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imagination at work

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11CDN123



BY ANDY ADAMS

# Young Business Owners Still Need a Succession Plan

**AS WE GO TO PRESS**, *Boating Industry Canada* in partnership with GE Commercial Distribution Finance is again planning a seminar to be held during the Toronto International Boat Show; the topic: succession planning.

Young business owners still need a succession plan and the older we get, the more important it becomes.

Nobody wants to confront his or her own mortality. That's just typical of human nature. So, I have an anecdote for you:

*A lawyer whom I knew very well had enjoyed a successful career specializing in estate planning, matters of wills, estates and investments of all kinds. During his career, he set up trusts to provide tax advantages to wealthy families, he incorporated businesses for people, he advised clients on estate planning and administered major bequests on behalf of wealthy individuals who donated money to various charitable institutions.*

*He lived and breathed succession planning, but guess who died without a will?*

Exactly – it can't happen to me!

The truth is, almost every marine business is privately owned and those businesses have critical importance to the individuals and families who own them. Your business is providing a livelihood for you and your family. It is putting food on the table and for many, the business is also your residence.

But, what if you were involved in an accident or were hit with an illness that prevented you from doing the many outdoor and physical activities normally required to operate a marina?

You can't have a succession plan without having at least one potential successor. And you don't have to die to need one.

Even if you're still young yourself and your employees are even younger, it's never too soon to start grooming them to be able to take on greater responsibility (maybe suddenly).

Many of us have all our eggs in one basket, so it's a clever management technique to first identify a potential successor and then, when there's no urgency or pressure, try them out and see how they deal with difficult situations, organizational challenges and matters of judgment.

If they do well, great! If they let you down, it is better to know now than when you have to turn to them to carry on your business in an crisis situation.

On page 20 of this issue, there is an important article (provided to us by GE Commercial Distribution Finance) on the topic of succession planning. This is a good starting point in preparation for attending the Succession Planning seminar at the Toronto International Boat Show. Watch our weekly electronic newsletter, Newsweek, for more details on time and place for this important seminar.

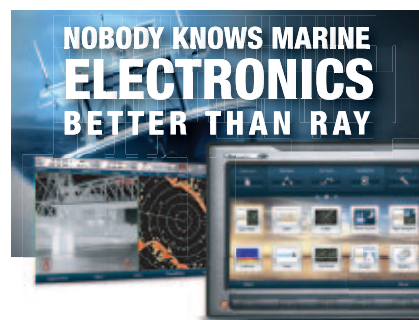
The Toronto International Boat Show is attended by more marine industry professionals than any other event in Canada that makes it the ideal venue for important meetings and presentations.

Pencil in Monday, January 16, 2012 to attend the National Marine Manufacturers Association (NMMA) Canada Annual General Meeting. If you think that an AGM is likely to be a bit of a 'snore fest', you haven't attended this one. The vast majority of our industry's leaders will be there in person and we happen to know that a major research presentation is now in the planning stages. This will be research information of a size and scope that our industry has never seen previously and we expect it to be on the agenda.

We all realize that global economic conditions have been changing quite dramatically over the last few years and more and more people are recognizing that population demographics are a major factor. We need all the research help we can get to best identify our future customers and to chart a course to success.

The NMMA presentation promises to be a 'must attend'. You will hear information that can provide a solid foundation for your future decision-making and business planning and help lay the groundwork for building a solid succession plan as we all welcome what we hope to be strengthening business conditions through 2012.

I hope to see you at the meeting!



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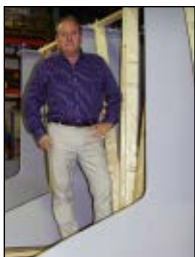
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**On the Cover:** Kevin Milne stands in front of a line of new keels. A passion for the business and a tight team of tech experts attract designers and buyers from across the globe to his shop in Burlington, Ontario.



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# New Products

## Generate New Enthusiasm

BY ANDY ADAMS

**I DON'T THINK** anyone could argue with the statement that new products generate new enthusiasm – for boats, for boating, for do-it-yourself projects, whatever.

We all love new things. Or, maybe we all get bored with 'same old, same old!' Whatever the case, there is always a lot of excitement around the Innovation Awards that are announced each year during IBEX – the International Boatbuilders Exhibition & Conference.

This year, 13 marine manufacturers were honoured for innovative achievement by the National Marine Manufacturers Association (NMMA) and Boating Writers International (BWI) in Louisville, Kentucky. 11 companies received 2011 IBEX Innovation Awards and two companies received honourable mentions during the annual IBEX industry breakfast at the Kentucky Exposition Center.

The Innovation Awards, organized by NMMA and judged by BWI, recognize those products that best meet the following criteria: innovative distinction from other products currently being manufactured; benefit to the marine industry and/or consumer; practicality; cost-effectiveness; and availability to the consumer within 60 days of award receipt. A total of 65 new products were entered in this year's IBEX Innovation Awards program.

"The winners recognized at IBEX today are a testament to the ongoing commitment to boating ingenuity necessary to the future of our industry," noted NMMA President Thom Dammrich. "It's encouraging to see companies focus

their efforts on forward-thinking solutions to help consumers and further the industry and I'm excited to see how these products adapt in the market."

"One of the motivators for writers involved in the Innovation Awards is the ability to see and touch the future. This is our Discover Boating, and this year's product submissions didn't disappoint – from the electronics OEMs that wowed us with game-changing technology to engine manufacturers that delivered more efficient products than we've ever seen," stated Alan Wendt, IBEX Innovation Awards committee chair and contributor to TalkoftheDock.com. "The future of boating advancement is bright."

Additional BWI members serving on the IBEX Innovation Awards judging panel this year included: Zuzana Prochazka, Frank Lanier, Susan Canfield, Roger McAfee, Brady Kay and Patricia Kearns.

As this issue of *Boating Industry Canada* goes to press, more new products are showing up at METS in Amsterdam. The fall is always a great time for new products. IBEX Innovation Awards were presented to the following companies in these categories:

### Deck Equipment & Hardware

**Winner:** Nautilus Marine Group, Windlass V500

Judge Susan Canfield noted, "the well-engineered windlass tension band keeps the rope and chain splice in constant contact with the chain wheel

easily handling knots and hackles of life at anchor."

**Honorable Mention:** Ameritex Fabric Systems, Four-in-One Boat Cover

### Electrical Systems

**Winner:** Charles Industries, Intelligent Marine Charger

"The introduction of different battery voltages and recharging times created the necessity for a programmable charger," according to Judge Pat Kearns. "The IMC 40 eliminates the need for multiple onboard battery chargers. The built-in redundancy will get you home."

IMC Series Battery Chargers are the marine industry's first four-bank battery chargers with programmable, continuous, independent DC output (12 or 24



Charles new IMC Series Battery Chargers are the marine industry's first four bank battery chargers with programmable, continuous, independent DC output (12 or 24 volts), battery type (AGM, Gel, Lead Acid, NiCad) and charging profile per battery bank. It can charge up to four individual battery banks simultaneously, regardless of battery voltage.

volts), battery type (AGM, Gel, Lead Acid, NiCad) and charging profile per battery bank. The IMC eliminates the need for multiple onboard battery chargers with the ability to charge up to four individual battery banks simultaneously, regardless of battery voltage.

### Furnishing & Interior Parts

**Winner:** Thetford Curve, Porta Potti



Thetford Corporation, who introduced the original Porta Potti in 1968, introduced their new 'Curve' model with regular height, battery electric flush and more.

"Serious thinking time was spent addressing multiple ways to improve and innovate one of life's basic necessities," according to judge Roger McAfee. "The originators of the Porta Potti redesigned everything from a battery-powered flushing mechanism to a hidden, integrated toilet paper holder."

Thetford Corporation is the company that introduced the original Porta Potti in 1968. While the new Curve model may bring a chuckle to most people's faces, this is a regular height, regular feel toilet that can easily be used onboard pontoon boats with enclosures, in many cuddy cabin boats and even aboard express cruisers for an increase in comfort and convenience. Thetford's Curve Porta Potti and improved Porta Potti line-up will debut to consumers this January.

### Inboard Engines

**Winner:** Indmar, 5.7L Assault 345 Inboard

"Wakesurfing is rapidly growing in popularity," noted judge Brady Kay. "However, the strain on engines required proactive engineering to reduce engine failure. Indmar has a workhorse for rugged watersports."

### Mechanical Systems

**Winner:** Attwood, Universal Sprayless Connector

"This category begged a focus on new ABYC and future EPA rulings regarding fuel shut-off systems and inlets," stated Judge Frank Lanier. "There were several intriguing fuel inlet designs, each with different approaches. Attwood's Universal Sprayless Connector, however, stood out in simplicity, ease of adaptation and global application."

### OEM Electronics

**Winner:** Raymarine, e7D Multifunction Display

This compact navigation solution brings multiple features, including built-in Wi-Fi connectivity to a marine multifunction device. "This is where Apple iPad integration, pop culture and intuitive operation meets useful maritime technology," said Judge Alan Wendt.

What *Boating Industry Canada* was even more impressed with is that in addition to built-in Wi-Fi integration with iPads and iPhones, the e7 is



Raymarine's new e7D Multifunction Display features built-in Wi-Fi connectivity and Bluetooth wireless technology including an optional RCU-3 wheel-mounted or handheld remote control unit.

equipped with Bluetooth wireless technology. Bluetooth connectivity lets boaters control and reconfigure the e7 with the optional RCU-3 wheel-mounted or handheld remote control unit. The RCU-3 remote can also be used to control the audio playback on an iPad, iPhone, or iPod remotely so that these devices can be stowed safely out of the elements.

