for the BRP Sport Boat line.

New Sport Boat Models

In 2012, BRP will introduce two new Sea-Doo 210 Challenger boat models plus a modernized 150 Speedster with a redesigned top deck and the addition of BRP's award-winning iTC system offering more options for all boating budgets.

BRP's Sea-Doo 210 and 230 WAKE boat models also take a leap forward in new technology with new touchscreen Infocenters controlling operational functions including the BRP iTC system.

The presenters at the press sessions emphasized that all Sea-Doo boats are equipped with direct drive jet propulsion, the system that provides numerous benefits over traditional stern drives including direct power for maximum responsiveness, faster time to plane, less draft for shallow water operation, added safety with no exposed sharp objects, and a new, optional weedless system on select models.



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For demonstration in the water, BRP showed various Sport Boats equipped with a single Rotax 4-TEC 1.5 L power package for comparison to the 210 Challenger S twin-engine version, providing dealers and buyers with more choices in the popular 21' boat category.

The Sea-Doo 180 Challenger also received a substantial upgrade in 2012 with the addition of the revolutionary iTC system joining the 210 and 230 Challenger models to provide optimal convenience at the helm with functions such as ski mode, ECO mode, cruise control and docking mode.

BRP described their 2012 Sea-Doo 180 SP as the ultimate 18' crossover boat offering versatility, fun and value. The new 180 SP features BRP's iTC with ski mode, vibrant graphics with a wakeboard boat attitude with a folding arch tower, marine stereo with USB plug and custom-matched trailer.

BRP's 210 and 230 WAKE boat models also both received technological upgrades with the new Sea-Doo touch screen Infocenter that provides the driver touch screen control to nearly all of the boat's operational functions including iTC, enhanced sound system and WAKE Boost system.

The single engine versions, of course, represent both a lower initial cost and future operating economy but it took some effort to convince dealers. One of the BRP press releases quoted a Canadian dealer on his reaction.

"I was not going to buy many Sea-Doo 210 Challenger and 210 Challenger S boats with the single Rotax 4-TEC 1.5 L power package," admitted Derek Ennis of the Enn's Brothers dealership in Winnipeg, Manitoba, "until I rode them on the demo course."

Boating Industry Canada spent quite a bit of time on the water in BRP's most popular boat – the 150 Speedster. This will feature a bold new look in 2012 with two vibrant colour options – lucky green and orange burst – highlighting the newly redesigned top deck. The 2012 150 Speedster joins the modern Sea-Doo product family with BRP's "flowing facet" design style and receives the advanced iTC system offering the



New deck designs and many product enhancements should boost the success of the 150 Speedster, already the top-selling BRP Sport Boat model.

driver customizable power delivery modes. The new 150 Speedster joins the 200 Speedster in the legendary Sea-Doo Speedster family delivering high-performance styling and industry-leading, power-to-weight ratios for an exhilarating boating experience.

Major Innovations in Personal Watercraft

BRP continues the company's heritage of introducing revolutionary, benchmark-setting watercraft with the 2012 Sea-Doo RXP-X model featuring the new T3 lean-in hull design and Ergolock system. The new RXP-X model completes the new generation Sea-Doo watercraft line as every model now features BRP's award winning iControl technologies.

BRP remains the only manufacturer to offer the industry's unique iBR system in every category and now it is standard equipment on the industry's performance flagship Sea-Doo RXP-X model.

The next generation 2012 Sea-Doo RXP-X is joined in 2012 by the new Sea-Doo GTR 215 and GTX 155 S and handling enhancing components for the RXT-X and RXT-X S models. The Sea-Doo WAKE 155 and WAKE Pro 215 models feature new colours and have received an iTC system upgrade in 2012 with the exclusive Ski mode now directly linked to GPS speed control for 100% pulling speed accuracy.

But, it is the new RXP-X that redefines musclecraft with an ominous visual appeal from the flowing facet design, ram air intakes, large side grills and distinctive new Ergolock system and T3 hull. The new Ergolock system uses angled footwell wedges and a gradually

narrowing seat design to help better connect the rider to the watercraft reducing upper body fatigue and allowing the rider to ride faster and longer. BRP's Ergolock system compliments the tight turning, T-shaped hull that features an innovative high speed and low speed, dual surface design. The new T-hull shape is combined with a unique combination of soft and hard chines and adjustable sponsons with winglets and trim tabs that allow the watercraft to lean into corners, better maintaining entry and exit speed while turning.

From the professional riders that BRP had on hand for the press introduction, to the relatively inexperienced, older media people at the event, the RXP-X made everyone a better rider and everyone could carve a tight, high-speed turn on one.

Joining the 2012 Sea-Doo RXP-X model in the Musclecraft family is the new Sea-Doo GTR 215, a value-minded performer based on the award-winning GTI platform with the added power of the proven ROTAX 4-TEC supercharged engine. In the Sport family, the 2012 Sea-Doo WAKE 155 and WAKE PRO 215 models are the only watercraft specifically designed for tow sports and are equipped with a refined iTC system featuring a GPS speed-based Ski mode, removable board rack and retractable tow pylon with observer handles.

Finally, even the entry level GTI models now have iBR available along with iTC and advanced rider ergonomics to provide maximum comfort.

In the press briefing before the Club BRP event, executives emphasized the importance of their iBR braking innovation saying that in their research, awareness of this feature had nearly doubled over the past year and that they believe their market share has increased wherever this innovation has been introduced.

Among the journalists who came to the event from all over North America and beyond, the depth and breadth of new product and innovation that BRP announced was seen as both very valuable for dealers and a positive sign from the company that they believe good times are ahead. ■

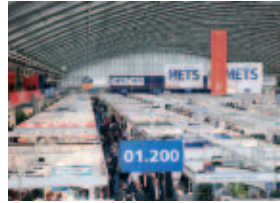
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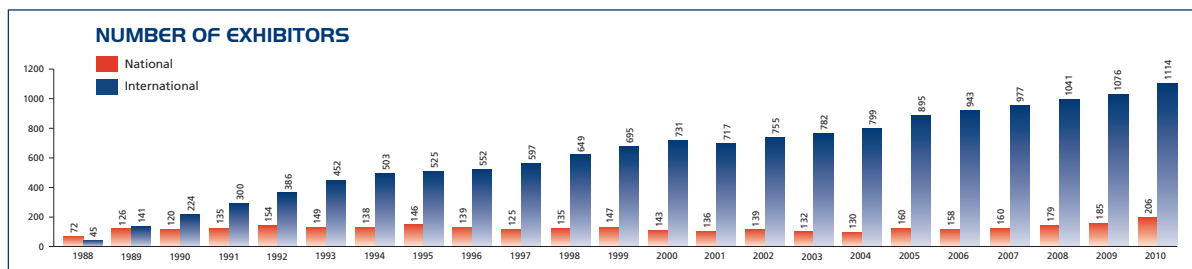
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Kate Expectations

BY JOHN MORRIS

An odd coincidence – the week I picked to be in England was the same one Will and Kate chose to be their first regal trip abroad as the Duke and Duchess of Cambridge. As much as I don't read 'Hello' mag or 'monarchize' very frequently, it was cute to see her regal hotness in the TV news wearing her extra adorable maple leaf fascinator as she celebrated Canada Day.

