

APRIL 2012

# Boating INDUSTRY

CANADA

MARINE BUSINESS MATTERS

Jeff Rhodes

Explosive Growth at  
Canadian Boat Builder

PLUS

NMMA Innovation Awards  
Thirteen Great Ideas

Propulsion

Would You Believe a  
Fuel Injected 15HP?

Quebec Nautical Stations  
A Program Every  
Province Needs

Can A Foot Throttle  
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BY ANDY ADAMS

## Cautions for Commercial Concerns

**AS WE PLAN** the start of what we all hope will be a great 2012 boating season, it is easy to get caught up in the excitement and fail to stop and consider safety and risk, particularly the liability that may apply to a commercial concern.

The water will look great in May, but it will be shockingly cold to anyone who has the misfortune to fall in.

By June, the waterski schools will be out and people will be in the water, skiing and wakeboarding, but a wet suit and well-fitting PFD will make the water more bearable while the participants have fun.

We have a few cautions for commercial concerns though – ski school operators and marinas and yacht clubs should stop and check the regulations they are governed by and the safety aspects too.

Over the winter, we've had a few important letters, raising issues you need to be aware of.

One came in from a waterski school in eastern Ontario. This caution applies to any-one offering towed watersports for a price.

The owner of this school received a communication from Water Ski Wakeboard Canada (WSWC). His interpretation was that The Shipping Act has many dimensions that are sometimes difficult to understand but apparently there were changes to the Act affecting ski schools introduced about two years ago.

According to this school, Transport Canada (TC) just gave WSWC the heads up that they were going to inspect schools and that out of roughly eighty schools, none were aware of the regulation changes. The school owner said, "...it came as a surprise to me and I could not find it (the regulations). This stuff is as good as inaccessible unless you know it is there. I know I can not comply for this summer, and unless there is an agreement with TC, I will be in violation of several requirements and the penalties are high."

We do not want to risk losing any waterski schools that are teaching people to have more fun and more enjoyment from boating. The industry should be enthusiastically supporting these businesses and doing what we can to recognize what a valuable "on-ramp" they are to boating.

To follow up on this concern, we suggest you, or the schools you work with contact your marine trade association or Transport Canada to learn more about this.

Next, if you operate a marina, yacht club, or any other waterfront business, make sure that a person who accidentally falls into the water, can get back out.

Another very distressing letter we received chronicled the December 27th drowning death of a man who was living aboard his boat in a federally owned marina facility.

Basically, the floating docks where he was moored were about 18 inches above the water, were not equipped with ladders and the ladders that were built into the seawalls, were not lit or marked from the water, ran about 5 feet straight up and had conduit running over them in places. More to the point, the ladders were 200 meters from where the victim's boat was tied up.

On December 27th, the water would be so cold that even swimming as little as 50 feet might be unrealistic. When someone dies, the lawsuits fly. A simple ladder made of 2x4s and fastened to every 50 feet of dock should be standard practice and indeed, many marinas and yacht clubs have exactly that. Just make sure your business has that covered.

Boating is a very safe activity overall, but let's not wait for regulations to force us into compliance. This spring, put re-boarding ladders every 50 feet along your docks and if you have a towed sports business, make sure you are clear on all regulations and recent changes.

It just makes sense! ■

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**On the Cover:**  
Jeff Rhodes on the swim platform of a new Coastal Craft. This BC boat builder has grown by listening to his customer's dreams and ideas - then figuring out a way to make dreams a reality. Read this impressive Canadian Success Story starting on page 16.



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**Boating Industry Canada** is published six times annually. To subscribe, go to:  
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# 2012 Innovation Awards

## Winners from the Miami International Boat Show & Strictly Sail

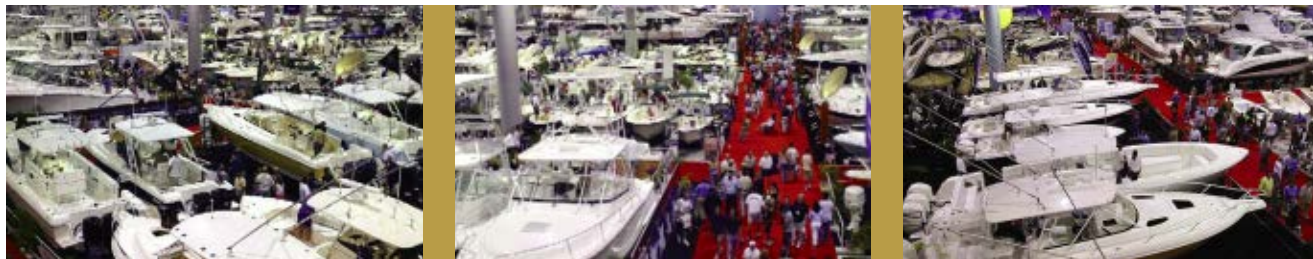
**ALTOGETHER**, thirteen products received the boating industry's prestigious Innovation Award plus two products earned Honorable Mention recognition at the 71st Annual Progressive Insurance Miami International Boat Show & Strictly Sail during the NMMA's State of the Recreational Boating Industry Breakfast, held at the Miami Beach Convention Center.

The Innovation Awards, organized by NMMA and judged by Boating Writers International (BWI) recognize the new products that best meet the judging criteria: 1) innovative distinction from other products currently being manufactured; 2) benefit to the marine industry and/or

consumer; 3) practicality; 4) cost-effectiveness; and 5) availability to the consumer within 60 days of award receipt.

"The number of entries this year exceeded our expectations, and all of the products we reviewed paint a bright future for boating industry evolution," noted Zuzana Prochazka, Innovation Awards' Judge Chair, Editor of TalkoftheDock.com, Technical Editor of Latitudes & Attitudes, and President of BWI Board of Directors. "The winners recognized at the boat show are a testament to the ongoing commitment to boating ingenuity necessary to the future of our industry and we're excited to see how these products adapt in the marketplace."

Rounding out the panel of judges for this year's Progressive Insurance Miami International Boat Show & Strictly Sail Innovation Awards were: Ed Sherman, Educational Programming Director at the American Boat & Yacht Council (ABYC); Jan Mundy, co-founder of DIY Boat Owner and writer; Lenny Rudow, boat review editor for Boats.com and electronics editor for BoatUS and Marlin magazines; Alan Jones, Executive Editor for Boating World magazine; Elaine Lembo, Cruising World deputy editor; and Mark Corke, author, owner of the On Board with Mark Corke blog and contributing writer to Soundings and Lakeland Boating magazines.



### APPLICATIONS AND MOBILE SOFTWARE

#### – Beneteau Toucan Dealer App by Jester Communications

This interactive selling tool includes video, brochures, spec sheets and a configuring tool that allows dealers to create a personalized boat and a quote right on the dock. "This app," said Elaine Lembo, "represents a step up in the professionalism and expediency with which dealers can do their job and may even result in greater sales overall."

### RUNABOUT AND FISHING CRAFT TO 24'

#### – Pro Skiff Series by Mako

The Mako's innovative AIV hull shape delivers superior stability, good rough water handling and a greater load carrying capacity. "After running this boat, I came to really appreciate what can be done on a 17' foot boat," said Alan Jones. "And it's an affordable package of boat, engine and trailer that lowers the barrier to entry for anyone thinking of getting into boating."

### CRUISERS (25' to 60' including fishing craft)

#### – SLX 250 by Sea Ray



The Sea Ray SLX 250 incorporates Sea Ray's new Quiet Ride Technology.

The 250 incorporates Sea Ray's Quiet Ride Technology, a comprehensive effort to lessen the total noise and vibration level by 20-50% depending on a person's location on the



boat. Jan Mundy commented “This makes a huge difference – it’ll be nice to actually hear yourself think after a long day on the water.”

## PWC & JET BOATS

– Sea Doo RXP-X 260 by Bombardier



Sea Doo RXP-X 260 with ErgoLock seat.

Sea Doo’s ErgoLock seat, angled footwells, and T3 hull combine to create a PWC with incredible turning ability and maximum comfort designed to build confidence in its rider. “It made me an instant expert,” said Alan Jones who shared his YouTube racing video with us. “I was the cock of the walk on this supercharged muscle machine.”

## SAILBOATS

– Oceanis Series 48 by Beneteau



Oceanis Series 48 by Beneteau with electric transom.

The electric transom on the Oceanis Series opens up the cockpit and adds three feet to the boat, but only when you want it. “This is a great way to expand the outdoor living area on a boat,” said Lenny Rudow. “It almost makes me want to go somewhere on a sailboat.” For any of you who know Lenny, you’ll appreciate what a powerful endorsement that is.

## DOCKING AND FENDERING EQUIPMENT

– V-Lift by Sunstream Boat Lifts



V-Lift by Sunstream Boat Lifts is twice as fast as existing air lifts.

The V-lift is twice as fast as existing air lifts, has no air hoses or power pack to contend with, and is perfectly portable because it can be towed with a boat from slip to slip. “This is a great modular unit,” said Ed Sherman. “It makes perfect sense for boats up to 11,000 pounds, and you can even put an outboard right on it and drive it to where you need it.”

## HONORABLE MENTION

– Eel Shore Power Cord by Marincor

## CONSUMER ELECTRONICS AND SOFTWARE

– InReach by Delorme

This global satellite communicator affordably delivers two-way texting, delivery confirmation, and SOS messaging anywhere in the world. Lenny commented, “With global two-way texting, it might even satisfy the communication needs of my twin 12-year olds.”