### Outboard Engines

**Winners:** Honda Marine, BF 250 Outboard Engine and Mercury 150 Four-Stroke Outboard



The new Mercury 150 Four-Stroke Outboard weighs in at 24 pounds less than the previous model while helping to satisfy the growing need for superb fuel efficiency and performance.

"There are two clear winners in this category – each being the first to bring features to the market. Honda offers the first dual-circuit induction system that provides improved combustion, while delivering additional amps for charging boat batteries," noted Judge Zuzana Procheska. "Mercury found a way to trim 24 pounds off their new 150 Four-Stroke while helping to satisfy the growing need for superb fuel efficiency and performance."



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"The new Mercury 150 is class-leading in every respect but we particularly focused our attention on being a stand-out in the areas that our customers told us really matter to them: quality and reliability; smooth operation; a great torque curve; low weight and compact size; excellent fuel economy and easy maintenance," said David Foulkes, vice president of engineering at Mercury. "We started our engineering efforts by listening hard to our customers, and then we executed the most effective possible design to meet their needs."

### Propulsion Parts, Propellers

**Winner:** Powertech Propellers, Power Stop Propeller

"The rapidly growing pontoon and deck boat market is always faced with ways to reduce the effects of wind, tide and a variety of performance issues. Powertech Propellers answers those concerns with a brilliantly crafted, reverse-thrust propeller, providing new levels of control without harming overall performance," said Judge Brady Kay.

**Honourable Mention:** Livorsi Marine for its improved Raw Water Flow System that helps to prevent cosmetic and structural damage to expensive exhaust headers and intercoolers.

### Safety Equipment

**Winner:** Protomet Corporation, Panoramic Mirror System

"Having a second set of eyes on your kids while towing them in any variety of watersports is inherent parental responsibility," noted judge Alan Wendt. "Protomet's prescription grade optics provides unparalleled viewable range."

### Environmental

**Winner:** US Marine Products, EFOY Fuel Cell

"Our environmental award goes to US Marine Products for the EFOY Fuel Cell. This is a green solution to providing on board power with a fuel cell that converts methanol into 12 to 24 volt power," noted Alan Wendt. ■



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The environmental award went to US Marine Products for the EFOY Fuel Cell. This is a green solution to providing on board power with a fuel cell that converts methanol into 12 to 24 volt power.



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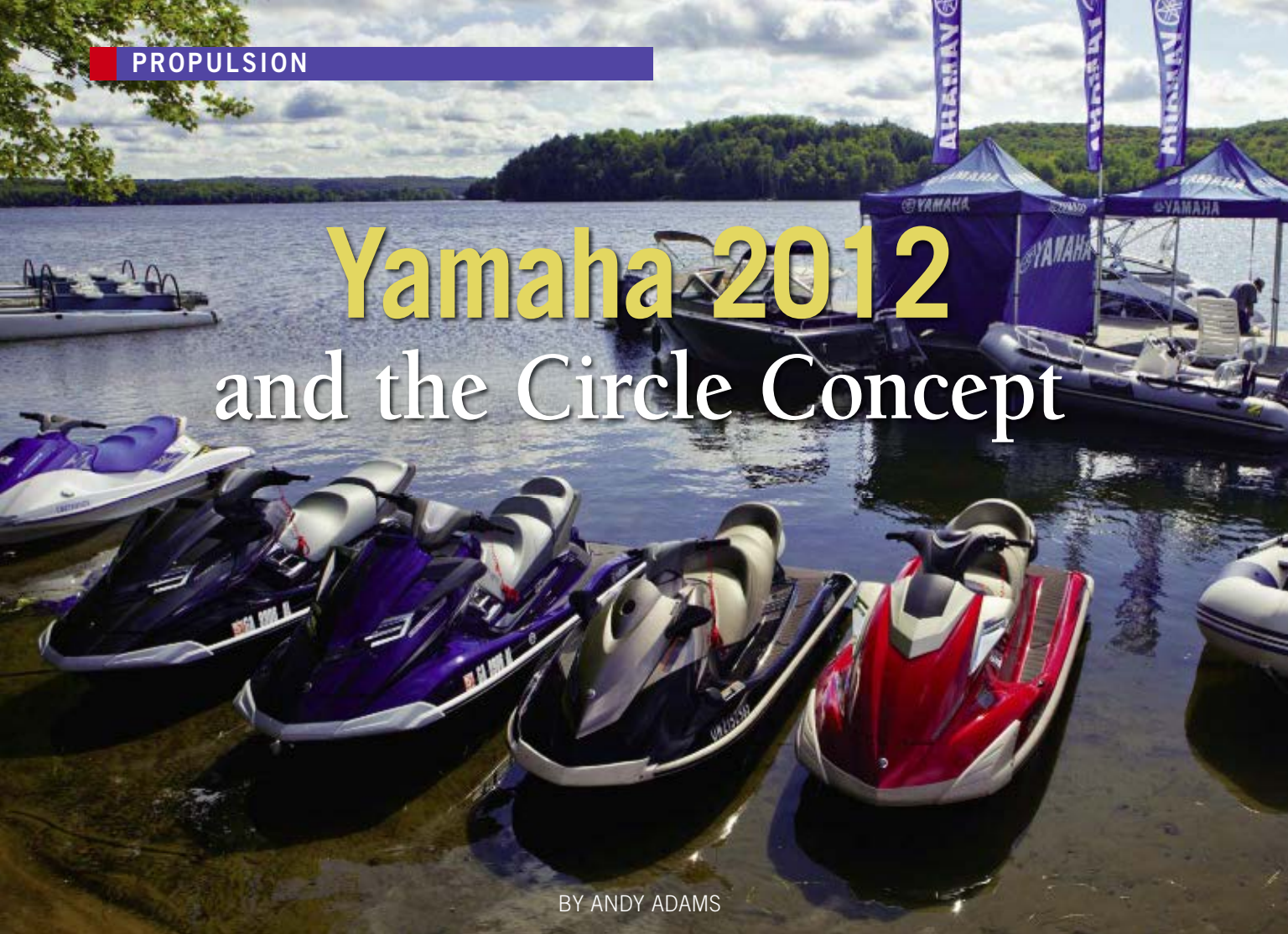


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# Yamaha 2012 and the Circle Concept

BY ANDY ADAMS

**AT YAMAHA'S** press event this past September, before he talked about the great new Yamaha engines, WaveRunners and Sport Boats, Rick Layzell, Yamaha's National Manager of Sales, Marine and OPE, spent some important time talking about what he called the "Circle Concept".

The idea is to give reasons for your customers to circle around and return to the dealership. Once your customers are in the showroom, you have the best opportunity to build relationships with them, learn a little more about them and their interests in boating and hopefully, sell them something new.

You've probably heard about the Pareto principle: 80% of your business comes from 20% of your customers. So, the customers you are already dealing with are almost certainly your best source of increased business.

Rick explained that customer retention is the single most important issue

our industry faces right now and at the Yamaha dealer meetings this past summer, he emphasized all the ways Yamaha helps to get people back into the dealership.

One of the products is its Yamalube line of marine lubrication. The company has made a conscious decision not to mass-market through retailers like Canadian Tire or Walmart. Customers have to go to a Yamaha dealer to buy Yamalube. Rick points out it's not just selling a container of oil, it's an opportunity to educate your customers in the virtues of their Yamaha engines and how to look after them.

He also recognizes that, at many marinas, customers want to speak to the technicians and so it's important that those techs can explain why the customer should use Yamalube.

(This fall, Yamaha has a series of training products coming out to help with this at their service schools.)

Just waiting for a chance to blast across the bay, this group of new Yamaha WaveRunners was gathered for the media event that Yamaha held this past September. You can see many of their other boats and engines on the docks.

Accessories are an opportunity as well. If you compare the type of accessories sales we get in the marine business compared to the snowmobile business, it becomes clear that there is a missed opportunity in marine. Snow machine buyers come back in for suits, gloves, helmets, goggles, heated handle grips, trailer accessories and much, much more.

Typically, in marine we just sell them the boat and motor. In some cases, the dealer does a great job of outfitting the boater with lines, fenders, mooring covers and even a full trailer package. Later though, we don't seem to get them back for anything.

Yamalube is a great way to attract the

customer back but Yamaha has taken a very thoughtful approach to stimulating more visits. One example is the Fox 40 Safety Kit. It is also sold through Yamaha. Yamaha dealers make good margin on the product, but nowhere on it does it say Yamaha.

The Jet Pilot clothing line is another good example. Yamaha dealers can carry Jet Pilot board shorts and other clothing items, but Yamaha has deliberately not branded them. That way, if somebody is riding a competitor's personal watercraft, they can still buy the Jet Pilot board shorts and not feel that they're moving away from their brand.

Irish Setter is another home run! The Irish Setter line of outdoor and hunting clothing is high-quality, and a high price point, but great stuff and very profitable for a dealer.

When all else fails, encourage your customers to buy a Mr. Funnel. We know a lot of customers are using Jerry cans to fill up at their cottage. The Mr.



Funnel will help to get all the water out of the fuel, and again, the Yamaha technicians can help educate the customer on why this is important.

Rick also explained that the Yamaha extended warranty program, "Yamaha Protection Plus", is a double win.

When a customer is buying a new Yamaha sport boat or engine, the Yamaha Protection Plus program takes the fear out of returning to the dealership. If customers know their boats are under warranty, he or she is more likely to bring it back for service.

That can be a huge help to the "Circle Concept" of customer retention.