What especially stole my on-vacation heart however, was the front page picture of Kate steering a dragon boat that appeared the following day on the front page of every English publication. Lovely Kate looking extra dishy at the stern of a dragon boat on Dalvay Lake wowing everyone who has a crush on her from PEI to Charing Cross where I was sitting in the Porcupine with a pint reading the paper.

My heart soared with particular pride when I saw that her Kateness was doing what every good boater should, wearing a Canadian-made Mustang inflatable PFD! Good for her. Good for Mustang! Good for safe boating, Charlottetown chandler Mermaid Marine who supplied the PFDs, Dragon Boat East of Truro and good for everyone involved. A semi-unplanned, world-class PR coup so global that we may never ever see its equal.

This was absolutely a unique occurrence, but Mermaid and Dragon Boat East saw an opportunity and put themselves forward. Mustang really made out, largely because they make fine products and make them available through retailers like Mermaid.

If you'd like to read an account of how the dragon boat event came together and how the Dragon Boat East logo appeared on the side of a boat that made it into a zillion publications, TV and web site hits check out: <http://dragonboateast.ca/blog/>.

The message here is not that you



Prince William and Catherine Duchess of Cambridge Royal tour, Prince Edward Island, Canada, July 4, 2011. Hug after taking part in a Dragon boat race in Dalvay Lake.

Photo Credit: Rex Features/The Canadian Press

should immediately race out and take Will and Kate fishing, or racing in a 49er, but rather that you should get involved in as much as you can. It's easy to sit around and grumble that boating has no profile, but the simple fact is that we are boating.

Sure there are industry and sport associations but they are what they are; in most cases, they are under-funded, limited by their interests and despite their good intentions, rarely able to make the big publicity splash. To an unfortunately large extent, you and your local confreres are mostly on your own.

Can you achieve this kind of exposure? No. But you can get your own publicity if you take the initiative. Many tries may be needed, in turn requiring an open

mind when it comes to opportunities.

Cooperation within the boating and tourism industries is a fine place to start. Department of Tourism and Culture was at the centre of this event, as government often is. Dragon Boat East and Mermaid connected to supply the PFDs. Mustang and Mermaid both had their logos on them and both showed up in the photos. Other suppliers like Regatta Sport, a team shirt supplier, plus many volunteers were involved in this complex event.

You're likely already involved in your community, but get more involved. You have at your disposal something that everyone wants, or thinks they want – access to the wonderful, picturesque world of boating.

A boat trip makes a handsome silent auction prize and doesn't cost much to stage. I once offered a day trip at a fundraiser for a hospital preemie unit and was astonished when a wonderful family antied up \$400. When the three teenagers came out on my boat, they had a ball and who knows if they didn't hound their dad (or boyfriends) to become boaters, but it certainly could be possible. I wasn't being commercially minded, but you can be and make sure your prize and the subsequent day on the water gets some local coverage.

I didn't mean to get hung up on charity auctions there, but it's a simple thing. There are likely others. Youth groups, libraries and a hundred charities are looking for extra help these days. Stepping up enhances your operation's reputation and you may be able to get some exposure. Community events offer superb exposure. Heck, just display a new boat at the mall.

The message is 'say yes' even if it's a pain in the stern. As it turns out, you could even score Kate and Will in your dragon boat. ■

MARINE EQUIPMENT TRADE SHOW

METS 2011

METS Implements Key Recommendations from 2010 Exhibitor/Attendee Survey Results

"Making face-to-face contact with existing and future colleagues and customers in a 100% trade-only environment is seen as the key to success in today's competitive market place", according to METS Senior Product Manager Irene Dros.

METS (Marine Equipment Trade Show) and SYP (SuperYacht Pavilion) proved itself as a true market leading event by maintaining its attendance levels (in 2010 over 1,320 exhibitors, ± 18,500 visitors), during difficult years but although the networking opportunities are deemed excellent, METS believes that there's still room to create additional 'meet and greet' opportunities.

For 2011, the organizing committee will be focusing on this by introducing specialized 'meet and greet' areas around the show to ensure that visitors (i.e., project managers, boatbuilders and consultants, etc.) can be quickly identified by exhibitors and other attendees enabling introductions to new contacts more easily. (This feature will be enhanced at future shows with arranged and facilitated 'meet and greet' matching sessions utilizing new technical software applications.) "We are determined to emphasize the value of METS as the place to trade names and numbers, as well as products!", states Dros.

It's also important to acknowledge changing business practices. There is a growing gap between the old style of doing business and the new methods that are gradually coming on line. Ways to help bridge this gap are being looked at now. A new club for young professionals is being created, which will help sharpen everyone's focus on new trends and also encourage positive new business relationships and additional networking opportunities.

All of these new initiatives have been devised following feedback from survey results and the advice of exhibitors, visitors and the exhibition committee, which makes METS confident that enhancing the 'meet and greet' opportunity is crucial to its continued success.

The METS team is also increasingly conscious of the importance of environmental sustainability, and the jury for the DAME – Design Award METS – will place more emphasis on the 'green' benefits of every product it assesses. This new approach is reflected in a green logo that will tie the DAME permanently to the concept of best environmental manufacturing and operational practices with sustainable design.

With this fresh focus in place for 2011, Amsterdam RAI is particularly delighted to co-host a new full-day 'green' conference on Marine Hybrid Propulsion Systems, presented and organized by ICOMIA (International Council of Marine Industry Associations). The event will be held on Monday, November 14, the day before METS opens. Attendees will have the opportunity to learn about hybrid propulsion systems in a practical and accessible way from a team of experts who can discuss basic guidelines for hybrid system design, the legislative background to hybrid propulsion and its key market drivers. Much of the conference material will draw on the experience of ICOMIA's EU-funded Hybrid Marine (HYMAR) Research Project, which took environmental benefits into serious account.

This event will join the 'traditional' seminar agenda with The Global Superyacht Forum, NMEA ConnectFest & Educational Seminars and the ICOMIA Technical Seminar.