InReach by Delorme connects anywhere in the world.

## HONORABLE MENTION

– MS-AV700 Audio and Video Entertainment Package by Fusion Electronics

## CONSUMER INSTALLED NON-ELECTRONIC HARDWARE

– SCUBA Donning Assistance System by Dive Mate

This simple and affordable add-on can help anyone don their dive gear using an insert that goes into an existing rod holder.

SCUBA Donning Assistance System by Dive Mate keeps things simple.



"It runs on the KISS principle," said Jan Mundy. "It keeps things simple as it turns your fishing boat into your user-friendly dive boat."

## WATER SPORTS & EQUIPMENT

### – Battle Saddle by Release Marine



The Battle Saddle is a fighting chair in one third of the space.

The Battle Saddle functions like a classic fighting chair in the cockpit of a sport fishing boat but only takes up one third of the space which is perfect as it was designed for boats 30-40 feet. "As cockpits continue to do double duty for entertaining and fishing, the space gets to be more of a premium," said Lenny Rudow. "This can be used by everyone, from kids to really big guys and that opens up the fishing action to everyone aboard."

## OUTBOARD ENGINES

### – DF300 AP by Suzuki Marine

Suzuki's Selective Rotation feature combines standard and counter-rotation operation into the same outboard by switching an electronic circuit which eliminates the need to buy a dedicated counter-rotation outboard. "This is a brilliant ground-breaking design," said Ed Sherman. "This will save dealers money in inventory, and consumers selling their used twins will now be able to sell them one at a time and make them into whatever the seller needs."

DF300 AP by Suzuki Marine has Suzuki's Selective Rotation.



## CONSUMER SAFETY EQUIPMENT

### – AIS Watchmate Vision by Vesper

The WatchMate is a dedicated AIS display that combines a touchscreen, WiFi and NMEA 2000 in a compact unit and adds iPad and iPhone apps for added functionality. "Eliminating the clutter enhances this products usability," said Elaine Lembo. "You can instantly see targets around you and who's headed your way on a clear colour screen."



AIS Watchmate Vision by Vesper is a dedicated AIS display.

## PONTOON & DECKBOATS

### – Ambassador by Avalon

The Ambassador is feature-packed and has the industry's only electric reclining rear loungers and pop-up wine rack. Alan Jones may have created a new category when describing the boat's many yacht-like features. "This isn't a tri-toon so much as it is a yacht-toon. I can't wait to test one out for overnight weekends."

## ENVIRONMENTAL AWARD

### – Propane Outboard by Lehr



The Lehr outboard is powered by propane.

The Lehr outboard is powered by propane from many sources including the small green BBQ bottles. With zero evaporative emissions and no winterization needed, Lehr makes sure some boaters never need to carry gasoline aboard. Mark Corke noted "I'd love to put this on the tender to my diesel powered sailboat and never think about gas again."

The 2012 Miami International Boat Show & Strictly Sail is one of the most important venues for companies marketing products and services to the marine industry. The show attracts visitors; both consumers and marine industry professionals from around the world, making it a great launching pad for new products.

The weather this past year was excellent and the boats and related products displayed were sufficiently impressive that our impressions as we left the show were that the industry was moving forward from the recent downturn and into better times.



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# Exciting New Propulsion Products

**Debut at Miami International Boat Show** BY ANDY ADAMS

**THE CRITICAL MASS** that is achieved at the Miami International Boat Show makes it an important showcase for new products.

The 2012 show ran from February 16-20 and was spread across three locations: the Miami Beach Convention Centre; the Strictly Sail location downtown; and, the Sea Isle Marina. The latter two are both “in-water” locations where sail and powerboats are displayed floating; in some cases, boats were taken out for a test run by media and customers.

Most of the press events were scheduled for the opening day and were held in the Miami Beach Convention Centre.

## Lehr Propane

Shown both in Booth T68 and at the West Marine display (where it won a West Marine green award for the positive environmental aspect) was an amazing new product, the Lehr Propane outboard engine.

Lehr Inc. is the award-winning technology company that has introduced the innovative solution of powering small engines using propane instead of gasoline. Their debut at the Miami International Boat Show was to

announce the world's first OEM marine outboard engine fueled by propane.

These are small engines, best suited for canoe use or on smaller dinghies, but among the big boat crowd, propane fuel could be very attractive.

Previously available for vehicles, forklifts and large equipment, Lehr's innovation addresses the need for the benefits of propane as an alternative fuel in the marine market segment.

Captain Bernardo J. Herzer, founder and CEO of Lehr, is an entrepreneur and inventor. He founded Lehr in 2004 and in 2008, Captain Herzer was granted the first of many patents to power small engines using propane. Lehr was given the EPA Clean Air Excellence Award and numerous breakthrough products of the year awards, including ones from Popular Mechanics and Popular Science.

Applying Lehr's technology to a marine solution is both timely and beneficial for our planet and its water supply. The EPA and CARB set strict new standards for gasoline marine engines and especially fuel systems in order to reduce the amount of gas fumes, carbon monoxide, hydrocarbons and smog-forming pollutants. (See *Boating Industry Canada*,

We drove twin 150 FourStrokes and can attest to the smooth and quiet power delivery.

February 2012 for a complete article by Dave Gerr of the Westlawn Institute on the new Fuel Systems).

Propane does not “go bad” with time (avoiding the fuel related-carbureted maintenance and repairs associated with ethanol added fuels). The Lehr engines are offered in 2.5 HP and 5.0 HP models and are available through West Marine stores.

## Mercury 150 FourStroke

Kevin Grodzki took to the podium at the Miami show to unveil Mercury Marine's new 150 FourStroke – an engine that really raises the bar in the very important 150-horsepower segment. This is a 150 HP EFI outboard engine for boaters seeking an engine that offers unprecedented durability under all conditions and is light enough to deliver superb fuel efficiency with tremendous performance for offshore, inshore bay, flats, aluminum, bass, pontoon, runabout, RIBs and aluminum bass boats.

Despite the naturally aspirated



engine's physically small size and low weight, the new 150 HP outboard by Mercury boasts a 3.0-liter, four-cylinder, in-line configuration that easily creates superior power for single or twin applications. In fact, it has more displacement than any other 150 HP four-stroke engine, yet it delivers excellent fuel efficiency at cruising speed.

"We listened to what boaters were asking for and then set out to build the ultimate 150 horsepower outboard," said Mark Schwabero, president of Mercury Marine. "The finished product is an engine that is incredibly durable and lighter than the competition. It delivers great fuel efficiency and tremendous performance. I believe we accomplished exactly what we aimed for. This engine is a perfect addition to our wide breadth of four-stroke engines."

Despite the list of precedent-setting features and benefits, Mercury's new 150 is also affordable – in the US market, about \$2,500 less than the competition's 150 HP engine.

Mercury's new outboard is by far the lightest 150 HP engine, weighing just 24 pounds more than the popular Mercury OptiMax 150 direct-injected two-stroke. With almost 20% fewer parts than a Yamaha F150, the Mercury 150 FourStroke proves that technology can be used equally well to deliver durability and performance while simultaneously reducing package size and weight.

The Mercury 150 FourStroke gets a 4.9-inch gearcase housing that meets durability requirements for 300 HP-class outboards though it needs to manage just 150 horsepower.

To house its larger gear set and internal components, the 150 FourStroke requires a larger gearcase housing, yet the 150 FourStroke's gearcase challenges the rules of physics with its larger, yet ultra-efficient hydrodynamic profile. In fact, the 150 FourStroke's gearcase housing features better hydrodynamics than gearcases found on 90-115 HP class outboards.

New engineering in the mounts situates them farther from the powerhead to significantly reduce mount temperature and increase durability. Angling the mounts on the Mercury 150 FourStroke



Mercury Marine's Kevin Grodzki unveiled the new 150 FourStroke.

consumer wants to upgrade in the dash or console.

Every boater will appreciate the 150 FourStroke's marine-hardened alternator, which is automotive-style, meaning it's an external unit driven by the crankshaft via the serpentine belt. This system – which saves weight – is fully regulated and supplies current only on demand. The 150 FourStroke's automotive-style alternator develops more than 67 percent of its 60-amp output at only 1000 RPM. When the alternator is not charging, it "free-spins".

SmartCraft SmartStart is standard so instead of turning the ignition key to the "start" position and holding it until the engine starts, the operator simply turns the key and immediately releases it. SmartStart will automatically continue turning the engine until it starts.

We drove the new Mercury 150 FourStroke in a twin-engine installation on a Boston Whaler and the performance was fully up to our expectations for quiet operation, acceleration and top speeds too. Given the compact size and weight along with aggressive pricing, it looks like Mercury has a real winner!

### Suzuki Selective Rotation System – DF300AP

For obvious reasons, every dealer loves to sell the top of the line equipment – big money, big profits, but also big inventory costs. Suzuki has developed a

also reduces vibration transmitted to the boat. Additionally, Mercury's new 150 FourStroke uses a bulletproof high-grade steel to produce its balance shaft gears for greater smoothness.

The lightweight thermo-bonded SMC top cowl helps produce the smallest physical size of all 150 FourStrokes on the market and stabilizers ensure a watertight seal to protect the powerhead from the elements. High-grade stainless steel latch components ensure corrosion-free, reliable operation.