The plus is that the margin on the YPP extended warranty program can be up to 85%! Considering the increasing age of your customers and the fact that many are becoming comparatively more wealthy, the expectation for great service goes up and up. The

Enjoying the wonderful stern swimming area on the new SX 190, these people are wearing Yamaha PFDs, Yamaha Shorty wetsuits and they have a two-person Yamaha towable. Is your dealership geared up to sell all these accessories?

YPP program helps you to deliver on that promise and to do more business with the people who can afford what you sell. It's a win-win.

A foundation of the Circle Concept is the Yamaha Five-Star Dealer Program. All the big manufacturers have programs like this, but it's important to encourage dealers to take advantage of the opportunities.

These are incentive programs designed to encourage dealers to represent the Yamaha brand in the best possible light and, at the same time, there's a lot of business incentive through increased opportunity, increased profitability and overall improved Yamaha branding, all of which can bring the customer back. The Circle Concept and customer retention is the focus.

In the Yamaha Five-Star program,



Parts and accessories like the Fox 40 Safety Kit or the Yamaha-branded dock lines can be a part of the Circle Concept of customer retention to bring your customers back into your showroom more often.





Here I am at the helm of a new Yamaha 190 Sport Boat, running about half speed. The new 190 series will be more affordable to appeal to a broader market than their larger boats yet Yamaha has included the great stern swim area and many of the other features from the larger models.

Rick Layzell talks about several “pillars”. Understandably, the first pillar is program compliance. The Five-Star program encourages a higher level of professionalism, especially in store design, layout, signage and branding. Of course, the Consumer Satisfaction Index (CSI) score is also a key pillar. Five-Star dealers are expected to meet or exceed the national CSI average for 8 out of every 12 months.

Brand identity is another key pillar. The Yamaha visual identification in the store is a very important point of purchase element. Customer excellence in marketing programs is especially key; some of the smaller details like cleaning up the lot or washing the dealership vehicles that have the signage on them, all make an important statement to your

high-end customers.

The Circle Concept is especially well served by your Parts & Accessories department too because it ties back to increasing inventory turns.

Finally, Yamaha recognizes three different levels of service criteria and the financial incentive over the long term to become a Master Dealer is substantial.

There’s money available to help dealers achieve the Five-Star level. The Image Essentials program guides dealers to what their showroom should look like and dealers can get up to a \$1,000 credit per product line, per year towards choosing showroom accessories and equipment from Yamaha’s 60-page catalogue. It’s a great way to dress up your showroom to attract more customers for return visits; again the Circle Concept.

For dealers who are perpetually working long hours and wishing they had more staff for important tasks like marketing, the Five-Star program can give up to 100% support for Yamaha’s VIP customer follow-up program. A new customer gets 10 “touches” over the next year and these are personalized to the

dealership and free to all Five-Star dealers. Let Yamaha help you build your customer relationships!

When you have customers coming in the door on a regular basis, you have more sales opportunities. To capitalize on that, Yamaha has “YMcF” floorplan financing, backed by GE Consumer Distribution Finance to ensure that dealers can afford to have the inventory on hand to make those sales.

For many Yamaha dealers in Canada, the big news for 2012 is going to be the all-new 19-foot Sport Boats. The new SX 190 and the AR 190 are both filled with the same luxuries, comfort and styling found on Yamaha’s premium 24-foot sport boat series, but at a more affordable price.

They didn’t skimp on the features with more storage than other boats in their class, Yamaha’s award-winning stern swimming lounge, 1.8 L Yamaha Marine engine for breathtaking performance and the new thrust direction enhancer for improved low-speed handling.

There’s also a new 21-foot Sport Boat and a completely redesigned FX series of WaveRunners.

The FX WaveRunners have long been some of the most luxurious personal watercraft and the new models have a brand new hull and deck design for enhanced comfort, more convenience and storage, as well as water sports towing abilities. In spite of the exhilarating performance, these are targeted at the broader market instead of just the macho segment.

Yamaha’s full line of outboard engines and WaveRunners logically leads into the new Sport Boat line and these have held the number one spot in their market segment for several years now.

It looks like 2012 will be another great year for Yamaha! ■

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# An Awarding Experience

BY JOHN MORRIS



**Best National Magazine Advertising**  
Paul Mann Custom Boats for "81-Foot Ferrari"  
created by Adams & Longino Advertising



**Best Product Literature**  
Sea Tow for "2011 Membership Brochure"

**IN OCTOBER**, the Marine Marketers of America (MMA) announced winners of its fourth annual 2011 Neptune Awards for Marketing Excellence during the association's meeting held during the Fort Lauderdale International Boat Show.

Considering how much advertising is done in our industry, having some respected awards will go a long way to upping the standard. As I don't have to tell you, the quality of ads is all over the place. Some print ads are elegant; some are less so. Sometimes clutter cannot be avoided – logos are required for coop, there's all sorts of boats you'd like to present and so on. Sometimes the ads suffer from amateur designers since agencies are not often part of the equation.

Sometimes, designers do get a hold on ads and then they jump out of the pack. The "Nick, Nat and Nat" Genco ads that ran for years, designed by Steve Manley stood out for their clean design and humour.

Last year's winners were terrific and again this new crop of awards go to some work that is pretty good indeed. Hopefully, they are pointing the way to a new advertising reality that will make all of us look better to consumers.

Here are some of the Neptune Awards winners that caught my eye. You can take a look at the whole list and see what turns your own personal ad crank.

When you talk back to an ad that usually means it hit the nail on the head. The Paul Mann Custom Boats Company showed a shot of one of their beauties with a simple line calling it an 81-foot Ferrari. When I checked the ad I found myself responding, "It sure is." To my tastes, there's a tad too much copy. Pictures of a wonderful boat deserve to be big and fabulous – at that point they don't need too much explanation. Nice boat; nice ad.

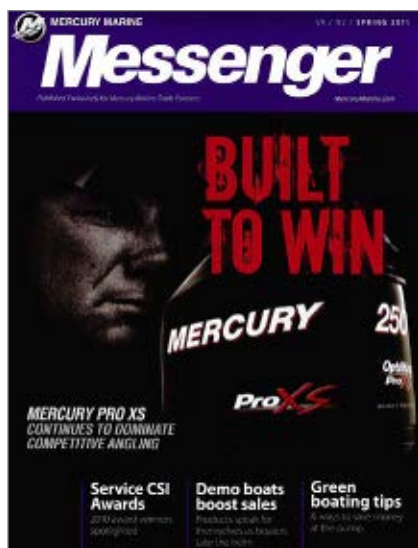
Sea Tow won last year with an ad; this year they won with a brochure that

follows that heroic looking ad. Again, great photos of pros saving the family when they run out of gas. Clean professional design makes it easy to understand Sea Tow's offering.

They won last year with a nice ad and this year Sure Shade took home an award for Best Digital Newsletter. Sure Shade has a pretty interesting idea and online exposure is a fine way to show how it works. Once you see that, you'll want it. I'm not clear how they got their newsletter out and to whom, but this is definitely the medium to show a simple idea in action.

Definitely a contemporary move, the winning entry in the Marketing Innovation category went to Beneteau who created a site that lets tablet owners get right into the details of the boat they select, taking advantage of the iPad and the tablet's ability to reproduce photos beautifully and let you browse at your leisure. This is certainly a whole new way to present a boat.





**Best Print Newsletter**  
Mercury Marine for "Mercury Messenger"



**Best Digital Newsletter**  
Sure Shade for "Shady Side of Boating"



**Best Mobile App**  
Yamaha Watercraft for "Waverunners and Boats" created by ICBM Media



**Marketing Innovation**  
Beneteau for "Global iPad Dealer App" created by Jester Communications

Recognizing that online is increasingly important to the industry, the MMA this year added three new categories: online corporate brand image video; mobile application; and, social media campaign.

Our Canadian content comes from our friend Adrian Rushforth, Senior Director, Canadian Marketing and Strategic Planning, North American Shows and Events who accepted two awards at the presentation on behalf of his company. Mercury won for its print trade newsletter,

The Mercury Marine Newsletter.

Mercury also picked up an award for the Mercury 150 hp Four-Stroke Launch Video. "It's encouraging to see some good marketing efforts in our industry. I hope it reflects a positive feeling out there that will translate into positive sales," Rushforth comments.

The MMA press release quotes Wanda Kenton of the organization is pleased with the largest field ever – 60 entries in 14 categories. That's obviously

a tiny fraction of all the ads produced in the industry, but it at least sets a bar. The competition is limited to MMA members, but it might be time to consider joining. Cranking up the level of ad work can only be a good thing. Perhaps next year you should submit some entries; send something good and come Lauderdale time, you could be picking up some hardware. ■

marinemarketersofamerica.com

# Kevin Milne at Mars Metal

BY ANDY ADAMS



**SOMETIMES** when we go out and do a story, it's like reading just the introduction and maybe half the book; we are often left wondering how the story will end.

In April 2008 when we first visited Kevin Milne at Mars Metal in Burlington, Ontario, we wanted to find out how a Canadian company that operated in the very specialized field of lead sailboat keels was able to succeed both at home and in the export market, given that the value of the Canadian dollar had swung by over 30% at a time when the cost of lead had also increased, greatly adding to the challenges of remaining competitive in the industry.

At that time, the company was facing

huge challenges. How would they cope? What would they have to do to adapt?

First, the story has not ended. Mars Metal is alive and well. That came as a pleasant surprise, especially considering the precipitous global downturn in boat-building since 2008. They just aren't building as many new boats now. When we originally visited Mars Metal, its MarsKeel division had built up a booming business manufacturing lead keels for sailboats, but it was a specialized and narrow field.