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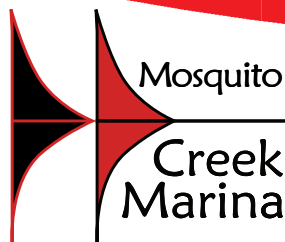
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The De-democratization” OF BOATING



Chris-Craft President Stephen Heese relaxes in the comfort of the Corsair 28 helm seat while we talked about marketing and the industry.

Of course, we had to open the conversation with the recognition that Stephen Heese and his partner Stephen Julius are now the custodians of the Chris-Craft brand, probably the most recognized name in recreational boating, world-wide.

Stephen Heese responded by saying, “It’s a daunting challenge to make sure that we do the Chris-Craft legacy proud. The heritage of the brand drives much of what we do. We have a 1939 Chris-Craft barrel back runabout in the lobby of our headquarters as a reminder of our legendary past. That’s particularly special because the founder, Christopher Columbus Smith died in 1939. He built boats that stood the test of time and we care enough to preserve that tradition.”

The design of the new Chris-Craft line is at once both modern and fully up to date, yet the lines are classic and the many elegant touches in the hardware, the interior layouts and the use of wood are reminders of the Chris-Craft heritage. Stephen Julius, Heese’ business

partner, is the driving force behind working with the designers to create and maintain a very strong Chris-Craft family resemblance. Although Stephen Julius is not a yacht designer per se, he works with the Chris-Craft design team to ensure every boat meets his vision and his expectations, and as Stephen Heese pointed out, Stephen Julius can be demanding at times.

“For example, the only way you can build our hulls is with a two-piece mould because of the tumble home at the stern which echoes the famous Chris-Craft barrel back styling of the 30s and 40s. While a designer might suggest a more economical approach, Stephen Julius is passionate about every aspect of the lines, the designs and how it meets the customer’s eye.”

All of these dimensions in design and construction increase the cost of the

boats. We asked Stephen Heese about affordability and what has recently happened to the overall marketplace. He used the term, the “de-democratization” of boating and by this he means that boating is returning to being a pursuit for the wealthy, somewhat the way things were in Christopher Columbus Smith’s days.

Since the end of World War II, Americans have enjoyed a broad level of boat ownership across the whole population, but in other countries such as those in Europe, a boat was only available to somebody who was very wealthy. In North America, we appear to be returning to that type of market now.

Heese pointed out that boats are becoming increasingly expensive because they have more and more high-tech content. Also, the reliability factor is way up and the latest models have features like SmartCraft, electronic controls, fuel injection and joystick docking to greatly enhance the boating experience. Understandably, these features add cost to the finished product

As the middle class influence fades in new boat sales importance and a smaller number of higher income buyers become the marketing target, the dealer experience becomes more and more important.

“Dealers are everything,” Heese explained.

From the initial contact through what may well be generations of ownership, the dealer is the focal point for delivering the support and service that upscale buyers expect.

Given that upscale target market, you would not expect total production volumes to be huge, but Chris-Craft has produced about 200 of 33-foot and 36-foot boats and Heese feels that this fall



The line up of almost the full 2012 Chris-Craft line is seen here in Sarasota, Florida this July during the company's annual dealer meeting.

they are going to be coming out with something bigger; expect to see a new Chris-Craft 36 footer for Fort Lauderdale followed by a new 32-foot Corsair model later.

In Canada, you would be hard-pressed to find a marina, even a saltwater coastal marina, that doesn't still have at least one old Chris-Craft cruiser in a slip. The company had ridden the post-war wave of middle-class prosperity with well-designed and well-made boats right up to 60-foot plus sizes with express and flying bridge cruisers being a mainstay. They were floating cottages back then. Today, the Chris-Craft line extends to the Corsair 36 which does sleep four but it is more of a large and elegant performance yacht than a cruiser.

We asked Stephen Heese what the company's plans were, in terms of future models, especially cruisers.

He answered, "Chris-Craft does have a 45 on the drawing board but so far, the company is not satisfied that it's design fully delivers on our goal of making the boat something unique and special.

So, we asked what it would take to get Chris-Craft back into cruisers?

"They would have to bring something special and distinctive to the marketplace. To simply come up with a 40-foot express cruiser wouldn't do it," Heese explained, "The express cruiser market is cluttered and saturated; there are a lot of Sea Ray look-alikes. Individuality – it's everything to us. From 100 yards away, you can recognize a Chris-Craft. We dare to be different. We want the customer to say 'WOW' when they see the boat. It's the same reason that BMW does not offer a mini-van."

At their dealer meeting in Sarasota, Florida, the company lined up their boats in the hotel marina. The family resemblance was very clear. They showed a brand new Launch 22 model, a Corsair 22 with new cabin and berth plus a more open interior layout, a new Catalina 26 centre console with clever retractable sun shade and refinements throughout the range. Everything was very 'Chris-Craft' in fit and finish; each one integrating into the line smoothly.

Stephen Heese closed our conversation by saying that they are committed to being the best they can be for Chris-Craft; costs will be a secondary consideration and that strong family resemblance will be a big part of their future. ■

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A Lifetime of Success from a Childhood Idea

BY ANDY ADAMS



This is one of the bays in the rigging shop. Rigging is one of the most labour-intensive parts of the process. Stanley now has an in-house upholstery shop and they recently added a very large paint booth.

In a year when much of the North American marine industry is down, going to visit Bill Connor at Connor Industries, designers and builders of the welded aluminum Stanley Boat line was a breath of fresh air.

What an impact Bill Connor's ideas have had on the recreational boat business, especially across his home turf in Georgian Bay, Ontario. He has literally changed the way some people think about their boat. Although the market will always be relatively small, he has made a significant contribution to making Canada the home of the welded aluminum boat.

"You have to have a product you can sell," said Bill Connor, "and my boats have sold themselves right from day one."

Bill told us, "My father was a schoolteacher and growing up in the 1950s, I loved to be on the water. We used to have a 16-foot cedar strip boat with an outboard and we would pile it full of all our things and the whole family. I remember that well. There was wood...and tools around the cottage. I've been a boatbuilder since I was a nine-year-old! Later, I worked and earned my own money and I had a boat before I ever owned a car. I was into

waterskiing and even kite flying. Those early childhood memories shaped my thinking about what a boat needed to be on Georgian Bay."

Stanley Boats are built from welded aluminum plate – not riveted sheet aluminum and they are usually sold unpainted. Barge style hulls were the starting point.

"I believed that you could build a boat that could carry four or five people

and hundreds of pounds of cargo and still plane off using a relatively small out-board motor,” Bill explained.