Mercury claims the 150 FourStroke is the world's easiest 150 HP outboard to rig, with standard mechanical cables, dual cable or hydraulic steering compatibility, optional power steering on dual-engine setups, and the ability to run on either standard analog or full SmartCraft instrumentation straight from the factory. It's also compatible with Mercury's innovative Big Tiller system.

Repowering with Mercury's new 150 FourStroke is also quick and easy. The new 150 will connect to any steering, Mercury rigging or instrumentation currently in the boat, or whatever the



This cutaway shows the clever Suzuki gear set design that allows the dealer to determine the rotation or to change it.

very clever solution to managing dealer inventory on the 300-horse Suzuki models.

New Suzuki DF300AP outboard motors will still be available in 25-inch and 30-inch shaft lengths, but those are now the only choices. That's because Suzuki has eliminated the need to order and stock both a standard and a counter-rotation model. Instead, dealers and boat builders will be able to order one model and select the rotation of the propeller at the time of installation.

By strengthening the lower unit forward and reverse gearing, Suzuki engineers have designed a lower unit for the DF300AP that will run in either right or left turning rotation. For the first time, dealers and boat builders will be able to set either right- or left-turning rotation when initializing the engine's electronic shift control. This breakthrough in engineering technology means that dealers and builders will no longer have to order or stock separate standard and counter-rotation models – and customers will no longer have to wait should a counter-rotation model be out of stock.

"This new system stands to revolutionize the industry," said Larry Vandiver, Suzuki Marine senior director of marine sales. "Our hats are off to our factory engineers for coming up with such an innovative solution to a long-standing problem."

To accommodate the new Suzuki Selective Rotation system, Suzuki engineers have also completely redesigned the lower unit. Intense research yielded a new, more hydrodynamic shape. Even though the gearcase is slightly larger than the previous model, this newly designed lower unit moves smoothly through the water with significantly less drag.

In addition to the new gearcase, Suzuki has added a new two-way water inlet. The lower inlet is located in the



Suzuki's DF300AP with Selective Counter Rotation is a brilliant new development that will help dealers when selling both new or used units.

nose and a second inlet has been added on the shoulder of the gear case. The two-way design increases water flow at high speeds or when operating in shallow water with the motor slightly trimmed. Engine and gearcase cooling is improved in all operating conditions.

Additional features include the proven Lean Burn Control System where onboard sensors monitor engine operating conditions and allow the Electronic Control Module (ECM) to predict and control the fuel/air mixture for greatest efficiency for up to a 14% improvement in fuel economy over non-Lean Burn engines. The DF300AP has electronic throttle and shift for exact control over engine speed to maximize fuel economy and Suzuki has added its Trolling Mode System so boaters can find just the right speed for presenting lures and rigged baits, or slowing drift speed when "bottom bouncing."

Suzuki has put a lot of effort and great ideas into the DF300AP for 2012 but they haven't neglected their smaller engines either!

### **Suzuki Introduces DF15A and DF20A Outboards with Battery-Less Fuel Injection**

We were amazed when Suzuki announced a pair of battery-less, fuel-injected, small four-stroke engines: the DF15A and the all new DF20A.

Suzuki Marine is leading the industry with the first outboard motors in this class to feature electronic fuel injection without the need for battery power. Boaters with smaller boats can now enjoy the benefits of fuel injection, including easier starts, more responsive acceleration and smoother performance, without the added weight and complications of a battery.

Fuel injection system components (high-pressure fuel pump, throttle body and small fuel cooler, vapour separator

and fuel injector) have been completely redesigned by Suzuki engineers to be as compact and lightweight as possible. The Electronic Control Module (ECM) was designed to operate without auxiliary battery power, while still delivering complete fuel system monitoring and control functions.

To further enhance the performance of these new models, both feature Suzuki Marine's Lean Burn Control System. This proven system monitors engine-operating conditions to predict and deliver the most efficient fuel/air mixture and results in noticeable improvements in fuel economy over the entire operating range.

Even with all these enhanced features,



We couldn't believe it – a 15-horse outboard that weighs just 97 lb. and has fuel injection without needing a battery.

the Suzuki DF15A and DF20A weigh just 97 lb. (for short shaft/manual start models) making these outboards the lightest in their class. In addition, they are far more compact and take up less space on the transom. Now, boaters owning small fishing boats and skiffs, pontoon boats and RIBs can enjoy new levels of performance, power and fuel economy.

These "new generation" Suzuki outboards meet US EPA standards for emissions and have received the Three-Star Ultra Low Emissions rating from the California Air Resources Board (CARB).

We can't wait to try these out on the water! Fishermen, families and yachtsmen will all be attracted to these new fuel injected Suzukis. ■



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INNOVATION  
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# Boating Industry Canada's Marketing Survey

BY JOHN MORRIS

**EVERYBODY TALKS** about the weather, but nobody ever does anything about it. Mark Twain (or somebody else) might have first said that, but here at *Boating Industry Canada* we prefer: "Everybody talks about marine marketing plans and budgets, but nobody ever.....etc."

So, we're doing something about it. Welcome to the first of what we hope will become an annual comprehensive survey to determine what the various parts of the marine community are thinking and doing about marketing. We hope to spot some trends, determine the collective wisdom of the people in the industry, and in the end, shine some light on this very difficult area of the marine business.

In a sense it's ironic – most of us went

into the marine field because we love boats. Making a living in the boat business was almost an afterthought, and yet the 'business' in boat business turns out to be significantly more important than the 'boat' part. Yes, product and design are critical, but advertising, shows, pricing, social media, newsletters, and customer retention are terms that today often eclipse hull design, power selection and sail design.

The winter boat show season is largely done and from what we see, it was a pretty fine one. Now it's spring. As the sun begins to shine, it's an exciting opportunity to re-connect with the buying public, flex those marketing muscles and start ringing the cash register. So, how do you fit in? Are things better in your operation?

Are you doing the right things, or at least the things that others are doing?

To get the data, we need your participation. Here's how. You can fill out the survey here and fax it to 705-527-7662 or e-mail it to [aadams@kerrwil.com](mailto:aadams@kerrwil.com). You can also complete it online at [www.boatingindustry.ca](http://www.boatingindustry.ca).

We will tabulate the results and share them (no names, of course) in our next issue. Hopefully the results will help you to better manage your marketing. At the very least, we hope to uncover some trends and ideas and a source of commonality among the industry's members.

P.S. We have designed the survey so that it takes a minimum amount of time, but your participation is necessary. Please take a few minutes to complete. Thanks. ■

## BOATING INDUSTRY CANADA'S MARKETING SURVEY

### INSTRUCTIONS

This is a two-part survey. Part One is for everyone: 13 easy questions to get a general look at the marketing environment.

Part Two is a little more specific. For OEMs and Distributors (including Accessory Distributors), please use Part 2A.

For Retailers including marina operators, boat dealers and chandleries, please use Part 2B.

### PART ONE – TO BE COMPLETED BY ALL SECTION A: VISITING THE PAST YEAR

#### 1. Looking at 2011 sales, did they:

- ☐ Exceed 2010 by a lot (>10%)
- ☐ Exceed 2010 by a little (>5%)
- ☐ Equal 2010 (-5% – 5%)
- ☐ Decline from 2010 by a little (<5%)
- ☐ Decline from 2010 by a lot (10% or more)

#### 2. Consumer showroom traffic in 2011, was it:

- ☐ Up by a lot (>10%)
- ☐ Up by a little (>5%)
- ☐ Same as previous year (-5% – 5%)
- ☐ Down by a little (<5%)
- ☐ Down by a lot (10% or more)

#### 3. Marketing, did you:

- ☐ Increase marketing efforts but not add budget
- ☐ Increase marketing budget
- ☐ Hold steady with previous years
- ☐ Reduce marketing budget

#### 4. What media initiatives did you add or augment in 2011. Indicate as many as are relevant.

- ☐ Print Advertising in Boating Publications

- ☐ Print Advertising in Community/Local Publications
- ☐ Radio
- ☐ Web Site
- ☐ Online Newsletter
- ☐ Print Newsletter
- ☐ Boat Shows
- ☐ Other (please specify)

#### 5. What media investments did you reduce? Indicate as many as are relevant.

- ☐ Print Advertising in Boating Publications
- ☐ Print Advertising in Community/Local Publications
- ☐ Radio
- ☐ Web Site
- ☐ Online Newsletter
- ☐ Print Newsletter
- ☐ Boat Shows
- ☐ Other (please specify)

### SECTION B: YOUR EXPECTATIONS FOR 2012

#### 6. What do you anticipate sales will be?

- ☐ Up a lot (>10%)
- ☐ Up a little (>5%)
- ☐ Hold steady (-5% – 5%)
- ☐ Down a little (<5%)
- ☐ Down a lot (10% or more)

#### 7. Will sales come from (an indicate a percentage if you can)

- ☐ New boaters By what %? \_\_\_\_\_
- ☐ Existing boaters By what %? \_\_\_\_\_

#### 8. Your marketing budget for 2012. Has it:

- ☐ Increased a lot (>10%)
- ☐ Increased a little (>5%)
- ☐ Hold steady (-5% – 5%)
- ☐ Reduced a little (<5%)
- ☐ Reduced a lot (10% or more)