Recently, we heard that Mars Metal was continuing to do well, so we thought we should follow up and see how the story has evolved and to learn

how business owner Kevin Milne has been able to remain successful.

We can sum it up in two words: innovation and passion.

Kevin could have seen Mars Metal as a builder of lead sailboat keels and responded to the industry downturn by laying off staff and maybe closing a building or worse. Instead, he saw Mars Metal as a fabricator, not just of lead but of other materials, well able to apply company talents to other totally different business areas as in the spirit of innovation, to be partners and problem solvers for its clients.

MarsKeel is now a small part of the Mars Metal business. In a remarkably short time, taking their knowledge and skills in working with metal and particularly lead, the company has created a new division called MarsShield, developing innovative new products to improve safety for people who are x-ray technicians. They found a number of other uses for lead, but perhaps one of the most interesting one is a custom job for the United States government. The government is working with Kevin and Mars Metal to create an enormous lead-shielded building where government agents can x-ray an entire transport truck at high levels looking for contraband.

Kevin and his people dig in and learn about new business areas, going to shows and exhibitions, talking to people and searching out problems to solve. While other companies in the marine industry find their business way down, life has probably never been better at Mars Metal.

And the best part of the story is that the marine side of the business is far from being in the doldrums. The volumes not may not be there like it was in the early days for production boats, but the innovation and the passion that Kevin Milne brings to his business has

guided the company to some very important, high profile projects.

When Kevin starts talking about the boats they have done, he picks up speed quickly and just dances through a list of one significant builder after another and one famous racing boat after another.

There may not be a lot of work, but Kevin and MarsKeel is getting a lot of the best jobs. The most important innovation and probably the one bringing in the greatest notoriety is the recently created MarsKeel Design Group with Dave Fornaro and Steve Burke. Fornaro has had a long involvement with the Farr designs. As a group, they excel at projects for high performance yachts and boats with features like lifting keels.

Together, the MarsKeel Design Group went to METS in Amsterdam, the largest marine trade show in the world, for the first time. They attracted a lot of attention in the European markets and now attend METS every year along with other European shows.

The company is doing the keels for the very hot J 111 boats and has had the Catalina business since the company relocated from California to Florida.

Not that distance is an issue. MarsKeel continues to supply keels to the Southern Wind Shipyard in South Africa and has recently done the keel for their newest SW 94SL Cruiser Racer. It's an amazing design and far more than a mere lead keel. But, before we get to the full story there, let's grab some important background on Kevin and the company.

His father Philip Milne, a metallurgist, took his lead casting expertise, honed through his time at The Canada Metal Company and his own self-employment ventures and he struck out on his own. Kevin joined his father in 1979 forming Mars Metal in their home community of Burlington, Ontario.

The location was excellent – they were surrounded by boatbuilders in those days. They started doing the keels for C&C Yachts' Redline 30s from their 2,000 sq. ft. facility. It was just Kevin and his dad at first. They worked with Rob Ball and the C&C design team, but there were lots of other builders nearby. They built keels for CS Yachts, Ajax,

Whitby Yachts, Mirage and Elite from Montreal, as well as for Erich Bruckmann's boats and Dirk Kneulman's Ontario Yachts.

The business was booming with 80% to 90% coming from lead keels but people were treating the keel as a part of low sophistication. That was where Kevin and MarsKeel started to move ahead.

While other companies could also

assemble a mould and pour moulten lead, then ship it out, Mars started finishing their keels, removing the flashings from the rough casting, smoothing it, painting and finishing it so that Mars Metal became a one-stop shop for the builders.

The value-added approach attracted both more business and earned higher prices.

Builders could work with Kevin and

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— Rob Jordan,  
Weekend Angler,  
Lake Lanier, Georgia

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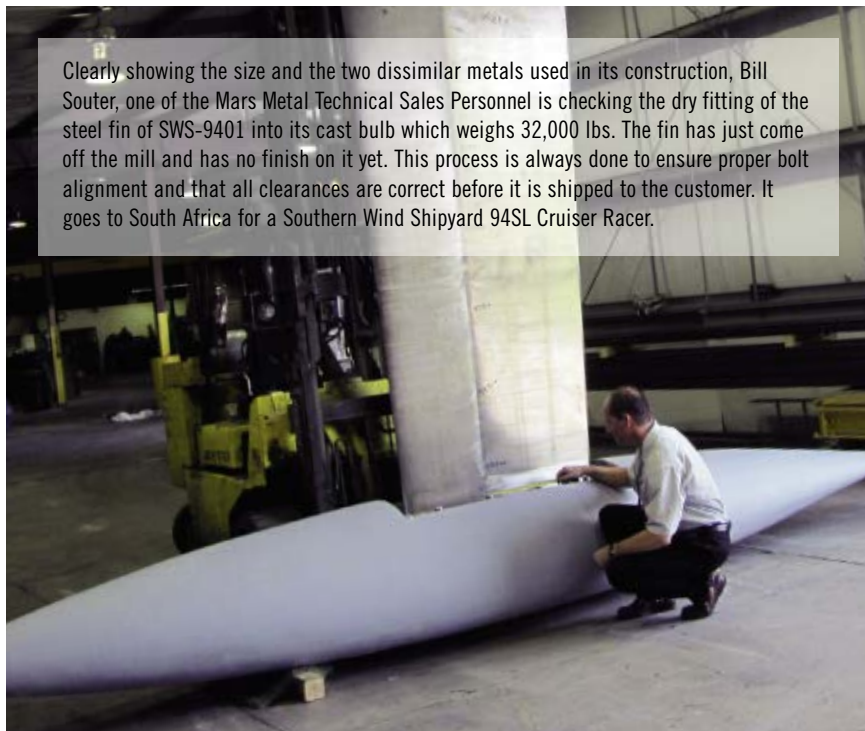
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Clearly showing the size and the two dissimilar metals used in its construction, Bill Souter, one of the Mars Metal Technical Sales Personnel is checking the dry fitting of the steel fin of SWS-9401 into its cast bulb which weighs 32,000 lbs. The fin has just come off the mill and has no finish on it yet. This process is always done to ensure proper bolt alignment and that all clearances are correct before it is shipped to the customer. It goes to South Africa for a Southern Wind Shipyard 94SL Cruiser Racer.



go from the drawing board to a finished product that was ready to install; there were no environmental issues around working with lead for the boatbuilder to worry about. This innovative approach set Mars apart.

Continuing the process, Mars started doing epoxy barrier coating, fairing and at the same time, refining their manufacturing skills in metal casting.

Another innovation that attracted production builders was what MarsKeel called their "Ceramicast Lifetime Tooling System". Builders could get 60 or 70 keels from these ceramic moulds, saving money while getting an excellent and more accurate part. This allowed offering OEM quality replacement parts as well, should a keel get damaged.

The ceramic tools suited production casting but for the ultimate in density and accuracy, Kevin and his team created a chemically set casting sand process called "Accusand" for one-off custom keel castings.

Another innovation was doing a vertical pour resulting in a more dimensionally accurate part and with "Accusand" one that was very smooth and not porous.

They went up in lead quality deliver-

ing greater hardness for strength in complex high-performance designs. The special one-off casting became very important in doing America's Cup boats where the keel designs were top secret. Mars would make a one-off keel and then the mould would be destroyed and the "Accusand" recycled.

As we talked about these design and production refinements and the many thoroughbred yachts that have MarsKeel keels, it became very apparent that the innovation was driven by Kevin Milne's passion for the business, his own business, the boats and especially the designers.

Kevin seems to wake up each morning hoping for a new challenge. His relationship with Reichel Pugh Yacht Design and the Southern Wind Shipyard is a great example. A keel for a 94-footer is always a major deal but the final engineering was generated for MarsKeel Technology through the MarsKeel Design Group and associates. This keel is a "dis-similar metal" 3-D machined fin with a custom cast 32,000 lbs. lead "T"-bulb. So, it has complete CNC machining of all its parts for a high degree of precision. The fin is made of special, high-strength steel that is a formed hol-

low fabricated fin section that is seam-welded; the entire fin section is CNC-machined to a thousandth of an inch tolerance.

They achieved three things in this project: a stronger fin, machined to ultimate tolerances and a lower centre of gravity that drops the righting moment to improve sailing performance.

Another innovation Kevin described was the "ICB" or "Integral Cast Bulb". Few can match the MarsKeel skills to pour the lead around an internal steel structure that delivers greater strength.

Rod Johnston at J Boat has pushed the envelope further working with the MarsKeel Design Group on a very high-end keel made of nickel, aluminum and bronze for his new 60'.

To meet the needs of other high-end customers they now can do all the testing required to gain Lloyd's Certification. Kevin covered so many boats and achievements during our interview that it's hard to list everything. What is really the most important thing though is how the passion never seems to dissipate and the innovations never stop coming.

We asked Kevin (from his long list of accomplishments) what he felt the top three achievements were.

For sure, he listed the keel for "Scherazad" as number one. This was a single pour to create a keel that was 42' long and weighed 153,000 lbs. It was the largest in North American history.

The second was their re-fit of KZ7, an older 12 Meter America's Cup boat and one of several MarsKeel had been associated with. The refit of KZ7 was for a match race against KZ3. This high-profile competition included such figures as Gary Jobson and Ted Turner.

Kevin's third top accomplishment was actually three - the three different keels they had made for SWS in South Africa because these three different styles use every aspect of the MarsKeel technologies.