People told him it was impossible but Bill said, “I’ll prove you wrong!”

Perhaps their most distinctive model today is the Stanley Pulsecraft available in sizes from 20 to 26 feet and equipped with a self-draining floor, drop-down “landing craft” bow and a vee hull that handles a load and a rough bay with equal ease. But, Stanley has a number of recreational models as well as several commercial models and buyers can also customize for their special requirements.

It may seem a niche market but as Bill told us, “We’re planning our fourth addition in 11 years. We opened in 1988 with 2,400 sq. ft. In 1991, we added 2,000 more, and then in 1998 we purchased more land for future expansion. In 1999, we built this plant adding 2000+5000 sq. ft. and in 2009 we added an additional 8,000 sq. ft. plus a paint booth that measures 20’ x 48’ and our new upholstery shop. Next year, we’re planning new office space. We have another 4 1/2 acres available.”

Connor Industries and Stanley Boats currently employ 36 full-time employees plus two co-op students and an additional five people on sub-contract.

“We’re in the process of training some of our new people now,” Bill told us. “We used to have a specialist set up where one person would become an expert in producing a particular boat model, but now that we have a CNC cutting system, we’ve moved more into a production process (over the past five years).”

He continued, “We see ourselves as doing both production models and also having a custom bay where, for example, we might build a standard model Pulsecraft, but with a slightly changed deck or superstructure. To facilitate these custom orders, we now have an engineer on staff and he’s continuing his own education to become a naval architect. We recently learned that although Transport Canada dictates the requirements, it turns out there are only 14 naval architects active in Canada (and we understand that some are reaching



The Connor Industries building and property in Parry Sound, Ontario may not seem remarkable from the outside until you realize the trees are hiding the fact that there were no parking spaces left! Unlike many boat builders, this facility is full and expanding again!

retirement age).”

Bill explained that Government regulations are a big part of their business.

“We work closely with our Member of Parliament, Tony Clement and it’s important that we are active and heard in the government forms because we build unique products. While some of our boats are used for recreational purposes, clearly they are well-suited to commercial applications and so, we have to divide our attention between participation with NMMA and ensuring that we meet Transport Canada’s recreational construction standards (regulation TP1332) as well as complying with

Transport Canada’s requirements for commercial vessels.”

Bill speculates that new business start-ups would be overwhelmed by the amount of paperwork and the knowledge that is now required to get into the business of boatbuilding.

“If I had to start the business up today, I’m not sure I could get it done given all the paperwork, but now that we have all these things in place, we’ve even been able to meet the Nordic standards in order to serve our new Swedish distributor.

The federal government ministers responsible for trying to simplify the



Here are some of the Connor Industries welders and fitters at work assembling a new hull on the shop floor. Notice the heavy grid of hull reinforcements.



Bill Connor is standing beside a trolley of aluminum parts fresh from the CNC machine that will soon be a new Stanley Boat.

out of business, Bill could barely hang on. But that experience convinced him that in the future he had to self-finance his business to maintain control.

Bill explained that Connor Industries carries no debt – no bank loan and that makes the business a lot easier to manage. They can make fast decisions and immediately react to clients' requests or moving to capitalize on an opportunity.

Bill also emphasizes his very solid management group. Bill said, "My lead hand, Larry Smith from Parry Sound, is in his 27th year; in fact he was here before I joined!"

The story is that he actually owned a machine shop and Bill approached him with the idea of building his first welded boat. Things snowballed from there and they've been together ever since.

Bill added that, "In this facility and with such well-trained people, we can do more than just build boats. We put together between 180 and 200 trailers each year...we can also do steel docks. My philosophy is that we're in good shape for the next period of growth. By having the skilled people, business is always good for the custom boats and we're finding a growing demand for our products in Sweden and other distant markets."

Bill expanded on this saying, "Originality is important. The very first barge-style boat I developed, I patented it. That was a valuable lesson. It turned out that the boat was so widely copied I couldn't begin to defend my patents so I had to come up with another way to hold onto my original designs."

"The only way to do it is to build the best product for the best dollar. That's the only thing that blocks the competition. You may be surprised to know that we haven't had a price increase in five years. This is partly because of the increasing efficiencies we are able to work to. Depending on size, it's about a 50-50 split between our custom products and our production boats. Typically, the custom boats are larger and that

paperwork burden are Tony Clement and Maxime Bernier whose mandate is to reduce red tape for business and Bill Connor has been actively participating. The volume of paperwork can slow down the process of developing new products and being competitive – it could be a real barrier to growth.

At present, though, the growth and rising income that the Stanley Boat products are achieving, helps to cover the cost of the paperwork and development burden.

"Growing in troubled times," Bill told us, "is a great thing because we can often get good solid new people who mightn't be available in better times. We're happy with our training program and we're developing more educational affiliations such as the one with Canador College who are now opening a Parry Sound campus."

To stay involved and at the front of the action, Bill has volunteered to be on the Canador College Advisory Committee. He's also very involved with NMMA Canada and its lobbying efforts.

"I conduct our plant tours personally," Bill said "and I was especially gratified to have a chance to show a large group of people through the plant during the G20 meetings. Of course, the people attending represented 20 different countries and we have had follow-up inquiries resulting from that."

The education side is big for Bill. He is proactive on all sides, promoting skilled trades to the industry as well as training his own people in his very specialized type of boat building.

A remarkable thing about Connor Industries is that the company is certified in both steel and aluminum welding. In fact, Bill says they were the first

"Growing in troubled times," Bill told us, "is a great thing because we can often get good solid new people who mightn't be available in better times."

company in Canada to be certified in aluminum welding. Their heavy aluminum plate boats are among the few in the marketplace to feature this type of construction.

In this year when business is soft for many companies, Bill's personal commitment to the business is a key factor. In 1991, when several of his top dealers got caught in a huge downturn and went

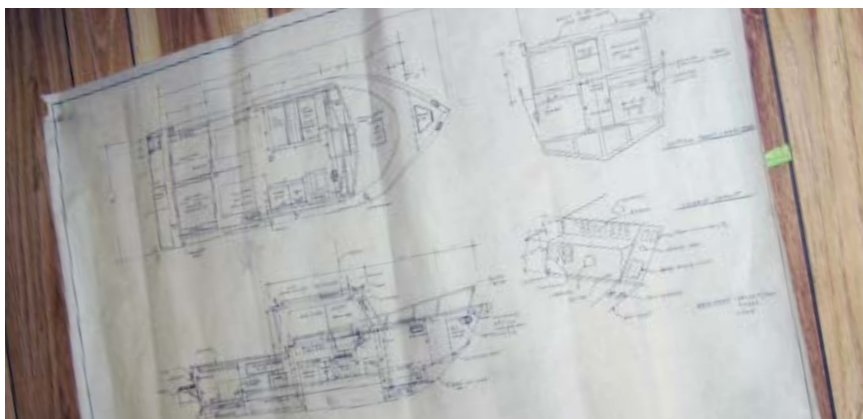
varies from year to year, so it's difficult to say what our total production will be, but we might easily build 40 to 60 custom boats with another 200 production models. We just had our best year and our best quarter ever," he continued.