#### 9. For 2012, indicate the budget allocation vs. 2011 Boating Publications

- ☐ Increase ☐ Decrease ☐ NA

#### Local/Community Publications

- ☐ Increase ☐ Decrease ☐ NA

#### Web Site

- ☐ Increase ☐ Decrease ☐ NA

#### Direct Marketing/Newsletters

- ☐ Increase ☐ Decrease ☐ NA

#### Showroom Improvements

- ☐ Increase ☐ Decrease ☐ NA

#### Open House, Outreach

- ☐ Increase ☐ Decrease ☐ NA

#### Boat Shows

- ☐ Increase ☐ Decrease ☐ NA

#### Other Events

- ☐ Increase ☐ Decrease ☐ NA

#### Other (please specify) \_\_\_\_\_

- ☐ Increase ☐ Decrease ☐ NA

#### 10. What are critical factors affecting your business (good or bad)?

- ☐ New Brands
- ☐ Staffing Issues
- ☐ Economy
- ☐ Competition
- ☐ Other (please specify) \_\_\_\_\_



**11. Consumers: Are they more or less interested in boating?**

- ☐ More  
☐ Less  
☐ No Change

**12. Why? Check all that apply.**

- ☐ Aging Population  
☐ New Boat Designs  
☐ Economy  
☐ Fuel Costs  
☐ Children's Interests  
 (reducing or increasing)  
☐ Other Interests  
☐ Time Available  
☐ Other (please specify)

**13. Bottom line: Do you think 2012 will be better than 2011?**

- ☐ Yes ☐ No

**PART TWO A – TO BE COMPLETED BY MANUFACTURERS & DISTRIBUTORS**

**1. How do you determine who your most important advertising target is?**

- ☐ Search for industry research through your marine trades association, the NMMA or other sources  
☐ Measure/survey your current customers  
☐ Survey the people you meet at boat shows or other events  
☐ No scientific target identification

**2. Do you have an established and "set" ad budget starting the season?**

- ☐ Yes ☐ No

**3. How do you determine what your ad budget will be?**

- ☐ Past history  
☐ Co-op accrual only  
☐ Co-op accrual plus additional marketing budget  
☐ Don't have a budget

**4. Check the areas where you participate and the rough percentage of your budget that goes into each:**

- ☐ Local event, activity or sports teams sponsorship  
 By \_\_\_\_\_ %  
☐ Area tourism publications  
 By \_\_\_\_\_ %  
☐ Local newspaper By \_\_\_\_\_ %  
☐ Regional or national boating magazines By \_\_\_\_\_ %  
☐ Local or regional radio By \_\_\_\_\_ %  
☐ Local or regional television  
 By \_\_\_\_\_ %  
☐ Public relations By \_\_\_\_\_ %  
☐ Your website By \_\_\_\_\_ %

**5. Do you participate in one or more major boat shows?**

- ☐ Yes ☐ No

**6. Do you participate in one or more local boat shows or events?**

- ☐ Yes ☐ No

**7. In your opinion, are your dealers doing enough advertising to meet your sales goals?**

- ☐ Yes ☐ No

**PART TWO B – TO BE COMPLETED BY MARINAS/DEALERS/CHANDLERIES**

**1. Please check off the services that your marina/dealer/chandlery offers:**

- ☐ Engine Sales  
☐ Boat Sales  
☐ Marine Accessories Sales  
 (including electronics)

- ☐ Boat and Engine Service  
☐ Winter Storage  
☐ Convenience Store  
☐ Fuel Sales  
☐ Support Services (such as sailing or water ski lessons, boat driving lessons etc.)

**2. As a dealer, who is responsible for promoting or buying advertising to build awareness of the brands you sell?**

- ☐ You  
☐ Distributors  
☐ Manufacturers

**3. How do you determine who your most important advertising target is?**

- ☐ Search for industry research through your marine trades association, the NMMA or other sources  
☐ Measure/survey your current customers  
☐ Survey the people you meet at boat shows or other events  
☐ Going by your own opinions and ideas

**4. Do you have a website? If yes, who builds and maintains your website?**

- ☐ Don't have a website  
☐ Hired a professional web development company to maintain it  
☐ Use our own staff to maintain the site  
☐ You or a family member maintains the site

**5. How often is your front page changed?**

- ☐ Daily ☐ Weekly  
☐ Monthly ☐ Less than monthly

**6. Does your site include any free services to engage your customers and get them to visit more often? (For example, a Marina WebCam, regularly updated local weather, local cottage association news or events listing, etc.)**

- ☐ Yes ☐ No

**7. Do you participate in one or more major boat shows?**

- ☐ Yes ☐ No

**8. Do you participate in one or more local boat shows or events?**

- ☐ Yes ☐ No

**9. Do you have an established and "set" ad budget starting the season?**

- ☐ Yes ☐ No

**10. How do you determine what your ad budget will be?**

- ☐ Past history  
☐ Co-op accrual only  
☐ Co-op accrual plus additional marketing budget  
☐ Don't have a budget

**11. Please check the areas where you participate and the rough percentage of your budget that goes into each:**

- ☐ Local event, activity or sports teams sponsorship  
 By \_\_\_\_\_ %  
☐ Area tourism publications  
 By \_\_\_\_\_ %  
☐ Local newspaper By \_\_\_\_\_ %  
☐ Regional or national boating magazines By \_\_\_\_\_ %  
☐ Local or regional radio By \_\_\_\_\_ %  
☐ Local or regional television By \_\_\_\_\_ %  
☐ Public relations By \_\_\_\_\_ %  
☐ Your website By \_\_\_\_\_ %  
☐ Other people's websites By \_\_\_\_\_ %

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# Jeff Rhodes and Coastal Craft

BY ROBERT BULLER

**SOMETIME** a little later this year, hull #100 from Coastal Craft will launch into the waters off Gibsons, BC. Currently on the welding jig, #100 will be a source of real pride for founder Jeff Rhodes and his team of over 50 boat builders. But they won't pause to reflect for long, as there are more yachts to build and more new models to introduce.

Coastal Craft was created in 1996 to build welded aluminum crew boats and commuters. There wasn't much of a master plan in those early days, just an idea that Rhodes had to build a quality welded boat. That modest idea has long since been replaced by a vision of ultra high-performance quality yachts, ones that are stunning in design and with on-water performance to match. With price tags well north of \$1 million.

The secret of this transformation is deceptively simple. As Rhodes puts it, "Just listen carefully to what your customers want, and build them that. We strive to find things that add to the customers value." Jeff Rhodes speaks in a matter-of-fact tone but these lessons are

not so easily learned by all builders.

Coastal Craft first boats were successful, no doubt. Rhodes had been able to find a couple of experienced welders in his hometown of Gibsons (pop'n about 5,000 on BC's Sunshine Coast) who helped him build the first few 22- and 26-foot "runabouts". These found a niche amongst the other manufacturers who were doing similar designs and Coastal Craft might have remained a builder of ubiquitous welded aluminum crew boats and commuters.

Jeff Rhodes is a "local boy" in Gibsons having both parents and grandparents from the Sunshine Coast. Growing up so close to the sea it was natural he would make his living in a maritime trade. At first it was towboating, where Rhodes spent his first decade, achieving Captain

status towing both logs and barges. Knowing a great deal about small working boats, it was natural that he became interested in building them, not just operating them. The mid-1980s saw a renewed interest in welded aluminum and a number of builders emerged in BC, all enticed by BC Ferries new welded aluminum ferry designs. Those ferries never achieved their potential, but Rhodes knew there was opportunity in well-built and rugged smaller working boat designs. Coastal Craft was able to decide what was needed in smaller craft, and they built to the demand. That was a business lesson well-learned. Also, Rhodes was happier ashore and building welded boats had a certain satisfaction to it. But then customers asked for more and his direction changed.



**Upper:** Coastal Craft founder Jeff Rhodes discussing details with fabricators working on a 40' cabin structure.

**Inset:** Rhodes with Mechanical Lead Hand Brad Hovey in the wheelhouse of a 45' during fit-out.



"One of our customers had a recreational property up the coast and wanted to get there quickly – but didn't want the austere interior of a welded boat. They asked if we could finish the interior in a real wood paneling," recalls Rhodes. "I said we could before I realized that we would have to learn how. Then we did it." As easy as it is to re-tell this story, it was a major transformation for this young company.

Rhodes and his small team, then about six, were able to add some experienced woodworkers; thankfully Gibsons had a few who could be coaxed into working on aluminum hulls. The quality of boat they produced that first time set a new standard for this industry, and it set the future for Coastal Craft. Shown at the Vancouver International Boat Show this new, now more luxurious model excited potential buyers. Now, in just another 10 years, Coastal has set an industry standard for quality. No longer are they making crew boats and commuters, but have instead clearly established themselves as manufacturers of quality, high-end performance yachts.

On a recent visit to their sprawling factory in an industrial park in Gibsons, we had several hours with the Coastal Craft team and came away impressed.

The factory is split into general work areas, the main fabrication shop where aluminum is cut and welded, a separate finishing and painting shed a few steps away and the final assembly and fitting-out location, now improved with a semi-permanent tent structure. In between is a boat storage yard where a number of customer boats await service or upgrades and the minor fabrication areas are squeezed in. At almost 20,000 square feet, it is a working home to over 50 employees and at any given time there will be at least three boats being built, one each in fabrication, painting and fitting-out. That gives a production capability of six to seven boats annually, or close to \$10 million in annual sales.