While the market has changed dramatically, Kevin Milne and his team have driven Mars Metal and MarsKeel to stay ahead of the changes and continue to attract important designers and their clients from around the world. ■

# DO I NEED Errors and Omissions Insurance?

BY IAN AMONDSEN

*At this time of year, as we prepare for boat show season and the 2012 brokerage sales, we felt that a technical review of Errors and Omissions Insurance would be valuable to our readers. Even if you, or your dealership have coverage now, the points here serve as a reminder of what you require for best protection in the event of a contractual issue.*  
- Editor

**ERRORS AND OMISSIONS** insurance, as the name implies, exists to provide protection to the “professional” as a result of negligent or wrongful acts, in the performance of a service for a third party. Errors and omissions insurance provides coverage for financial losses, while a general liability policy provides coverage for bodily injury or property damage.

Without errors and omissions insurance, a legal action may result in serious financial loss or the bankruptcy of a business. In many cases, the financial burden can be extended to include individuals’ personal finances as well.

How would this apply to individuals, companies, or organizations involved in the marine industry?

Boat brokers, like real estate agents, may require professional liability for errors and omissions arising from that sale of a yacht. For example, if a salesperson misleads a buyer about what is included in the sale of a yacht and the buyer has to purchase the missing items, the buyer can demand reimbursement for the cost of those items and may take legal action against the seller.

A person or company that sells new

or used boats may also be held responsible for a financial loss if the buyer feels that they were misinformed regarding the condition of a used boat or the abilities of a new boat. Or, if a salesperson misrepresents a buyer to a financial institution in order to arrange financing, the financial institution could take legal action against the salesperson and the boat dealer who employed the salesperson for any financial loss incurred if the buyer is unable to fulfil the obligations of the loan.

A boat dealer, repair shop, marina, yacht club, etc. could also experience an errors and omissions loss for selling a yacht on behalf of an individual without proper title. The real owner could take legal action against the seller for the loss.

When deciding on a limit of liability to purchase, you need to find out if legal fees and defense costs are included within the policy limit. The majority of errors and omission policies will include defense costs within the policy limit. It is important to ensure that the limit you purchase is sufficient to cover defense costs as well as the amount of any potential award.

There are very few exclusions on an errors and omissions liability policy. The main exclusions are: pollution; nuclear incidents; perils covered by a general liability policy (such as false arrest); libel and slander; intentional violation of any statute or regulation; and dishonest fraudulent or criminal acts of the insured.

The majority of errors and omissions policies are written on a “claims made”

basis. In order for coverage to apply, a claim must be reported to your insurance representative as soon as you are informed of the claim. Failure to present a claim during the policy term could result in denial of coverage. Errors and omissions coverage usually provides a 30-day extended reporting period, after the expiry date, to report any claims that you were made aware of during the expiring policy term. Policies will also include a retroactive date. This is the date that the errors and omissions policy coverage first started and that continuing coverage has been in place. There would be no coverage for any losses prior to the retroactive date. ■

*This article was provided to Boating Industry Canada by Ian Amondsen of Marsh Canada Limited. If you have any questions about your current policy coverage, please contact the marine insurance specialist at Marsh Canada Limited. The Marinassure® policy was the first comprehensive insurance program solution designed specifically for the Canadian marine industry. Marsh Canada has more than 30 years of experience in serving your risk needs.*

*The hypothetical claims scenarios contained herein are for illustrative purposes only and should not be relied upon as governing any specific facts or circumstances. Actual claims are governed by the specific policy terms, conditions, limits, and exclusions and are subject to individual claims review by applicable insurer representatives.*

# Business Ownership Transfer

## WHAT IS A BUSINESS OWNERSHIP TRANSITION PLAN?

It is a formal plan that puts the goals, priorities and timelines in place for a successful transition from the current business owner to the next. Without a clearly defined plan, business owners who are buying or selling a business run the risk of being unprepared for certain challenges.

Over the years, your CDF team has collaborated with many businesses through ownership transitions and we find in many cases that neither the selling business owner, nor the new acquiring business owner have an adequate transition plan that ensures a smooth transition for the business.

Even if you have no immediate plans to exit your business, it is never too early to start thinking about your business ownership transition plan. Likewise, as soon as you decide to acquire a business, you should be thinking about the business' transition plan.

## Why is it Important to Have a Transition Plan?

- Selling parties find it may result in tax benefits, improve the business' financial stability, maintain employee harmony and improve the value of the business.
- Acquiring parties find that a transition plan may better prepare them to

be a business owner, assist them with stakeholder relations, and minimize their personal financial liability.

## What are the Major Considerations?

- Management Succession – This includes personnel evaluation, training and development, and mitigating the resistance to the change in management from the rest of the employees.
- Ownership Succession – This means estate planning issues, tax issues, liquidity issues, retirement needs and interests of third parties.

## Keeping the Business in the Family or Selling to a Third Party?

This is a key and difficult decision in most business ownership transfers. It is important to make the decision with objectivity and an acknowledgement that family successions are difficult to implement and some younger generation family members don't always have the interest, management skills or entrepreneurial spirit necessary for a business to thrive. And if you choose to maintain the business within your family, consider that, over the years, you have likely developed a relationship with your financial partners like CDF; a transition period, during which the exiting owner is still involved in the business may be beneficial to develop a

similar rapport with the new ownership.

You should also consider the advantages of selling the business – it may free up capital for retirement needs as well as for the next generation to pursue their interests. But there are challenges in finding a third party buyer as well. If you are not transferring your business within your family, you need to consider potential buyers, like employees, competitors, large customers or suppliers, or strategic investors. In the end, regardless of whether the business will be retained in the family or sold to management or third parties, every business owner needs to start early, before a crisis hits (death, disability, etc.). Hire good advisors and develop a comprehensive business ownership transition plan made up of a management succession plan and an ownership succession plan.

The goal of the management succession plan is to mitigate issues related to human considerations (i.e., the new management team's experience, training and interaction with the rest of the employees) as well as aligning the skills of the team with the needs of the business to achieve the goals of the new business plan. The ownership succession plan should address the availability of assets to fund, the selling owners' retirement needs, the estate liquidity requirements, wealth preservation and transfer strategies, outside shareholders or investors.

## Quick Facts

- Whether you are buying or selling a business to a third party, or transferring it to a new owner within your family, a business ownership transition plan is an important step in ensuring a successful transition.
- An important part of any business ownership transition plan is to engage your lenders and vendor partners early on in the process as you may require their prior consent to the transfer.
- Engaging lending and vendor partners in the transition process will help ensure that there are no unwelcome surprises during or after the transition. The buyer's decision will likely be influenced by whether or not the rights to the vendors' product lines and adequate financing will be available under new ownership.
- Your transition plan should include the goals, priorities and timelines in place for a successful transition from the current business owner to the next.
- CDF has collaborated with many clients on business transitions and is a resource available to you to help ensure you are prepared for this transition.

## Adding or Changing Minority Shareholders?

While not necessarily as complex as a complete business ownership transition, keep in mind that similar considerations may arise in situations such as adding or changing minority shareholders. Remember to start your planning early. Hire competent advisors and start with the management succession plan... that will dictate where to start on an ownership transfer.



## Working with Your Lenders and Vendors

For any ownership change, asset transfer or acquisition, it may be that your arrangements or agreements with your lenders or vendors require prior approval, therefore it is very important to engage them early in the process and ensure that you receive their approvals prior to finalizing any transition. Notifying lenders and vendors including your CDF Account Manager at least 60 days prior to your transition date should provide enough time to identify and navigate around any hurdles to a smooth transition. It is in everyone's best interests to ensure that no surprises occur during or after the transition:

- Lenders and vendors have a responsibility to know who their clients are.

Outgoing and on-boarding owners will need to collaborate with lenders and vendors and share new business plans and changes to the business that will affect established relationships and arrangements.

- Sellers will want to avoid defaulting in their obligations and any ongoing liabilities after the transition of the business.

This can result from lenders being engaged too late in the process. New owners may not have the same experience or credit worthiness as the outgoing owner. CDF and other lenders will require the new owner to apply for financing and may not be able to offer the same commitments under the same conditions. Both outgoing and on-boarding owners should be actively involved with CDF and in providing us with the documentation required to come up with the best financial solution for the business and ensuring all parties are aware of their responsibilities throughout the transition.

- New owners want to avoid any disruption to the product shipments and credit availability after the transition

This could result from late notifications of the transfer of ownership, or a

situation where all the parties are not actively engaged with their lenders and vendors. As stated above, vendors and lenders such as CDF will need to work with the acquiring owner to determine the ongoing financial needs of the business to reach its new goals. In order to do so the new ownership needs to be prepared to provide CDF with the required documentation including their new business plan.

Buyers should request to be introduced to lender and vendor partners and understand that the rights to the vendors' product lines as well as the existing credit facilities are tied to current ownership. You should inquire about the steps required to successfully implement the transfer to the new ownership. Be prepared to ask for and read the lender and vendor agreements and understand the terms and conditions, and do not assume that any of the agreements are transferable.

Typically, CDF will require information from both new and existing owners. Depending on the complexity of the transaction and the size of the facility required, this can include some or all of the following:

- Year End Financial Statements and Interim Financial Statements
- Personal Financial Statements (PFS)
- Projections of Cash flow and Pro-forma
- Shares or Asset Purchase Agreement
- Opening Balance Sheet
- New Dealer Application Business Plan
- Ownership Structure/Past Experiences

The exact requirements will depend on the specifics of the ownership transition and the parties' circumstances. It is important to remember that any business transfer or ownership change must be reviewed by CDF and that such review will include re-approval of the financing. In the case of a share purchase where the borrower stays the same, we would need to understand the impact of the change on the direction of the business, whereas in the case of an asset sale, where we would be dealing with a new

borrower, then we will likely need to reissue all new documentation.