Surprising, considering the recent major rise in the value of the Canadian dollar, Connor Industries is enjoying success with the United States bid system where they are able to sell effectively into the US government bid process. Typically, the US builders don't do custom or low volume work and because of the way Stanley is already set up, they are able to meet design specifications fairly easily while maintaining highly competitive pricing.

While the Canadian dollar exchange rate has gone from about \$0.70 US to over \$1.05, making life very difficult for fiberglass boatbuilders, in big quantities, heavy aluminum plate is priced in US dollars and so the costs of raw materials have balanced out at Stanley Boats.

Personality is another important consideration; Stanley Boats have personality. Bill talked about doing a drawing first for a boat (he's a draftsman as well), but then consulting at length with an entire family to deliver on what they really wanted. Bill has wound up with a great many new friendships over the years with his customers, a significant number of whom have come back for another new Stanley Boat, in spite of the fact that Stanley boats more or less never wear out. The reality is that families keep them indefinitely and later add a new one. There are very few used Stanley boats available.

Bill's goal was for his boats to carry the best load using the least horsepower and therefore getting the best fuel economy; he wants to build the best island boat for Georgian Bay. A Stanley is the pickup truck of the water, although he started out to build a barge, the distinctive look and rugged personality of his welded aluminum Stanley Boats continues winning friends and fans in more and more places around North America and beyond. That is a positive impact for sure! ■



A friendly reminder of the earlier days, this engineering drawing of a Stanley Boat that is pinned to the wall was drawn by Bill Connor himself. Today, a draftsman is running computer design programs and driving a CNC cutter.

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Automatic Identification Systems: A Powerful Tool

BY BOB MARKLE, NMEA PRESIDENT

"You want to contact a vessel that you can see but not identify. You can make a Channel 16 call to the 'white fishing vessel off my port bow.' You could also publish a classified ad in the newspaper and get a similar result. But if both vessels were operating Automatic Identification Systems (AIS), you would know the identification of the vessel and its Maritime Mobile Service Identity (MMSI) and could simply place a Digital Selective Calling (DSC) call. With the right navigation display, the call might only require a touch of the finger to the screen."

The Automatic Identification System (AIS) was developed in the 1990s as a navigation tool. It has developed into a system also used for maritime security. It is the technology that can link your communication and navigation systems into an integrated system. Will everyone on the water want one or need one?

A vessel's Automatic Identification System (AIS) is a VHF transceiver that broadcasts digital messages that include information about the vessel's identification, speed, heading, and sometimes much more. It also receives this same information about other nearby vessels. Linked to a compatible electronic chart system or radar display, this information can be displayed on that navigational display.

Class A

There are two basic types of AIS units for vessels: Class A and Class B. Class A is the original version intended for larger ships. These typically broadcast MMSI, position, speed, and a maneuvering report every three seconds. Reports are more frequent if the ship is moving quickly or turning, and less frequent if it



is not moving. More details about the ship are broadcast every six minutes. Class A units include a display that shows the data for nearby vessels in text format, but this is hard to use, and does not replace the need for a connection to a compatible electronic chart or radar system display for maximum utility.

In order to avoid interference, the AIS system uses two channels, both divided into 2250 time slots every minute. A shore station or a ship station acts as a "semaphore" to establish a time reference and all AIS units in the local area use the Global Positioning System (GPS) for timing to ensure that all in the immediate VHF reception area use the same precise slot schedule. A Class A AIS reserves the slots it needs to schedule the messages it has to broadcast by sending a slot reservation message. Other Class A AIS units won't broadcast messages in those slots. The other Class A AIS units do the same, reserving previously unreserved slots for their own messages. Class A AIS units for large ships worldwide were fitted between 2002 and 2008.

Class B

Class B AIS units are intended for small-

er vessels, including private, non-commercial vessels, as well as smaller commercial vessels that might not be required to carry Class A AIS under national law or international treaty.

The Class B system is designed to be "polite," deferring, if necessary to Class A broadcasts. Like polite children, Class B AIS units listen to the Class A AIS "conversation," and don't speak out of turn. By listening first, a Class B AIS can determine the timing of the slots in the area where it is operating and synchronizes to that schedule. However, a Class B does not reserve slots for its messages. Instead when it is due to broadcast a message (normally every 30 seconds if it is underway), it picks a slot, listens to the first few milliseconds in that slot, and if the slot is not being used, it sends its message. Obviously, this sets the stage for slot collisions if two Class B devices decide to use the same time slot. As a result, other AIS devices will not receive one or both of these collided messages. In fact, the number of available slots is large enough that actual slot collisions are few.

Class B AIS units use a couple of other techniques to limit their potential interference – they broadcast at a lower power (2 W) than Class As (12 W), they don't send similar messages as frequently as Class As, and the messages they do send generally don't require more than one or two slots. Some Class A messages can be longer. Class B AIS units will also reduce their broadcast frequency in an especially busy AIS environment.

A safety concern is that vessels with Class A AIS could turn off Class B returns on their displays, if the navigational display becomes too crowded with Class B AIS symbols in a crowded

waterway, thus negating the value of operating a Class B as a collision avoidance tool. While it is true that it may be possible to suppress the display of Class B AIS symbols, responsible mariners will not do so unless they are confident that their view of the waterway is sufficient to detect small vessels visually.

Cost

When the Class A AIS was introduced, they typically cost around \$10,000, and that was before installation. Since then, prices have fallen significantly. Class As are now available for \$2,000 or so. Class Bs are being sold for well under \$1,000. A third type of device, the AIS receiver, allows you to see AIS transmitters in your area, but does not broadcast your vessel's information. Now manufacturers are offering Class B AIS transceivers integrated into VHF radios. So the barriers to owning and operating AIS on almost any vessel have largely disappeared. Now that just about any vessel can be equipped with AIS, the question is what vessels should be equipped with AIS?