One recent improvement is the wood shop that has just been upgraded with over \$500,000 in new computer numerical controlled (CNC) equipment. Designs for the wood interior come



Rhodes and Brian Oertli reviewing details on the 40' cabin structure.

directly from the CAD design office upstairs directly into the three-axis cutting machines in the wood shop.

This latest technology was able to compliment the skills of the team of woodworkers he had recruited. There is still a great deal of custom woodworking on Coastal Crafts, but the precision cabinet-



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## ATTENTION Small Vessel Manufacturers, Importers and Dealers in Canada

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- have a Canadian Compliance Notice affixed; **and**
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Visit [www.boatingsafety.gc.ca](http://www.boatingsafety.gc.ca) and click on "Manufacturers and Importers of Small Vessels" at right or e-mail [declaration@tc.gc.ca](mailto:declaration@tc.gc.ca).



## ATTENTION Fabricants, importateurs et vendeurs de petits bâtiments au Canada

La *Loi de 2001 sur la marine marchande du Canada* et le *Règlement sur les petits bâtiments* stipulent que les petits bâtiments vendus au Canada **fonctionnant ou étant conçus pour fonctionner à l'aide d'un moteur DOIVENT :**

- respecter les normes de construction définies dans le *Règlement sur les petits bâtiments*;
- porter un avis de conformité canadien fixé sur le bâtiment;
- être accompagnés d'une déclaration de conformité rédigée par le fabricant ou l'importateur pour chaque modèle de bâtiment.

### Pour connaître la marche à suivre

Visitez le [www.securitenautique.gc.ca](http://www.securitenautique.gc.ca) et cliquez sur « Fabricants et importateurs de petits bâtiments » à la droite ou envoyez un courriel à [declaration@tc.gc.ca](mailto:declaration@tc.gc.ca).

Canada

Rhodes and fabricator Jordy Wallace inside a partially completed 40' hull.

making is now computer cut.

Quality of work impresses throughout. Not only on the most obvious visible areas, but we noticed the same quality work on parts and components that would be sealed and not seen ever again. This was the result, Rhodes explained, of a simple build philosophy: "There is only one quality of work, and that's good quality – so it doesn't matter if the part is visible or not. It's the same high quality of work in everything we do."

That quality of work is a constant in the boat design as well as fabrication. Coastal uses experienced naval architects including Greg Marshall, Donald Blount and Bruce Cope to design the hulls and structure. All Coastal Craft are planing hulls, again to meet the demands his customers have given them. Performance is a must. Coastal Crafts are all designed to maintain speeds in the mid-20 knot range and many will hit 30 knots. Comfortably.

That requirement has led Coastal to adopt the Volvo Inboard Propulsion System (IPS) as their sole power source. This is a departure from their earliest working boats that sported large outboards at first, and then Volvo diesel stern drives for a while. With the demand for more performance, again from customers, this led Coastal leader Rhodes to be an innovator with IPS. Mated with Volvo's latest common-rail diesel engines, this system is setting a new standard for performance yachts.

"We were fortunate," remembers Rhodes, "to be included in the first industry intro to the Volvo IPS in Gotenberg and we came away ready to design and build with it." This has resulted in one of the early collaborations between Coastal Craft and Volvo Penta engineers. Rhodes and his team had always been impressed with the twin prop, counter-rotating Volvo stern drives, and the IPS added both performance and maneuverability. Coastal was the first manufacturer of welded aluminum boats to spec the IPS exclusively. Not only does it provide direct control, it



saves their customers close to 25% in operating costs. And gives striking on-water speed and performance.

"The hydraulic transmission solved a number of issues," said Rhodes, "and the IPS added just what we needed. It's now our only power plant choice for our boats of 40 feet or more." The Coastal design team added a small skeg to their hull just ahead of the forward-facing props to help guard against floating debris. That, and good operator training gives Coastal Craft an excellent reputation for reliability. IPS gives such control that joystick docking is easy and no bow thruster is needed.

"Our customers really value the confidence they get when docking and undocking" claims Rhodes, "that in itself makes boating easier." Indeed making the transition as easy as possible from the land-based life to life aboard a Coastal Craft yacht is what drives many of their design decisions.

Quality and performance extends not just to fabrication and power plants but is found throughout, and logically, in all the components of their yachts. This has led Rhodes and his team to seek out components that match their quality design and build philosophy. Windows are from Diamond Sea Glaze for example, and helm chairs by Stidd. Eplex control systems are used throughout, as is Dometic for A/C and Kabola for hydronic heating systems. "If it adds value to our customers, we are interested," says Rhodes. Following that train

Coastal has adopted Lithium Ion batteries for the house bank.

"Their price premium is modest," explains Rhodes, "when compared to the huge increase in performance we can get from them." The Lithium Ion batteries, when matched with high output inverters and chargers gives the user onboard conveniences similar to their homes while dramatically reducing generator run times. That adds up to a quieter, less involved boating experience that today's customers want.

Lighting is by LED, while Victron inverters and Charles isolation transformers make up the rest of Coastal electric systems. Generators are by Fischer-Panda and Northern Lights while they are keeping a close watch on the advantages of DC generators for future applications.

Navigation systems are up to each customer and Coastal has installed their share of Raymarine and Furuno equipment. But more recently, Coastal has been using Garmin systems more extensively. They find that customers can use Garmin equipment more intuitively, without research through the manuals, and the ease of transition afloat is appreciated by today's customers.

Coastal may well be the first yacht manufacturer to adopt this sort of advanced technology and this leadership sits well with them. Customer value is their driver and that is manifest in every aspect of their operation and their products. An ever-constant search for the best products is something that characterizes Rhodes' professional life. That means major trade shows here and in Europe to find components for their expanding yacht line.

The line is constantly expanding too. From the modest 30- and 35-foot models, Coastal is now concentrating on those few models that show growth and acceptance from today's customers. That means the 40 and 44 are popular as is the latest 56 footer to splash. Built this past winter, the 56 is a stunning achievement – a two-stateroom (each with private head and shower) performance yacht with all the required performance and comfort components.



Coastal has never relied on an annual model year to announce improvements. Instead improvements are constant. Whenever they find something that adds value and performs better they do their research and implement with the next one built. Why wait?

Finding staff for this burgeoning operation can be a bit of a challenge. With over 50 full-time workers now, Coastal needs to recruit more as they grow and take on larger models. Most staff have eight- to ten-year tenure and many have grown into their current role through on-the-job training and development. With the success of the larger models such as the 56 – the second is in the fabrication shop – an increased skill set is needed. Recruitment has finalized for an experienced service manager and an experienced fabricator and a yacht systems manager is now also being sought.

Touring the plant with Rhodes was a learning experience for us too. It was

obvious that morale was high, working relationships were positive and staff were enjoying their work. Rhodes stopped to talk with workers at every factory location. He obviously knew them all on a first-name basis and was comfortable in his leadership role. Rhodes exudes confidence in his answers. He clearly knows his product intimately and is immensely proud of what his team has accomplished. Workers were anxious to show us their work, obviously proud of their accomplishments. Photos caught them concentrating on their current tasks, wherever we found them in the complex.

For the future Rhodes looks at their customer order book taking up their production for another 18 months and with larger models now being drawn, thinks a larger factory will probably be needed. A water access location would make launching easier and also facilitate their ongoing service business.

Sales have always been direct with

their own factory reps attending major shows when needed. Their semi-custom design and fabrication requires a great deal of close collaboration with customers – the personal approach that only factory contact can give. Sales have traditionally been west coast up to now but increasing interest from the Great Lakes and eastern Canada means that Dock-Wise will soon have increased business transporting Coastal Craft further afield.

As with many manufacturers Coastal Craft keeps in close contact with their many boat owners. A Coastal Craft Rendez-Vous is scheduled for Poet's Cove on the long weekend May 19, 20, 21, 2012. Jeff Rhodes and many of his team will be present. That annual event will surely only grow as more customers get added to the Coastal Craft family of fine performance yachts..

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# Québec Nautical Stations

## A Sensational Canadian Success Story

BY ANDY ADAMS



**IF SOMEBODY** asked me to describe Canada's boating "scene", my first comment would be that it is very diversified. We have a simply amazing range of boating conditions and therefore, boats to go with each.

From placid rivers winding through a sheltered countryside to raging white-water; from the fierce winds and waves Canadian fishermen face in the Atlantic to the spectacular shorelines in BC, and on literally tens of thousands of lakes in between, Canadians go fishing, skiing, wakeboarding, sightseeing, carrying cargo to their camps and cabins, cruising for their vacations, sailing for the fun of it and racing like their lives depended on winning.

So, with arguably the widest range of boating conditions in the world and almost certainly the best selection of lakes

and rivers, why do the tourism marketers seem to be so disengaged with boating?

In my earlier career in advertising, I was assigned to what was then called the Ontario Ministry of Tourism and Recreation – a clear signal that that government saw the connection between tourism and recreational activities. Yet, we had nothing to do with boating.

We were all over fishing! But, not boating. Well, how else do you get out to the fishing grounds? No one wanted to talk about that. I can't explain why.