No matter the type of ownership transition that is taking place, call your CDF account manager early in the process and find out what needs to happen to ensure a smooth transition. Your CDF Account Manager will work to make the process as efficient as possible.

If you require any further information on our Business Ownership Transfer policies and procedures, please contact your Account Manager.

This Spotlight is provided to you as an introductory tool and summary guide to assist in your succession planning. However, CDF is not a tax or estate specialist. Please consult with a tax or estate advisor or other professional regarding the subject matter discussed in this Spotlight. CDF will not be liable for any damages arising from the use of this Spotlight.

This editorial has been provided to Boating Industry Canada and our readers by GE Capital Commercial Distribution Finance (CDF) as a service and to better support the business of marine dealers. ■

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# Raising the Bar of Excellence

## Recreational Boating Accident Investigation Certification

BY MIKE NEW, ABYC DIRECTOR, EDUCATIONAL SERVICES

*Boating Industry Canada has shared this article with our Canadian readers who may be involved in boating safety, insurance, law enforcement or related areas and for whom this American program from the ABYC will be of interest. – Editor*

**ABYC EDUCATION** has embarked on yet another exciting journey that will serve our industry and improve the safety of boating. The United States Coast Guard (USCG) has for some time been concerned about the number of recreational boating accidents and boating fatalities per year. Recreational boating fatalities and the recreational boating accidents are compiled by the Coast Guard into the Recreational Boating Accident Report Database (BARD). The Coast Guard understands that the quality of the data in BARD is key to drawing accurate conclusions from the data. To achieve the best possible data for BARD, the USCG has awarded ABYC grant funds to develop a Recreational Boating Accident Investigation Certification class. This class will train investigators, USCG personnel and other industry professionals on the key skills and knowledge required to obtain the correct data from an accident and then to get it reported correctly to the USCG BARD.

The Boating Accident Report Database contains data on recreational boating accidents that are reported to the local district offices of the USCG. The current federal regulations 33 CFR 173-4 require the operator of any vessel, numbered or used for recreational purposes, to file a Boating Accident Report (BAR) if the vessel is involved in an accident that results in:



- loss of life
- personal injury that requires medical treatment beyond first aid
- damage to the vessel and other property exceeding \$500
- loss of the vessel

Although “loss of life” and “loss of the vessel” set a rather high threshold for reporting and will always involve the inclusion of the USCG or the local boating law administrator, a \$500 damage to the vessel sets a very low threshold of reporting that may never involve these law enforcement officers. Arguably, a lot of these accidents are not being reported to the USCG. Many of these minor accidents may not even entail a call to the USCG or to the local boating law administrator. It may simply involve a call to the insurance company and the local surveyor. To capture some of this accident data accurately, an educational credential will be created to allow certain surveyors and investigators to report this data accurately and responsibly to BARD. The purpose of this grant is to test to see if an ABYC Accident Investigation Certification is the best credential to obtain this valuable data.

Creating the ABYC certification class in Accident Investigation is an involved process. ABYC will first propose a panel of active and involved “Marine Accident Investigation” experts to assemble and to work with a third party accredited educator for three days. This will, of course, include the people who have been teaching the ABYC Accident Investigation Seminar for many years, Jon Klopman and Dan Rutherford. Experts in USCG accident reporting, marine fires, investigation,

collision analysis and boat manufacturing standards compliance will join them. All of these fields and more will be analyzed and compiled into a database of skills and knowledge. Once the database is assembled, it is then weighted to determine the most important skills and knowledge. This database is then turned over to the educators to be analyzed and then converted to a certification exam. Once the certification exam is complete, ABYC will step in and write the study guide and the three-day classroom presentation.

When the certification class is completed, it will be ready to be delivered to industry professionals. It would be inappropriate to teach a three-day class and then tell the world that an attendee is suddenly an accident investigator. It is generally agreed that other factors – experience, accreditation and education – must also be possessed to be an accident investigator. For all those reasons, the focus group will also determine criteria that a candidate must possess to gain admittance to the class.

BARD currently collects data from the 50 states, the District of Columbia, Puerto Rico, Guam, the Virgin Islands,





Accidents happen and when they do, people are hurt, property is damaged and the authorities are left to sweep up the mess. In the US, recreational boating fatalities and recreational boating accidents are compiled by the Coast Guard into the Recreational Boating Accident Report Database (BARD). The USCG has awarded ABYC grant funds to develop a Recreational Boating Accident Investigation Certification class.

American Samoa and the Commonwealth of the Northern Mariana Islands. The large majority of this data is submitted to BARD by the USCG themselves or by the local boating law administrators in the local jurisdiction, and most of that data is a result of accidents that were so severe that the USCG or a boating law administrator was called to the scene. I think we might agree that a great deal of accidents that fall shy of this threshold, yet easily exceed the \$500 dollar threshold, are not reported. ABYC will strive to create a credential that will empower and enable more qualified people to report that data to BARD.

So, keep an eye out in 2011 for a new and ninth ABYC certification class. I believe that there will be some twists and turns in the road ahead, but I believe we are on the right road and headed in the right direction. In order to reduce boating fatalities and injuries, we need to look at accidents from every angle and not just through the prism of "legal" or "illegal." The USCG must be commended for having this foresight as well and for funding this effort. Bringing people together often produces unintended benefits and unforeseen synergies. I am looking forward to see all the good fruit that will someday grow on this tree. ■

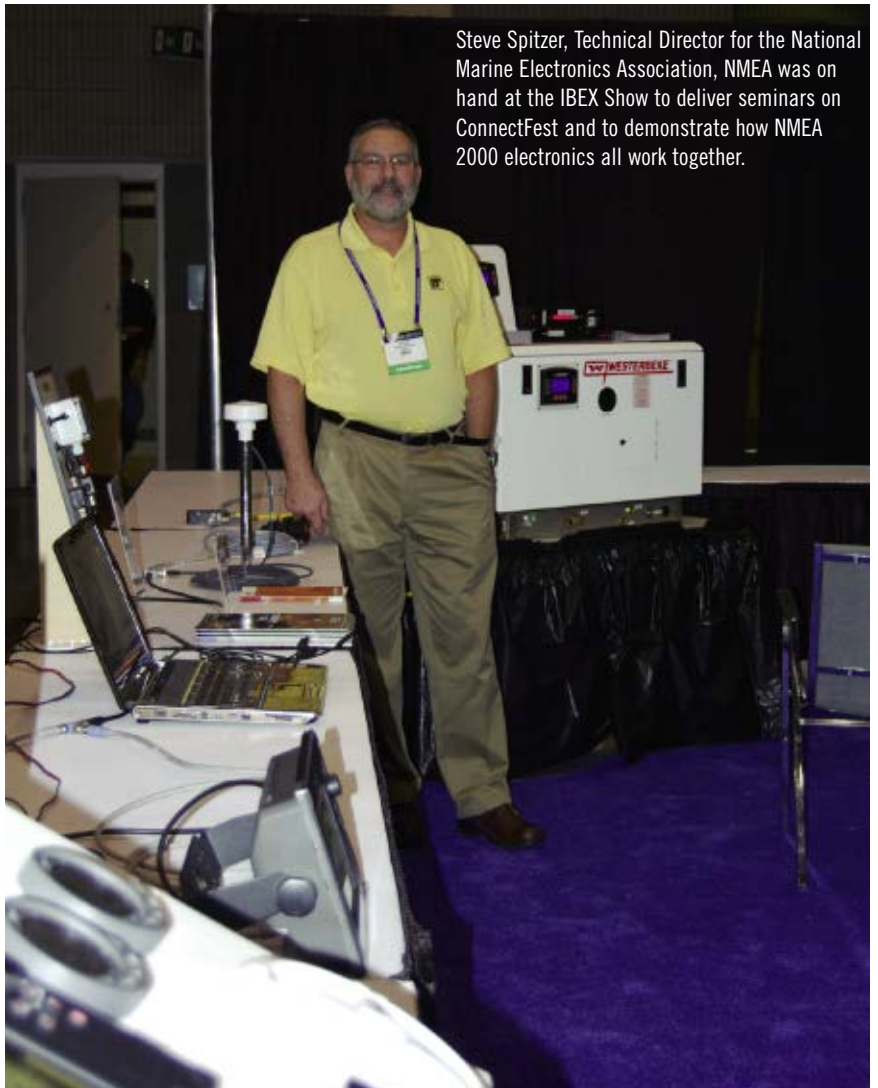
# Develop A Great Electronics Technician

## You Just Need The Right Person

BY ANDY ADAMS

**KEN HARRISON**, at Summerhill CA Sales who is on the Board for the National Marine Electronics Association (NMEA), feels that you can build a great electronics technician for your dealership or repair yard, but you need to start with a person who's into computers, has an interest in IP, networks and wireless, and CANBUS technology and who would be really turned on by the way boats are going digital.

Throughout our industry, there is a shortage of skilled people coming in. From the standpoint of grooming a successful electronics technician, what we are not looking for is somebody with an interest in small engines and general repair work. The skill sets for electronics are becoming totally different. Ken feels that what we need are high tech people who would be excited to apply that



Steve Spitzer, Technical Director for the National Marine Electronics Association, NMEA was on hand at the IBEX Show to deliver seminars on ConnectFest and to demonstrate how NMEA 2000 electronics all work together.



knowledge to boats.

A place to start looking would be the high school in your area. A young man who is taking IT, or communications technologies might have exactly the right mindset to grasp the new NMEA 2000 systems and Ethernet networking.

You are probably looking for a computer person, not a mechanic. Getting the right person is the big challenge. Once you have that person, the folks at NMEA have a series of courses that take your young marine electronics technician step-by-step from the basics to the high-end. The high-end is to be a Certified Marine Electronics Technician (CMET). Of course, there are courses and training resources offered by many of the big marine electronics companies such as Raymarine, but NMEA seems to offer a great way forward.