AIS as a Security System

The terrorist attacks of 9/11/2001 forced an examination of the security vulnerabilities of the United States. One of the identified vulnerabilities was maritime and especially port security. Although not designed as a security system, AIS was ready to be rolled out, so the Maritime Transportation Security Act of 2002 required the carriage of AIS on certain vessels and gave the Coast Guard the authority to require AIS on others. The Coast Guard responded with regulations requiring AIS on certain commercial vessels operating in Vessel Traffic Service (VTS) areas, where vessels could be observed and identified by the controllers in those ports. When Phase I of the National Automatic Identification System (NAIS) was completed, the Coast Guard had complete receive-only coverage along the entire US coastline and certain inland rivers. They responded by proposing regulations that would require the same list of vessels subject to the VTS area rule to be equipped with AIS in all coastal waters. As a result of a

security review, the Coast Guard has considered a requirement for all vessels in coastal waters to be AIS-equipped, even recreational boats. There has been strong opposition to that, and I believe that will not come to pass any time soon, except perhaps for megayachts and other very large recreational vessels.

There have been criticisms of AIS as a security tool, since it is possible to spoof AIS transmissions. It is also possible for anyone to turn their AIS off, although it is not legal to do so on a vessel required to carry AIS, unless the master decides that AIS could be contributing to a dangerous situation. But these concerns are not persuasive, since coastal security measures include radar. As AIS becomes more widely used, vessels of interest to

security forces will include those with radar returns that don't correlate with an AIS signal, and vice versa.

AIS Everywhere?

With many AIS transceivers available now at affordable prices, we think that it is a tool that almost every vessel big enough for electronic navigation and communication systems should have, whether or not they become required by regulation or not. That applies not only to vessels operating in coastal waters, but on busy inland waters as well, since it enables the identification of other nearby vessels seen and unseen. ■

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The New Age of Boat Fuel Systems

BY JOHN ADEY,
ABYC'S VICE PRESIDENT AND TECHNICAL DIVISION DISTRIBUTOR

We have all seen the videos of boaters overfilling boats, gas on the ground and worse, gas in the water. We've all seen a full tank heat up during the hottest part of the day and spit fuel out through the vent, leaving rainbow colours in the water; heck I used to carry a bottle of Dawn dishwashing detergent because we knew it would happen. One more gallon in the tank = one more hour of waterskiing. Just squirt the soap and no more rainbows! It wasn't my fault, the tank said 24 gallons and all I can get in it was 23, the 24th gallon must be in the fuel fill hose...

Things are about to change. Between the new requirements of the EPA and steps taken by ABYC and the industry, boaters are going to see a dramatic change in the way they fill their boats. There is obviously much confusion as to what these changes are and when they are in effect. The purpose of this article is to give you a 10,000-foot overview of the changes and provide you with references to find out the specifics you may be interested in.

The part of the EPA we are dealing with covers regulations on clean air. Years ago, proposals for regulations regarding two types of emissions from boat fuel tanks were proposed:

- 1. DIURNAL EMISSIONS** – evaporative emissions that occur as a result of venting fuel tank vapours during daily temperature changes while the engine is not operating.
- 2. EVAPORATIVE** – fuel emissions that result from permeation of fuel through the fuel-system materials or from ventilation of the fuel system.

There are two ways to mitigate the diurnal emissions from a boat tank: a carbon canister and pressure relief. Let's

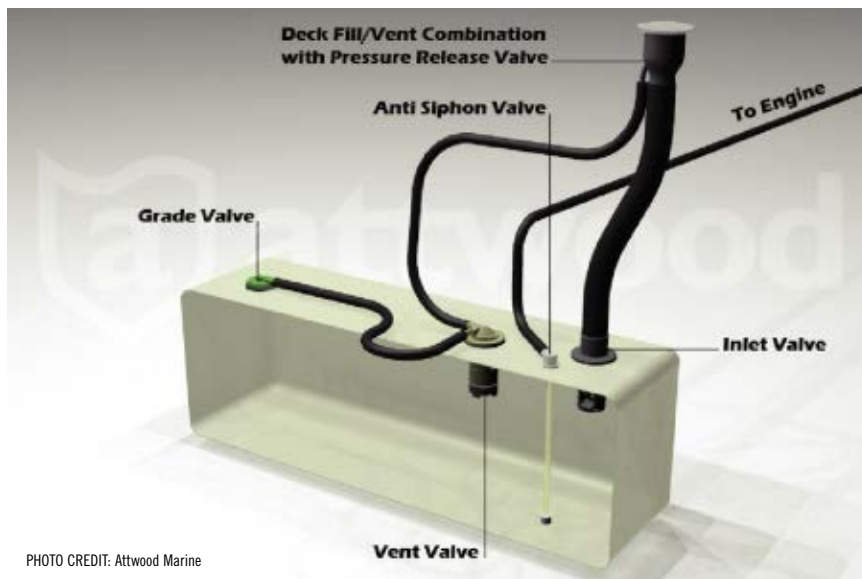


PHOTO CREDIT: Attwood Marine

talk canisters first.

Most of us have heard of this method already. This mimics automotive with one significant difference: it's a passive canister; meaning it does not use engine vacuum to pull fresh air through and cleanse the carbon. The boat canister relies on the diurnal cycle, the daily heating and cooling of fuel. Since there was no specification on the canister itself (they are all proprietary to the auto companies) ABYC needed to create one with the help of both Delphi and Stant, names you probably know. Both of these companies pulled together to help create the standard you will be seeing soon.

The canister is a relatively simple device; hydrocarbon-filled air goes through, the carbon traps the hydrocarbons and then hydrocarbon-free air moves out the vent, simple. There is a problem, however. If a canister sees gasoline, the effectiveness is lost AND we now have gasoline enriched carbon in a container on-board the boat – not good. The early solution was a simple check valve; fuel rises and shuts off the valve, not allowing fuel to enter the can-

ister, simple. Simple until we start talking about the tank's inability to vent because of the valve causing equally as troubling problems leading to unacceptable tank pressure and vapour lock when the engine is running.

Pressure relief is the second method of complying with the new EPA diurnal emission requirements. The EPA allows a pressure relief valve that opens at no less than one psi. Personal watercraft have been doing this for years, as well as your lawn and garden equipment. On a boat, this is a new field. Currently our H-24 Gasoline Fuel Systems requires an open vent, with no pressurization of the tank. The 33 CFR federal regulations, however, allow for a vent "system" that prevents the pressure in the tank from exceeding 80 percent of the pressure marked on the tank label. An aside for a minute – I am always amazed by the work of those who came before me (and certainly many of you). The likes of Lysle Gray, Lars Granholm and others wrote these regulations in the 60's and today we still revert back to their original intent – it's humbling to say the least.