Have you ever watched a family whose child wanted to learn to water ski or wakeboard? With no experience and no instruction, they drag the child all over the lake until, half-drowned and totally exhausted, the child gives up without ever getting up. A professional ski school instructor with a well-

The lift lock at Sainte-Anne-de-Bellevue is said to be the busiest lock in the Parks Canada system, all the way across Canada. It's an important part of the Lac des Deux-Montagnes Québec Nautical Station.

PHOTO CREDIT: Québec Nautical Station.

equipped Mastercraft or Malibu could probably get that kid up on a ski or board in five minutes.

My point is that the child who succeeds at skiing or boarding, will want to go again. And, again! Of course, that leads to wanting a boat and a place to use it. To me, that's "Discover Boating" and it will last a lifetime.

The same is true of a person who goes fishing with a professional guide who can explain what to do, how to do it and where to go. With all this, you have a great experience instead of coming home empty-handed and badly burned.





We stopped for a pleasant lunch at Dundee's with our table right at the water's edge. This quaint and historical little area is home to several restaurants and cafés.

Since Canada has so much fabulous boating, wouldn't you think the tourism marketers would be directly selling boating?

Well, there is one place in Canada where the tourism people are engaged with boating – in a big way. In fact, in every dimension from cruising to scuba diving, fishing, skiing, you name it.

I am referring to the Québec Nautical Stations program and it is unique in Canada, but I believe every area should develop a similar program. It would be a huge benefit to boating, but also to hotels, campgrounds, fishing guides, waterski schools, shops, restaurants – it's a nearly endless list.

The Québec Nautical Stations program can greatly enrich a visitor's vacation enjoyment in a major way that benefits the Canadian economy. When people spend vacation dollars at home instead of going down south, or over to Europe, it has a major impact on trade balances. There is a very real, economic benefit beyond just the jobs and domestic business opportunities it creates.

The Québec Nautical Stations program was pioneered in France and in 2006, representatives of the Québec Marine Association travelled there to see how it worked and what benefits it offered to both the area businesses, and to the tourists visiting the Nautical

Stations' area.

The benefits to tourists are significant. From the start, the Québec Marine Association has been a strong proponent and supporter of boating and its growth in Québec. Earlier, the organization created programs like its Marina Rating program and its Eco-Marina program to actively support and enhance the pleasure boating infrastructure of the province.

I'm sure you've looked at a map of Canada many times and seen the St. Lawrence River and the Great Lakes, but until you've gone boating in the greater Montréal region, you can't imagine how wonderful this area really is. The city is located in what many people would call "cottage country" and not surprisingly, there are fabulous homes on the water throughout the greater Montreal area.

Last summer, we went to sample this great boating area, visiting the Québec Nautical Stations of Lac des Deux-Montagnes, which is in the western part of the city of Montréal. Literally one block away from Highway 20, the major east-west thoroughfare through downtown Montréal, is an amazing world apart on the water. Quaint bistros overlook the St. Lawrence. People cruise in, tie up their boat and go for lunch on a weekday. Others walk their dog, ride their bicycles and still others are there for the shopping and much more.

It's a bustling hub of economic activity and the Québec Nautical Stations program is designed to focus on that economic benefit.

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3. **Include** safety articles (free at [www.smartboater.ca](http://www.smartboater.ca)) on your website and in your customer newsletters, and post information on required safety equipment.
4. **Arrange** a date to have a Pleasure Craft Operator Card course provider be on site.
5. **Run** a weekly safety quiz on your website, at your marina or in your newsletter and offer boating safety related prizes.
6. **Post** and distribute a Vessel and Operator Preparedness CHECKLIST (available at [www.smartboater.ca](http://www.smartboater.ca))

*Taking some time to make your customers more aware of what is required will help keep them safer out on the water and can also contribute to your bottom line.*



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We've just cast off from Dundee's, heading into the Sainte-Anne-de-Bellevue lock and then through and into Lac des Deux-Montagnes to go wake surfing.

The Québec Nautical Stations program was created to enhance the development of boating activities by uniting all of the many stakeholders involved in boating and tourism in a particular area.

Participating members are identified by a distinctive Québec Nautical Station sign and all of the infrastructures, services and activities are conveniently gathered under the program so they can be easily identified and accessed.

The list of participating businesses is comprehensive: marinas, sailing schools and clubs, scuba diving, water skiing, kite surfing, wake boarding, land sailing, boat charters, windsurfing, canoeing and kayaking, fishing, personal watercraft rental, guides to beaches and most importantly, all kinds of marina services including boat maintenance and repair are all united under the Québec Nautical Stations program.

For the visiting boater (especially those who may not have a good command of French), the program quickly puts everything visitors could ask for right at their fingertips.

Planning a vacation there is so much easier thanks to the Québec Nautical Stations program. The AMQ website ([www.nautismequebec.com](http://www.nautismequebec.com)) has all kinds of information and the Québec Nautical Stations program is on the home page. Visitors may have to check around to find the English information, but they get lots of locations to choose from.

There are already nine different Québec Nautical Stations organized and going: Rivière Richelieu Sud - Lac Champlain, Rive-Sud, Rimouski-Mitis, Québec-Lévis, Lac-Saint-Pierre, Lac Saint-François, Lac des Deux-Montagnes, Haute-Gaspésie and Haute-Côte-Nord.

There are more Québec Nautical Stations being accredited now: Témiscamingue, Manicougan, Vallée du Richelieu and Lac Saint-Jean.

We sampled the Québec Nautical Stations program personally last summer to see how this actually worked. For our easy to set up trip, we selected Lac des Deux-Montagnes Québec Nautical Station, which is the location of the busiest lift lock in Canada, the Sainte-Anne-de-Bellevue lock.





Mike Stamos, "Coach", explains how to get up on the wake surfboard to a 16-year-old novice. He got up the first time.

Parks Canada operates many of the locks in Canada and they have just celebrated their 100th Anniversary. Tourists and cruisers will find Parks Canada parks all along the St. Lawrence River as well, if they travel to Québec by boat. The St. Lawrence offers miles and miles of relatively sheltered and very well serviced cruising for boaters, but the arrival at Sainte-Anne-de-Bellevue will still seem special with its many restaurants and shops.

It's great to see the partnership between Parks Canada and the other stakeholders. Among the many services and facilities organized for visitors through the Québec Nautical Stations is "SkiWakeSurf" operated by Mike Stamos.

SkiWakeSurf provides a complete (and ultimate) summer experience right by the Sainte-Anne-de-Bellevue locks. They sell and broker boats, operate a private marina and offer Watersports lessons on the nearby Lac des Deux-Montagnes. For visiting cruisers, the SkiWakeSurf business operates right at the locks where their boat can be moored in the marina and the adults, their children or grandchildren can just get aboard the SkiWakeSurf boat and in minutes, be out skiing, wakeboarding, or wakesurfing!

Mike Stamos is affectionately called "Coach" and he regularly gets people up and surfing in no time! One of their most clever ideas is "Happy Hour" where visitors and Montreal residents alike, can grab an H2O Cocktail of watersports after a hectic day at the office, or before heading out for their vacation dinner.

When you stop to consider the true economic impact of promoting boating-related tourism and the whole range of businesses that can benefit from the power of joint planning, joint marketing and the critical mass of just working together with the municipalities, provincial and even federal government agencies, it's easy to imagine the impact this program can have.

Have a look at the Québec Nautical Stations program and imagine what that coordination and cooperation could do for your business! ■

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# THE FUTURE...

## A Foot Throttle for Boats?

BY BRIAN GOODWIN

**DID YOU KNOW** that collisions are the number one source of boating accidents according to the USCG statistics?

What if new boaters could drive a boat like a car? Would a foot throttle result in a more favourable reaction time, possibly avoiding the collision? That was the question recently addressed by an USCG grant to ABYC. With help from CED Investigative Technologies, the ABYC Technical Department set out to evaluate foot throttles.

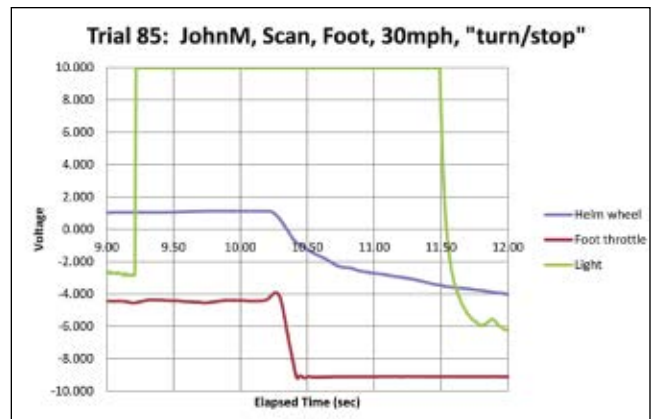
### The Process

The first step was to design a repeatable and measurable test scenario. With the emphasis on human interaction and collision avoidance, a stimulus perception-reaction, time-based test was devised comparing the foot throttle versus the hand throttle. In other words, turn on a specific light and see how long it takes the subject to react. Do people react faster with a foot throttle or a hand throttle?

The test platform was a 2009 Mastercraft inboard ski boat outfitted with an aftermarket foot throttle and a light bar, in addition to a slew of sensors, including steering wheel position, rudder position, hand throttle position, foot throttle position and a three axis accelerometer. The sensor outputs were all fed into a magical yellow box that ultimately led to a laptop computer recording the data. The boat utilized electronic throttle control so switching between the hand and foot throttle only required switching the plugs back at the engine's ECM.