New marine engines all include electronic controls and some are fully drive-by wire. In many ways, you don't rig a new engine anymore, you connect it.

Engine sensors, engine control modules [ECMs], transducers, sending units,

GPS and even more information in the case of larger boats, will all travel through NMEA 2000 backbones, down the T-drops and into devices and displays spread throughout the boat and covering almost every function. That is how new boats will be set up and operated; troubleshooting and diagnostics are going to be done with notebook computers, not toolkits.

Can you attract your new technician with a big paycheck? Well, there are so few highly qualified marine electronics technicians in Canada at the present time that we expect a well-educated technician will be able to write his own ticket. This is not a \$10 an hour job. This is a true high tech position and we believe that your new boat buyers and yacht owners will understand this and be quite prepared to pay appropriate prices for the level of technology they are looking for.

Customers want to turn the key and have the boat spring to life with no starting problems, no smoke and no drivability issues. They want to plug in their

The ConnectFest display at IBEX 2011 was prominently positioned on the show floor and seminars about the display and NMEA 2000 were held several times a day. Here, a few people are arriving for the next session.

iPhones and iPads to devices scattered throughout the boat, to download cartography, play their favourite music or relax and watch a movie. Smart Phone technology is quickly making its way into marine applications and boaters want to be "connected".

Our challenge as an industry is to keep up with those customers' expectations and the best way to do it is to find the right person and train them.

With the right person spending at least summers with you, the first step would be to enrol them in one of the NMEA introductory courses in marine electronics installation.

These are offered in Canada and, in fact, there are sessions starting in January in Vancouver, BC. You can also check out what course will be offered in



your area by visiting the NMEA website at [www.nmea.org](http://www.nmea.org).

The first step is Basic Marine Electronics Installer (MEI) which is an introductory course in marine electronics installation. It clarifies and defines competent installation practices. Topics covered include ground systems, electrical systems, equipment installation and data communications. A person who gains an MEI certificate has a working knowledge of NMEA's Installation Standard. A marine electronics installer has demonstrated this proficiency by passing an examination designed to measure understanding of those principles.

The next step in educating and building your new electronics technician would be to take the Advanced MEI training.

This course was designed for the marine electronics installer to achieve competency in advanced topic areas and concepts. An Advanced MEI certificate is an indication that a mid-level technician has a working knowledge about how to commission a boat and of troubleshooting marine electronic devices under the supervision of a Certified Marine Electronics Technician (CMET).

Topics covered in the Advanced MEI course include: computers and networking, NMEA 2000 installation and troubleshooting, SSB installation, electromagnetic interference, testing and commissioning, antenna arrangement and installation; and transducer and radar installation.

Continuing on, the NMEA 2000 Network Course provides in-depth knowledge of NMEA 2000 beyond the information presented in either the Installation Standard, or the MEI and Advanced MEI Training. Topics in the NMEA 2000 Network Course include: essential elements of NMEA 2000; network planning; installation practices and implementation; and, troubleshooting techniques.

The course explains the near-term and long-term benefits of NMEA 2000 certified equipment, accepted installation practices for NMEA 2000 backbone cable and products, including selection of cable, power application point, and alternatives that make it work best.

Graduates of this course will also gain sufficient working knowledge of NMEA 2000 to successfully troubleshoot problems when they arise and correctly identify/repair/replace the faulty device(s) or network cabling problems.

The National Marine Electronics Association's Certified Marine Electronics Technician (CMET) program began in the 1980s. Its main goal is to elevate the best and brightest marine electronic technicians in the industry. Ultimately, CMET designation assures the boat owner that they have received the highest quality of design, installation and service.

*"Achieving CMET recognition is no easy task. It requires in-depth knowledge of theory, practical experience on a vessel and a high level of professionalism."*

The 2011 CMET Certification program tests the knowledge base and experience of the marine electronic professional. The important news is that requirements for this course have just changed.

The test includes a variety of questions from the American FCC; Federal Communication Commission General Radio Operators License to the NMEA Installation Standard.

Previously, only an American citizen could hold FCC accreditation, but they have changed that rule now to recognize technicians from Canada and Europe who are working toward CMET Certification. The CMET program is the pre-eminent certification program in the marine industry.

Achieving CMET recognition is no easy task. It requires in-depth knowledge of theory, practical experience on a vessel and a high level of professionalism. In general, however, there is no pre-qualification required. It is expected that

CMET applicants should possess a general set of qualifications as below:

- Design a marine electronics integrated system with proper installation
- Verify proper installation
- Identify the source of a marine electronics product problem
- Troubleshoot and repair over a wide range of disciplines
- Analyze marine electronics systems conflicts
- Demonstrate professional customer service skills
- Understand where to get additional expert support from OEM vendors and other industry sources when appropriate
- Ability to provide proper documentation
- Able to install marine electronics utilizing the NMEA Installation Standard. (This person is a technician as opposed to an installer.)
- Must be knowledgeable in maritime rules and regulations
- Technically competent to pass the GROL or equivalent exam
- Should own the proper tools to perform all of the requirements to analyze and troubleshoot marine electronics systems

The requirement to hold an FCC GROL license has been eliminated for the NMEA CMET for all international applicants. This should open more doors and attract greater interest among Canadian technicians.

If you do find a suitable candidate for your business, consider taking them to the next IBEX (International Boatbuilders Exhibition and Conference) show or to another show where the NMEA organization is holding a "ConnectFest" display.

We spent time with Steve Spitzer of the NMEA at the IBEX 2011 Connect Fest and to see a full demonstration of literally dozens of different marine products all connected and working in harmony over a single NMEA 2000 backbone was amazing.

Consider inspiring a young person to join our industry. They will enjoy a great future! ■

# Marine Trade Associations Update

## British Columbia Marine Trades Association (BCMTA)

A full line-up of speakers addressed the BC Marine Industry Conference November 30th and December 1st at the River Rock Casino Resort in Richmond, BC. The Conference was pre-empted with a joint NMMA and Environment Canada session about new air emission

regulations related to the importation of engines into Canada beginning in 2012. Opening the session with his industry perspective was NMMA President Thom Dammrich. Social media and marketing dominated the agenda, as did knowledge sharing and networking with other members of the industry. Attendees also got a glimpse of the new BCMTA web

site, which at press time was anticipated to be live by month's end. The Association is now planning for the NEW Vancouver International Boat Show (VIBS) which returns to BC Place Stadium February 8-12, 2012. The BCMTA AGM will also be held during VIBS.

bcmta.com

## Alberta Marine Dealers Association (AMDA)

Timothy Martin of the Alberta Marine Dealers Association reported to us that the past 12 months have represented a very good year for marine businesses in Alberta. Overall the industry is strong; not surprising given the booming Alberta economy.

In 2011, Tim relocated to a position at Bayport Yachting Center in Midland, Ontario but has continued his duties with the Alberta Marine Dealers Association. He commented that since its founding in 2008, the AMDA got off to a good start but still needs more members to step up and take an active role in the organization. Business conditions seem very positive going forward and it is important that Alberta has a voice to express important issues and play an important part of the marine trade associations in Canada.

Business may be booming, but like many other areas in Canada, Alberta has a "graying" membership with many members planning to retire in the near future.

It was also Tim's opinion that the AMDA group would benefit from a greater level of support to the Discover Boating initiative. He mentioned that Alberta is experiencing the same shortage of skilled technicians as other areas across Canada.

Tim had offered his time to help organize the National Technician Standards Committee being coordinated

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through NMMA Canada and he plans to have an in-person session during the Toronto International Boat Show.

He also plans to return to Alberta for the AMDA's Annual General Meeting this fall. Hopefully, a new group of people will step forward at that meeting to help propel the Alberta Marine Dealers Association on to greater future success. [abmarineassociation.ca](http://abmarineassociation.ca)

### Mid-Canada Marine and Powersports Dealers Association (MMPDA)

The dealer members of the Mid-Canada Marine and Powersports Dealers Association enjoyed a prosperous season with great summer weather resulting in brisk product sales.

After a busy summer, board members are back at the table working on the most important issues that impact the marine and powersports industry in this region and recently held a strategic planning session to set the course and guide the board in their work on behalf

of our members.

The objectives of the MMPDA are to:

- act as the regional voice for marine and powersports dealer members in dealing with manufacturers, suppliers & government bodies.
- to encourage professional and personal growth of marine and powersports dealers through educational programs, seminars, conventions and research
- to work with other groups in the industry on matters of common concern
- to maintain a relevant, viable, valued regional marine and powersports association

As a result of the planning session, four strategic priorities were identified:

- Expand MMPDA's membership to enhance governance and profile
- Develop effective government relations around key industry issues

- Create a comprehensive communications plan, incorporating new and emerging technologies
- Establish a framework of metrics to evaluate progress against the priorities

[midcanadamarinedealers.ca](http://midcanadamarinedealers.ca)

### Boating Ontario

At this time of year, everyone at the Boating Ontario organization is fully occupied with planning and staging the 2011 Boating Ontario Conference & Trade Show. Every year, the association holds Canada's largest trade conference for marine professionals.

High profile speakers, panel sessions and peer-to-peer workshops offer delegates the chance to enhance their strategic approach to business and marketing, mingle with like-minded people and pick up practical tools and tips that they can put to use immediately.