Which brings me to the point on pressurization – ABYC went a step further than the CFR, disallowing any pressure in the tank. Today, we are back at the CFR wording, which will allow for 80 percent of the tank rating, thus complying with the just-published EPA rule! Amazing.

While pressure relief is a viable option, there is not much information on the components and installation parameters needed to successfully employ this method, I am sure there is more to come.

Now the evaporative. A quick lesson: USCG A-1 flexible fuel hoses must pass the fire test and must not permeate more than 100 grams/meter² per day. This has been around since the 70's. A-2 simply means fire test and 200 g/m² per day. The EPA has imposed a 15-gram-per-day regulation. The new hose is labeled USCG A-1-15 and is still tested to the Society of Automotive Engineers (SAE) standard J1527. The good news is this hose is readily available.

Between the new requirements of the EPA and steps taken by ABYC, the industry – and more important, boaters – are going to see a dramatic change in the way we fill our boats.

By the time you read this, Supplement 50 of the ABYC Standards will have been released with the new version of H-24 Gasoline Fuel Systems.

The new H-24 represents a radical and long overdue change to the way we fill boats with fuel. Due to the technical challenges builders will face when trying to comply, the new elements carry a two-year compliance date. The big change is the fuel systems' ability to activate the automatic shutoff nozzle upon a pre-determined fill level. Keeping to our performance-based approach, H-24 outlines the elements at which the shutoff must activate during actual testing. The document outlines fill rates, angles of trim and heel for both filling and venting. Not only is it important that the shutoff work, it is also important that the tank continue to vent during foreseeable storage and operating angles.

Realizing that there could be a significant difference in heel and trim angles



PHOTO CREDIT: BluSkies

for boats that fill on a trailer versus boats that fill in the water, there is length demarcation for the testing values. The following table relays the fill and vent testing angles. These values were derived from a mix of automotive standards and observed and tested boat filling and storage behavior. These tests are fairly easy for a boat builder to conduct on-site and use commonly available fuels

FILL AND VENT TESTING ANGLES

H-24 Fill/ Venting Angles	Bow Up and Down	Starboard/Port Up/Down
Fill 26' and Over	Static Floating Position	Static Floating Position
Fill under 26'	4°	4°
Vent 26' and Over	4°	2°
Vent under 26'	17°	7°

Source: ABYC H-24, 2010

The trend we are seeing is that many boatbuilders are turning to outside suppliers for their fuel systems. The graphic illustration above shows the new complexity of these systems. Most of these valves and components are tried and true from the auto market. Modifications have been made to pass the fire test, for instance, for the marine market. These component manufacturers stand behind

the reliability of the product. Looking at these systems and the warranties that companies are offering, I think we have some very robust components coming to the market.

Obviously, this is only one solution to





The canister is a relatively simple device; hydrocarbon-filled air goes through, the carbon traps the hydrocarbons and then hydrocarbon-free air moves out the vent, simple.

the H-24 requirements. Many other companies have come up with ways to achieve the results with different configurations. The bottom line is that the system must still meet the requirements of the 33 CFR as well as the new H-24. As always with ABYC and the USCG, there are no conflicts. Comply with us and you will comply with the USCG as well.

Another important fuel system element to note is the change in portable tanks. ABYC has published a new version of H-25, Portable Fuel Tanks (2010), which is about to be referenced by the EPA for compliance. This means that if a builder complies with ABYC H-25, he also complies with the federal



regulations (EPA). The big changes here really should be no surprise if you have been keeping up with this series of articles. The tank now needs an automatic vent that stays closed to at least 5 psi. H-25 outlines several qualification tests that prevent unintended consequences of automatic venting. Manual overrides and new labeling are all included in this new version as well.

ABYC is also working on a standard for the permeation of primer bulbs. The primer bulb is also subjected to the EPA



TIMELINE FOR IMPLEMENTATION: MARINE EVAPORATIVE STANDARDS

Standard/ Category	Hose Permeation	Tank Permeation	Diurnal
Standard Level	15 g/m ² /day	1.5 g/m ² /day	0.40 g/gal/day
Portable Tanks	2009 ¹	2011	2010 ²
PWC	2009	2011	2010
Other Tanks	2009 ¹	2012	2011 ^{3 4}

Source: ABYC's EPA Regs for Rec. Boats, 2009

permeation rules. The bulb of the future may look like the one on page 25.

Again, this is one manufacturer's solution. Many companies are working on decreasing the permeation rate of the traditional "rubber ball" type primer bulb. We expect to see market-ready products within the next year or so.

Last but not least (and a bit of shameless commerce here), I wanted to discuss the phase in opportunities for the manufacturers of these products. The ABYC has published the EPA Regulations for Recreational Boats. This is available in book form (on our website) or it is located on the new WebSTIR and the ABYC Standards on CD. The phase in table looks like this:

OB under-cowl fuel lines, by length: 30% in 2010, 60% in 2011, 90% in 2012, 100% in 2015.

2. Design standard
3. Fuel tanks installed in nontrailerable boats (≥ 26 ft. in length or >8.5 ft. in width) may meet a standard of 0.16 g/gal/day over an alternative test cycle.
4. The standard is effective July 31, 2011. For boats with installed fuel tanks, this standard is phased-in 50%/100% over the first two years. As an alternative, small manufacturers may participate in a diurnal allowance program. ■

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Notes

1. 2011 for primer bulbs. Phase-in for

DURASAFE OFFERS ELECTRONICS LOCK SET

To prevent your electronics and swivel mounted accessories from developing "legs", DuraSafe has introduced a unique, keyed-alike set of locks for marine electronics and swivel mounts introduced at the 2011 International Convention of Allied Sportfishing Trades (ICAST), at the Las Vegas Convention Center.



The new DuraSafe E-Lock (Universal Electronics Lock) and Swivel Mount Lock set offers excellent protection against theft of marine electronics. Simple, compact and easy to install, the locks replace the factory knobs and when they're locked, prevent removal of a unit.

The DuraSafe E-Lock fits most major brands of marine electronics and is available in three sizes to fit the most commonly-used swivel mounts.

www.durasafelocks.com

NEW THETFORD HOLDING TANK DEODORANTS NOW OFFERED IN CANADA

Following a successful launch in the US, Thetford Marine is bringing its environmentally safe and powerful line of holding tank deodorants to Canada. EcoSmart replaces the company's SupremeGreen line. While many other chemical product manufacturers claim to be green, Thetford's EcoSmart is third-party certified by EcoLogo, North America's oldest, most respected environmental standard and certification agency.