While the subject drove at a steady 30 MPH, the proctors began flashing the white and green lights on the bow rail-mounted light bar, then randomly turned on the red light.



In this example, driver "John" brought the boat up to 30 MPH. When John saw the red light, he immediately took his foot off the throttle and turned the wheel.

### The Test

The test subject, let's call him John, filled out a questionnaire and then came out to the test boat. He was given an introduction and opportunity to run the boat. During the introduction the light bar was demonstrated and the test scenarios were explained. The test was broken down into four major evolutions: hand-throttle scanning; hand-throttle focused; foot-throttle scanning; and foot-throttle focused. Each one of the



The test boat was fitted with both a conventional hand throttle and a foot throttle.



evolutions was conducted at 10 MPH and 30 MPH.

While scanning, John will be looking at all six lights; the other lights will momentarily flash until the stimulus light is turned on. For example, the instruction was: at 30 MPH, when you see a RED light anywhere, TURN and STOP. John brought the boat up to 30 MPH, the proctors began flashing the white and green lights then randomly turned on the red light. When John saw the red light, he immediately took his foot off the throttle and turned the wheel.

This process was repeated with various commands. During the focused testing, John only looked at a specific light (focused) and the distracter lights were not flashed. The end result can be seen in the graph Trial 85, where the vertical spike of the green line represents the energizing of the red light; the red line is the change in throttle and the blue line is the turning of the wheel.

### The Results

Overall, 30 subjects with a broad range of ages and experience levels were tested. The foot throttle was faster than the hand throttle by 0.1 seconds, which translates to the boat travelling 4.4 feet at 30 MPH and 1.5 feet at 10 MPH.

When comparing age and experience level demographics, the results did not significantly vary from the overall results. Other observations about the foot throttle included increased operation attention to maintain a consistent RPM and speed, that seat position and operator size create ergonomic challenges, and close quarter maneuvering was more complicated.

Back to the question, will a foot throttle make a boat safer? The jury is still out. ■

*Boating Industry Canada thanks the ABYC and Brian Goodwin for sharing this interesting technical article with us. The article first appeared in the ABYC member publication, The Reference Point. The full report is available by contacting the USCG Office of Boating Safety.*

# Marine Trade Associations Update

## British Columbia Marine Trades Association (BCMTA)

The 50th annual Vancouver International Boat Show, February 8-12, closed with significant positive feedback from key stakeholders in its 250 exhibitor base, and an overall attendance of 32,981 – up 6% from 2011.

Held at the newly renovated BC Place and a new in-water venue at Granville Island, western Canada's premier boat show delivered exceptional results for the industry. The expanded seminar program and features offered at the show proved to be popular public and media draws. With the addition of a second stage, more than 60 seminars went off without a hitch and crowds flocked to catch a glimpse of Duma, the wakeboarding and boat-driving dog and Discovery Channel's Deadliest Catch crewmember, Russell Newberry.

The economic impact of recreational boating to British Columbia is more than 1.4 billion dollars annually, making the industry a major economic contributor.

The 2012 BC Marine Industry Conference will be held on November 28 and 29. These conference dates and venue have been secured. The River Rock Casino Resort will again host the 2012 event. We will be establishing a committee to work on the theme for this year's event and your input is needed. If you would like to participate in the planning or have ideas to share, please do let us know.

Also, BCMTA is working with NMMA Canada to develop a "plain language" interpretation of the Sewage Regulations that were developed as part of the CSA 2001 regulatory reform process in 2007. We hope to have this ready soon and will share it with all members when it is complete. In the meantime, please familiarize yourself with item xii, entitled *Regulations for the Prevention of Pollution from Ships and for Dangerous Chemicals* that can be found listed on the Transport Canada Website. [bcmta.com](http://bcmta.com)

## Alberta Marine Dealers Association (AMDA)

The AMDA has made a decision to make application to the BCMTA to become associate members.

If the application is formally accepted, the AMDA will go ahead and join the BCMTA as members, but probably in a non-voting membership capacity. This membership status still offers important benefits to the dealers in Alberta such as access to many of the same member support services that regular BCMTA members enjoy. Kim Barbero, BCMTA's executive director, has indicated to the AMDA that there don't appear to be any issues preventing this from happening; the AMDA Board of Directors has agreed to roll the 2012 membership dues into the BCMTA if this goes ahead.

The unfortunate news is that the Alberta Marine Dealers Association would technically be dissolved and the group would lose their "voice" as an individual association, but the move recognizes the need for greater membership participation in order to be successful.

The element of frustration that the AMDA executive faces is trying to deliver good value for its members given the association's limited size and resources. The group found that even holding their AGM was difficult due to financial considerations.

Membership within the BCMTA, which is a much larger and better funded organization, would give the Alberta dealers excellent benefits without the attendant costs of trying to go it alone.

Timothy Martin will continue as head of the Technical Standards Committee convened by NMMA Canada who will be contacting the federal government to identify

all of the procedural issues involved in gaining national recognition for Marine Technician Certification. At the same time, the committee is trying to determine the various commonalities in knowledge and skills among the governing bodies and geographic areas across Canada to arrive at a certification process that makes sense across Canada.

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

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

The Mid-Canada Marine and Powersports Dealers Association (MMPDA) is enjoying another busy year. In October 2011, the board of directors met with a facilitator who assisted in developing a new strategic plan, which will provide direction over the next few years. The four key priorities are to expand MMPDA membership to enhance governance and the profile of the organization; develop effective government relations around key industry issues; create a comprehensive communications plan incorporating new and emerging technologies; and establish a framework of metrics to evaluate progress against the priorities.

The MMPDA Annual General Meeting/Conference was held in November where we saw our highest attendance to date. Members participated in the annual election process, heard from three notable speakers and in the evening enjoyed dinner, networking and entertainment.

The MMPDA recently signed an endorsement agreement with Federated Insurance Company of Canada and is excited to introduce them as the recommended supplier of Property and Casualty, Group Benefits and Personal Lines programs to MMPDA dealer members.

Promotion of industry career opportunities continues to be a major focus for the organization, having just held its third annual Industry Career Presentation, which took place the opening day of the 2012 boat show. We had over 100 educators, students and parents in attendance to learn about the career opportunities in the marine and powersports industry. Industry personnel and representatives of the Manitoba Apprenticeship Branch were on hand to provide information and answer questions about the industry. After the presentation, participants were taken on a tour of the boat show, which is always a highlight! The presentation attracted the highest number of participants to date, which is proof that we are having an impact with educators, who are now recognizing that the industry is a valuable source of career possibilities for their students.

The annual boat show, which took place March 1-4, 2012, was yet another successful show with excellent attendance over the four days, despite competing with a Jets game the opening day of the show and adverse weather conditions on Friday.

Half price tickets were offered to anyone who attended the show and presented their Jets ticket. This marketing strategy proved to be successful and resulted in an increase in attendance on opening day.

Mother Nature laid a heavy one on the event on Friday, dumping 12 cm of snow mixed at times with rain, which cre-

ated skating rink conditions on local highways, closing most highways into Winnipeg. As a result, attendance on Friday was lower than expected, however, Manitobans are a hearty bunch and were out in full force Saturday and Sunday making up for the lower attendance on Friday.

Even with the challenges, dealers were happy with their sales results and are looking forward to brisk sales for the coming season.

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

### **Boating Ontario**

Boating Ontario staff is about to kick off their annual Discover Ontario tour consisting of a road trip to visit each region in this vast province of Ontario. It is a chance to meet with its members and have the opportunity to learn what the key issues are in each specific area. Ontario has 13 regions from Metro Toronto to Thunder Bay in the far north. Issues do vary from region to region depending on the hot topics of the day.

This year we will be updating our members on:

1. The environment and the Boating Ontario Clean Marine program
2. Student training for 2012, including college programs and apprenticeship training
3. Property taxes and the new water lot lease agreements with MNR
4. Boater Assist Canada Inc. and the exciting news of our partnership with CAA
5. New regulations from TSSA re: propane and fuel handling
6. The exciting program additions for Discover Boating including an Economic Impact Study update and follow up of the new lead system being put in place.
7. Results of the boat shows throughout the province.
8. Highlights of Ontario's attempt at creating tourism regions within the province.
9. Reviewing the outlook for insurance coverage and rates for 2012.
10. Discussion about topics to be covered at the Annual Conference and Trade Show this year being held in London.

The main benefit of hosting these meetings to the staff and to our members is the chance to discuss the issues that really matter to our members.

We hope that Boating Ontario members will attend these meetings and bring some of their industry friends who would like to learn more about the benefits of belonging.

### **Discover Boating Canada Announces an Exciting Marketing Mix for 2012**

The 2012 Discover Boating Canadian marketing program will adapt changes made to the US Discover Boating program elements including updated [DiscoverBoating.ca](http://DiscoverBoating.ca) websites in English and French, new site content, tools and navigation as well as enhanced lead system functionality. The site will now be more user-friendly as the redesign is based on a usability study done with consumers in the US. In addition, there will



also be a new and completely redesigned boat selector tool. The larger images and clearer selection tools will make the boat selector tool more visual and help engage site visitors to select their dream boats.