The 2011 Conference & Trade Show features inspiring keynote speakers and plenary sessions, 8 concurrent sessions,

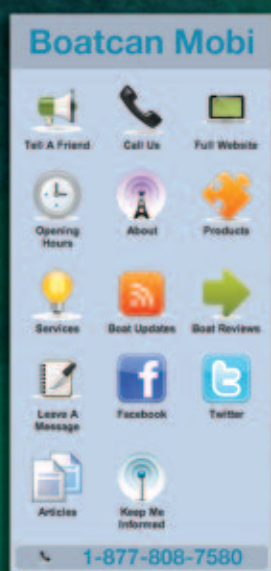
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# Marine Trade Associations Update

peer-to-peer small group workshops and several networking receptions and events. The four-hour trade show on Monday will highlight vendors who are specifically targeting the needs and interests of marine dealers and repair shops. The keynote speaker will be industry leader, Roch Lambert.

At the beginning of July 2012, Boating Ontario will launch their new Boater Assist Program for boaters in Ontario.

The new program is aimed at providing boaters with peace of mind while 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 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](http://boatingontario.ca)

## National Marine Manufacturer's Association Canada (NMMA Canada)

2011 was a very busy and productive year. NMMA was active on many important initiatives on behalf of our members and the entire boating industry.

In April members from the regional marine trade associations and the NMMA Board assembled for a two-day strategy session. Something like this has never been done in our industry before. It was a great success and everyone felt that bringing the different segments of our industry leaders together produced great ideas. We identified some key

strategic priorities including the need for strong advocacy and market expansion. Since April we established a few committees tasked with developing these opportunities. The whole group will be getting together again in January to continue to expand the ideas.

Also in the spring, NMMA was invited to comment on the Canada-U.S. Regulatory Cooperation Council announced by Prime Minister Harper and President Obama. The Council has a two-year mandate to promote economic growth and provide benefits to businesses and consumers through increased regulatory transparency and coordination between the two countries. NMMA provided comments on how meaningful progress can be made in the short-term to simplify rules and reduce red tape as it relates to cross-border trade.

NMMA Canada represented our members abroad throughout 2011 by actively participating in the International Council of Marine Industry Associations annual congress and on the board of the International Marine Certification Institute. NMMA Canada's involvement with these groups ensures our members are aware of new regulations and business opportunities abroad.

In September, NMMA was invited to represent the marine manufacturers at the Canada – U.S. Manufacturing Summit hosted by the Canadian Manufacturers & Exporters Association in partnership with the U.S. National Association of Manufacturers. It was a great opportunity for marine manufacturers to be represented among this North American group. NMMA looks forward to attending the next session that will likely take place in 2012 in the U.S.

New marine engine emission regulations will be in place effective January 1, 2012. These regulations are important for Canada and necessary. NMMA worked with Environment Canada to ensure the regulations would be aligned with the U.S. environmental protection agency regulations. Had Canadian regulations not been written to mirror those of the U.S. there would have been a number of

issues for manufacturers and dealers in Canada. The regulations require that the Canadian importer fill out an importation declaration form to be sent to Environment Canada in advance of the importation of engines. This is not an onerous process – the form is short and easy to fill out. If you would like more information on how to fill out the form, feel free to contact our office.

In the fall, NMMA had the opportunity to represent the entire recreational boating industry at the Federal Government's Pre-Budget Consultations held in Toronto. NMMA was asked to appear before the House of Commons Finance Committee to outline our budget priorities. This is the first time that the boating industry has been recognized by the government to appear at such an important hearing. The NMMA submission reiterated the size of the boating industry and why it is important for the government to continue to expand incentives to promote Canadian manufacturing. In addition, the government recently announced a Tourism Strategy for Canada and our submission asked the government to include NMMA in the consultation process as the boating industry has a significant impact on tourism.

Finally, plan to attend the NMMA annual general meeting that is open to all boating industry stakeholders. It will take place on Monday, January 16, 2012 at 10:00am in the Presentation Theatre at the Direct Energy Centre during the Toronto International Boat Show. The event will definitely give you some insight into the many things the association works on every day for the success of not only our manufacturers, but also our dealers, marinas and associate industry stakeholders.

[cmma.ca](http://cmma.ca)

## Discover Boating Canada

The Discover Boating Canada Board of Directors recently elected Yamaha's Rick Layzell to serve a two-year term as Chairman, replacing past Chairman Scott MacCrimmon from Ed Huck Marine.



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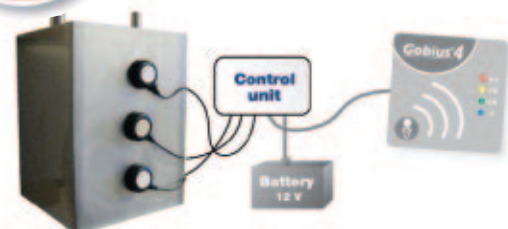


[www.nmea.org](http://www.nmea.org)

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# Marine Trade Associations Update

This spring and summer, the Discover Boating campaign ran national television advertising, featuring a new commercial promoting the boating lifestyle. National television advertising was supported with an online marketing campaign that ran from mid-April to mid-August across Canada generating more than 131.5 million impressions for Discover Boating (9% over target) and 218,448 clicks to [DiscoverBoating.ca](http://DiscoverBoating.ca) (18% more than FY10). More than 29 million Canadians were reached through national PR efforts placing stories on TV, radio, online and in print (a 17% increase over the previous year).

Discover Boating Canada's Facebook campaign generated 133.8 million impressions online and grew to 18,915 fans (an increase of 1,515%). A highly effective Facebook advertising campaign and the adaptation of the Boat Trip Planner in English Canada directly contributed to this exponential growth. Join the community at [www.facebook.com/DiscoverBoatingCanada](http://www.facebook.com/DiscoverBoatingCanada).

Join the movement! New Welcome to the Water POS materials (window clings and bumper stickers) are available in English or French for dealers and industry stakeholders at no additional charge. Be sure to visit the Canadian dealer online toolkit at [www.discoverboating.ca/tools](http://www.discoverboating.ca/tools) today to submit your order for these complimentary sales materials.

Discover Boating offered a series of complimentary marketing webinars for industry stakeholders on the following topics:

- Overview of Discover Boating marketing initiatives for 2011
- How to create a business Facebook page
- How to grow your Facebook page
- Twitter basics

These complimentary webinars can be viewed by industry stakeholders on the Canadian dealer toolkit at: <http://www.discoverboating.ca/tools/webinars.aspx>

To ensure you receive notification of

upcoming webinars and other Discover Boating program initiatives, please e-mail Tracey Hart, [thart@nmma.org](mailto:thart@nmma.org). [discoverboating.ca](http://discoverboating.ca)

## L'Association Maritime du Quebec (AMQ)

After a disastrous start plagued with rain and floods in the spring, 2011 will finally be remembered as a fairly nice boating year after all. The weather turned beautiful in June and most interestingly, held till the end. Thanks to Park Canada and the CN authorities, who kept their locks and bridge services going for an extra two weeks, the season was even extended in the greater Montreal and Lac Champlain area. This, coupled with the huge success of the In Water Boat Show at the Quays of the Old Port in early September, blessed with exceptionally warm and sunny weather, it made for a grand season finale.

The positive mood was then set for the Annual Marina Meeting held in Quebec City, mid-October, where a series of initiatives were put forward, such as a review of the Marina Rating Program, the development of a training program, the upgrading of the Eco-Marina Program, and a PR Open-Door and Marina Day for 2012.

The Quebec Nautical Station Meeting that followed was just as exciting. All of the stakeholders of the various sectors of our Boating and Water Sports Industry got together to bring about a strategic plan to promote boating, water sports, and Quebec's nautical destinations.

All of these initiatives will be presented to the public at the Montreal Boat and Water Sports Show to be held at Place Bonaventure in Montreal, February 9-12. If the show is any reflection of the positive and dynamic atmosphere that prevailed during the Exhibitors meeting held early November, the Show will "Rock the Boat!" Can't wait.

[nautismequebec.com](http://nautismequebec.com)

## Atlantic Marine Trades Association (AMTA)

The AMTA held its Conference &

Annual General Meeting on November 24, 2011, at the Delta Beausejour, Moncton, NB.

AMTA welcomed Richard Straka as a presenter of GE CDF Canada Marine Industry Overview. Richard joined GE CDF Canada via General Electric's acquisition of Deutsche Financial Services in November 2002. He has over 13 years of experience in distribution finance and is currently the Marine Group's National Account Manager for Vendor Relationships. During his career Richard has worked with GE in Europe and Asia to develop new market opportunities and provide project management skills to key customers. Richard earned a Bachelor Degree in economics at the University of Waterloo, Waterloo, Canada in 1994 and graduated with a Masters Degree in economics from McGill University, Montreal.

AMTA also welcomed Heather Robertson as presenter of Does Your Business Really Need a Facebook Page? After 25 years in print publishing, including 15 years with Boat for Sale Magazine and [boatforsale.net](http://boatforsale.net), Heather launched a new career in digital marketing. Her mission is to help small businesses succeed on the web. Heather hones her skills and stays on top of the ever-changing digital world through readings, newsletters, blogs, courses, webinars, and conferences. Her customer base includes various parts of the boating industry; car insurance; make your own wine agents; hardware accessories and just recently a senior's home. Each business has different needs requiring Heather to have a broad skill set and knowledge base in web analytics, search engine optimization, online advertising, content management, social media, email marketing, and web design architecture. All in all, the conference was a great success.

The 2012 Membership packages for AMTA are in the mail and recipients are invited to check out the benefits of membership there or by clicking the link for the AMTA membership brochure and an application form <http://www.boatinginatlanticcanada.com/about.htm>. [boatinginatlanticcanada.com](http://boatinginatlanticcanada.com)

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