Carrying the EcoLogo means that a sanitation deodorant must control odours, decrease waste materials, be biologically based and non-toxic, not harm human, riparian or aquatic species, won't accumulate in the environment and have limited surfactants that biodegrade.

EcoSmart is available in two formulas: formaldehyde-free and enzyme. It quickly breaks down waste and tissue to prevent messy clogs.

The formaldehyde-free formula's non-staining green dye washes clean with soap and water, while the enzyme formula is available in non-staining orange. The enzyme formula also includes a detergent additive to keep holding tanks clean. Both liquids are offered in 32 oz. and 64 oz. bottles, while the formaldehyde-free formula also comes in toss-in form for the ultimate convenience.

www.thetford.com



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For more information on our golf tournament and/or Ontario Sailing and the Hans Fogh Fund, please contact Kathy Chamoun, Program Assistant - Ontario Sailing Telephone: 1-888-672-7245 X 227
E-mail: programs@ontariosailing.ca

SEA-FIRE ADDS COMMERCIAL MARINE SECTION TO WEBSITE

To better showcase the commercial applications of its marine fire detection and suppression systems, Sea-Fire has updated its website to include a special section on its Commercial Marine Division. Visitors can learn all about the company's products and view case studies and customer testimonials relating to commercial marine applications.



Users can also view an engine room layout to see what's necessary for a safe, reliable fire detection and suppression system to help determine their own needs. Dealers can be easily found with the help of the site's dealer locator. Visitors can get quotes or product support with the click of a button. Frequently asked questions, company news, press releases and contact information are also available.

Sea-Fire Marine provides FM-200 engineered and pre-engineered marine fire suppression and detection systems. Fast and effective, the environmentally responsible FM-200 extinguishing agent is safe for people and equipment.

www.sea-fire.com

Users can also view an engine room layout to see what's necessary for a safe, reliable fire detection and suppression system to help determine their own needs. Dealers can be easily found with the help of the site's dealer

ARMSTRONG RIB LADDER NOW AVAILABLE WITH BLACK MOUNTS

The RIB Ladder from Armstrong Nautical Products is now offered with black mounts to match the trim on many models of Hypalon and PVC RIBs.

"While our unique RIB boarding ladder is still available with its original gray mounts, we've listened to our customers who want our mounts to match the existing trim on their RIBs," said Janie Vallery, President of Armstrong Nautical Products. The soft mounting hardware, also sold separately, allows for multiple mounting points on a RIB.

Winner of the 2009 DAME (Design Award METS) in the Life Saving and Safety Equipment category, the RIB Ladder maintains an easy-to-climb outward angle, supports over 400 pounds

and mounts on the rib surface, so there are no holes in the pontoons. Rubber stand-offs help protect the surface of the mother ship. The marine grade stainless steel, telescoping ladder folds compactly for storage.

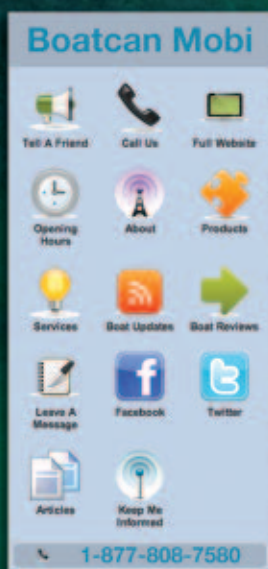
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The National Marine Electronics Association: setting marine electronics standards and setting the bar in excellence for safer boating.

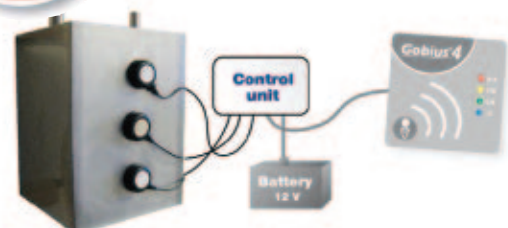


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Unlike other products on the market, Cobra's Floating Handhelds use a rugged bulk-head or console mountable, secure drop-in charger. The VHF's also come with a DC charger for boat or vehicle charging. In an emergency or when the Lithium Ion battery is unavailable, these radios can also operate with common AA batteries.

www.cobra.com



ADJUSTABLE LED READING LAMPS COMPLEMENT STYLISH INTERIORS

A good reading lamp should incorporate eye-pleasing features, in both light intensity and overall style. Hella Marine meets these needs with its elegant Ponui LED series, which are also miserly on power to keep them cool to the touch in close quarters.

The highly energy efficient Ponui LED reading lamps draw less than 0.8W each, yet offer intensity comparable to 10W incandescent lights. Low voltage also keeps the high-quality, brass lamp housings cooler than incandescents.

To point the lamp for optimum light angles, the brass arm and knuckle offer adjustable swing and pitch. Dimming is achieved with a separate Hella marine 2-group dimmer.

The Ponui series' LED light colour exactly matches an equivalent Hella marine Rakin or Waiheke series LED lamp for consistent illumination and ambience throughout the vessel. Finish options include bright chrome, satin nickel chrome or gold-plated brass. LED choices are white or warm white.

www.hellamarine.com



RESCUE THAT SOGGY IPOD

Bheestie Bags are the ultimate gift for anyone who is outdoorsy and likes to take their mobile electronics with them.

This innovative gadget actually dries out small electronic devices to keep them working great. Whether it's an accidental spill on your phone, camera or iPod, or the device was used outdoors with moisture in the air, this is a solution that any boater should have on hand.

Here's how Bheestie Bags work: simply remove the battery from the electronic device, and drop the device in the Bheestie Bag, zip and seal. It can be done overnight, or immediately after an 'accident' or daily for preventative measures. The Bheestie Bag contains powerful

water absorbing beads that physically bond and remove the water, proving to be much more successful than any home remedy. The Bheestie Bag can last up to a year for everyday use although less if used to recover from an extreme soaking.

www.Bheestie.com



QUICKLINE ANNOUNCES NEW ULTRA FLIP SWIVEL

Quickline, an importer and distributor of quality marine gear and accessory products, has announced their newly redesigned Ultra Flip Swivel. The only anchor-to-rod connector of its kind on the market, the Ultra Flip Swivel incorporates a flipping nub for increased flipping alignment performance, a durable Teflon-coated ball for easy rotation, and a unique new back bridge that supports the anchor as it travels over the roller. The new swivel from Quickline ensures a solid anchor set, as well as seamless retrieval and consistent stowage every time.

Minimizing wear and tear on the windlass, the flipping nub forces the anchor to the side and uses the anchor's own weight to rotate, while the new back bridge supports the anchor off the roller and allows the anchor to self-right itself into the correct position.

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