On the social media front, the new year began with the announcement of an exciting new Facebook app for the Discover Boating Facebook fan page. Boaters will soon be able to upload fun boating pictures, choose from a variety of backgrounds and music and create their very own "Welcome to the Water" video. This Facebook app allows boaters to share their very own welcome to the water experience, all while helping to promote the Discover Boating brand. This Facebook app is anticipated to go viral this spring!

Join the movement! New Welcome to the Water point-of-sale materials (window clings, bumper stickers and boat windshield stickers) are offered in English or French for dealers and industry stakeholders at no additional charge. New activity-specific varieties are now available, including fishing, watersports and sailing – be sure to order while supplies last! Visit the Canadian dealer online toolkit at [www.discoverboating.ca/tools](http://www.discoverboating.ca/tools) and [fr.discoverboating.ca/outils](http://fr.discoverboating.ca/outils) today to submit your order for these complimentary sales materials.

The Discover Boating team is busy preparing to launch 2012 marketing efforts this spring. In the meantime, we encourage you to share recently released 2011 results with your dealer network.

In 2011, the Discover Boating Canada campaign reached milestones of nearly 18,800 Facebook fans (up 1,515% from 2010), an increase of 118% in clicks to [DiscoverBoating.ca](http://DiscoverBoating.ca) and [fr.discoverboating.ca](http://fr.discoverboating.ca), an increase of 17% in media outreach and a successful targeted national television campaign featuring the Welcome to the Water spot with more than 18 million viewers. The successful mobile adaptation of the English and French [DiscoverBoating.ca](http://DiscoverBoating.ca) websites led to more than 131 million impressions in 2011.

A new PR Manager, Sara Verni, has been hired, effective January 9, to lead PR efforts for Discover Boating Canada and NMMA Canada. Sara will be working with Discover Boating Canada to generate year-round media coverage. This new position will build on the successes of Discover Boating Canada to date and expand efforts. Sara will be reaching out to members this spring to discuss potential opportunities with the media in different regions across Canada, including opportunities to welcome more media to the water. Please contact Sara directly with questions at [sverni@nmma.org](mailto:sverni@nmma.org). [discoverboating.ca](http://discoverboating.ca)

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

Many of you will recall that NMMA Canada hosted a strategy session and invited the regional marine trades associations to participate last April. At that meeting, the group identified four core strategic priorities: advocacy; technician training and skilled trades; access to water; and, market growth.

NMMA and Discover Boating Canada are actively working

on pieces for each of these priorities on an ongoing basis. In particular, a group of members from NMMA Canada will travel to Ottawa to meet with a number of members of parliament, senators and senior staff to ministers. NMMA Canada is planning on hosting the first ever Lobby Day on Parliament Hill. Many organizations dedicate a day or two a year to meeting with elected officials in an effort to raise the profile of their industry and its issues. It is our intent to make our association and recreational boating top of mind with our federal government. In addition to the meetings, NMMA Canada will host a reception on Parliament Hill inviting all members of parliament, the senate and their staff. Our goal is to bring product to the reception showcasing some boats, engines and accessories.

The focus of the meetings will be to outline the magnitude of the recreational boating market and the role it plays in Canada's economy. We will also work to enlist support for including recreational boating in the government's national tourism strategy.

As the date nears, if you have a specific issue that your elected officials should be aware of, please do not hesitate to contact [sanghel@nmma.org](mailto:sanghel@nmma.org).

Just a reminder to NMMA members to take advantage of the newest member benefit, the very first Canadian Statistical Abstract. The Abstract has valuable data that can help you plan for your business. All members are entitled to one free downloadable copy. Members who would like a printed copy of the

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### L'Association Maritime du Quebec (AMQ)

The 13th annual Montreal Boat and Water Sports Show ended on a high note with 24.8% increase in attendance compared to the previous year. This major event, organized by the Quebec Maritime Association (QMA), was held at Place Bonaventure from February 9-12.

This increase makes a lot of sense when you consider that there is currently a major boom in nautical activities across the country. According to a new statistical study conducted by the National Marine Manufacturer's Association (NMMA) with data obtained by Statistics Canada and Transport Canada, approximately 10.5 million Canadian adults went boating at least once during 2011 (38% of the population). This represents an increase of 4 million over an earlier study conducted in 2006 by Genesis Research. In Quebec, 40% of adults went boating last year, which translates to nearly 2.6 million boaters.

The enthusiasm of Quebecers for water sports is not limited only to individual boating. People are getting involved en masse. For example, a considerable number of day camps and summer camps that introduce children to sailing have recently emerged. Teens can now enroll in a sailing sports-study program. Also a variety of marine shows such as Transat Quebec-St Malo as well as open-door events at marinas have been created. In addition, programs such as the Quebec Nautical Stations (by QMA) have been developed to better promote boating destinations in the province and to make them more accessible to everyone.

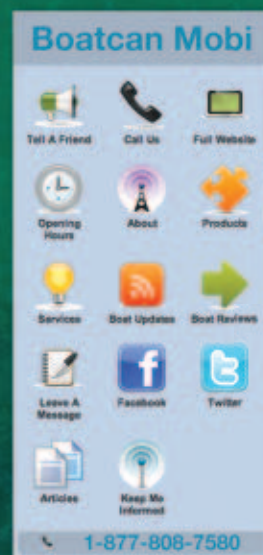
With 400 models of boats and over 200 exhibitors, the Montreal Boat and Water Sports Show is the largest event of its kind in Quebec. It is the annual gathering of all boating enthusiasts and the industry. "This year, the many attractions and fun family activities entertained both young and old. Visitors have been particularly impressed by the common area of Quebec Nautical Stations", says Yves Paquette, Head of QMA. "They were able to find unusual destinations in order to plan their next summer vacation. Also, the atmosphere was very festive at the show. The exhibitors were very pleased because of the high participation of visitors."

This summer, the Quebec Marine Association is proud to present the Marinas Open House Day on Saturday July 7th. Marinas from all around Quebec will invite you in a festive and friendly atmosphere to discover boating and water sports. Numerous activities will be offered for the occasion such as BBQ, animation for families, boat rides, introduction to navigation, wakeboard demonstrations and others (the activities may vary from one marina to the other). In case of rain, the event will be postponed to July 8th. Come with your friends or family, it's a great occasion for having fun and finally enjoys summer!

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## Atlantic Marine Trades Association (AMTA)

Attendance at the Halifax international Boat Show held February 23-26 improved dramatically due to the great weekend weather. Winner of doorprize this year, a 2012 Bayliner 16' Boat, Trailer & Motor Package, provided by Quartermaster Marine, Mercury & Bayliner was Tom Day of Halifax/Dartmouth. The prize was promoted on site for the entire show by Radio Station Q104. The winner of the Atlantic Boating Photo Contest was Jeff MacMillan, and runner ups were Jeremy Gillis, and Wendy Levy. First place walked away with a Blackberry Playbook, and the runner-ups scored Helly Hansen PFDs.

During the Halifax International Boat Show Exhibitor Reception, the Atlantic Marine Trades Association presented four industry awards. Former AMTA Board member and Past President Jim Snair presented the AMTA industry award to Gerry and Jessie Stevens of Sealand Industries who have recently retired after over 40 years in the recreational marine business. AMTA President Brad Fleet presented an AMTA Industry Award to the Moore family for many years of contributing to the recreational marine industry with their chandlery business MMOS. The Presidents Award went to Jason Craig of Quartermaster Marine in PEI and an In Memoriam award was presented to Bayside Marine Supplies in memory of John Mitchell. John's presence at the Halifax Boat Show was greatly missed. AMTA would like to thank the Exhibitor Reception sponsors Fairway Insurance Services, GE Capital and TD.

The Maritime Guide 2012, a directory of Marinas and Yacht Clubs in Atlantic Canada has been published. Copies were given out at the Halifax International Boat Show through the Discover Boating Centre. The guide will be distributed to marinas, yacht clubs and tourism offices in Nova Scotia, New Brunswick and PEI and will be mailed to Tourism offices in New England and NL. The guide was created by the combined effort of Eclipse Media, Advocate Media and the Atlantic Marine Trades Association.

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

## INTERNATIONAL ASSOCIATION NEWS

### ICOMIA Engine Committee

The International Council of Marine Industry Associations' Marine Engine Committee (IMEC) is working with the European Parliament's Internal Market and Consumer Protection (IMCO) committee on amendments to the Recreational Craft Directive (RCD), which is currently undergoing its second revision.

The RCD regulates the design and construction of recreational and personal watercraft in the EU. Originally introduced in 1994 to regulate the placing of recreational craft on the European market, the RCD was first amended in 2003 in order to regulate boat noise and engine exhaust emissions.

The European Commission, which can be described as the EU's Civil Service, has submitted its proposal, which is currently being scrutinized by the European Parliament and Council that represents the member states. It is hoped the process will be completed by the end of the year, with the revised directive fully implemented by the end of 2014.

IMEC and IMCO have added a series of amendments relating to engine matters, with key elements of the second revision including updating rules on exhausts emissions, in order for the EU to adopt the latest US rules.

Tony Rice, ICOMIA's Secretary General comments, "The involvement of IMEC in the scrutiny of the revision proposal is key to ensuring we have emission engine limits going forward that are affordable by industry, and there is agreement that all future emissions regulations are global."

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