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BY ANDY ADAMS

Beating Down the Barriers to Boating

THE LAST THING our industry needs are barriers to boating but recently we have hit a few significant impediments.

In my Insight column in the last issue of *Boating Industry Canada*, we offered some "Cautions for Commercial Concerns" where we saw barriers to boating going up. It began with a letter from a water ski school in eastern Ontario. Their caution applies to anyone offering towed watersports for a price.

The owner of this school received a communication from Water Ski Wakeboard Canada about the Small Vessel Compliance Program for non-recreational vessels.

He learned that in the Canada Shipping Act, 2001 (CSA 2001), the Small Vessel Regulations had been updated and the new regulations came into force in the spring of 2010. There is information on-line to help small non-pleasure vessel owners understand the new regulations and their requirements under the CSA 2001 and regulations that Transport Canada Marine Safety developed in the Small Vessel Compliance Program (Non-Pleasure Craft)(SVCP). There are elements in this that the school owner felt he could not comply with.

The school owner said, "...it came as a surprise to me...I know I cannot comply for this summer, and unless there is an agreement with Transport Canada, I will be in violation of several requirements and the penalties are high."

We do not want to risk losing any water ski schools. They are teaching people to have more fun and more enjoyment from boating.

Since then, Water Ski Wakeboard Canada has brought in a new CEO and we contacted him for comments.

David Patterson of Water Ski Wakeboard Canada said, "we are engaging with Transport Canada to ensure that they understand the challenges in the towed sports community and the associations are cautiously optimistic about getting the SVCP recognized as a significant impediment as it presently exists."

Instead of creating a barrier, our industry should be enthusiastically supporting these schools and doing what we can to recognize what a valuable "on-ramp" they are to boating.

Then, we learned that about 1,700 Parks Canada staff had been notified of job cuts as part of the Government's overall plan to cut 19,000 government jobs to save 5.2 billion dollars. While saving taxpayer's money is important, some of the job cuts include staff on the 386-kilometre Trent Canal System, apparently including engineering staff that control water levels.

Hours on the Trent Canal System are under study and as of this writing, we expect that the Trent system will still reopen May 20, 2012, but businesses along the Trent are concerned by the impact shortened hours could mean. It has also been suggested that, in 2012, the Trent system could close down one month earlier than normal. In 2013, it has been suggested it would run an 8-week shorter season overall.

We understand that a similar situation is developing on the Rideau system and probably other waterways where Parks Canada facilities are located. At present, it is not known how Parks Canada staffing might be affected in Georgian Bay but it is safe to assume there will be cutbacks there as well.

With these and other issues looming at the start of the season, it is reassuring to know that NMMA Canada has organized a lobby event to raise the profile of boating in Canada and to increase the level of understanding in Ottawa about the social and economic importance of our industry.

A group of selected industry leaders have been asked to attend a slate of meetings that the NMMA has arranged with key ministers and department heads. We will report on the results in the next issue of *Boating Industry Canada*. This should be an incentive to us all to continue and to increase our support of Canada's marine trade associations.

Andy Adams - Editor

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On the Cover:
George Cuthbertson, with his late partner George Cassian founded C&C Yachts and in the process of building what was probably the world's largest sailboat builder through the 1970s and 1980s, also assembled an alumni team of future industry leaders. Read the highlights on pg. 20.



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Increase Your Re-powering Business with **Aftermarket Joystick Docking** for **Twin Outboards!**

Teleflex Marine Introduces Optimus 360 by Seastar



BY ANDY ADAMS

ABSOLUTELY AND without a doubt, the biggest advance in boating in recent history has been the introduction of joystick docking. With these new systems, first pioneered in recreational boating by Volvo Penta in their IPS pod drive systems, docking a large boat in tight quarters, windy conditions, or in strong current was transformed from a task that would challenge the most experienced captain to being something a child could do.

Children took to it almost immedi-

ately because joystick docking was so similar to their video game controls and so intuitive to use; point the joystick in the direction you want the boat to go and it responds. Twist the joystick in the direction you want the boat to rotate and the boat responds.

With joystick docking, even older people with trick knees or other minor infirmities, can now safely and easily continue enjoying their days out boating.

For your marina or repair business, the new Teleflex Optimus 360 system is a potential windfall of revenue for you and happiness for your customer.

Notice the patterns in the water and that the engines are angled in two different directions. The new Optimus 360 joystick docking system is moving the boat sideways into the fuel dock.

Because consumer financing is available for this type of project, this will be a lot easier to sell than a major repair job to rebuild a pair of old inboards where the owner has to manage the total bill in one go.

As an example, we contacted Walker Financial and at the current rates, on approved credit and with a suitable downpayment, an owner can finance



Securely mounted in the dry, enclosed environment of the centre console underneath the helm, you see the two devices on the top left which are the OptiMax i6800 Control Actuators to independently control gear shift and throttle, then below that the OptiMax Pump Control Module.

let's say another \$40,000 for two new big outboards with a new OptiMax 360 steering and joystick docking system, at about \$500 a month.

Compare that to buying a new twin engine cruiser!

Behind the technology for the Teleflex OptiMax 360 joystick docking are great advances in computerized controls. The traditional throttle and gear levers attached to heavy mechanical cables have been replaced by drive-by-wire electronic controls. Typically, these come with fail-safe and redundant systems to ensure safe operation; owners are embracing the new electronic controls with enthusiasm.

But, what if your customer has an older boat with only mechanical controls? Is there any way to upgrade to a joystick docking scenario?

As long as the boat is equipped with twin outboards, there is now a joystick docking upgrade available and yes – it works with the old mechanical shift engines.

This February, at the Miami International Boat Show, I had the opportunity to go out on an older centre-console fishing boat rigged with older, two-stroke Mercury Optimax outboard motors with mechanical gear shift and throttle.

The boat had been rigged up for demonstration by the tech guys at Teleflex Marine to show off what they call their new OptiMax 360 joystick docking

system under real conditions. (Before making you read any further, let me say that it was every bit as effective and every bit as impressive as any of the joystick pod drive boats that I've driven.)

The feel of the system was excellent, shifts were quiet, smooth and positive and the test boat responded perfectly to every input at the joystick.

That was all the more impressive because the boat was a 32-foot SeaCraft that has a very deep vee bottom and a design that forces the engines to be mounted fairly close together, limiting leverage opportunities. Basically, this hull simply does not want to go sideways through the water.

But, no problem for the OptiMax 360. Throughout the Miami show (at the Sea Isle Marina), the OptiMax 360-equipped SeaCraft and their other demonstration boat, which was a big Dusky centre console, spent the whole show going sideways up and down the channels!

The performance is simply stunning. It truly transformed both these boats but to be fair, it's an \$18,000 US upgrade. With that scale of investment, you won't put this on just any boat. On the other hand, if your customer has a boat that's worthy of the investment and that has, or can be re-powered with outboards, the OptiMax 360 deserves a closer look.

We know there are many sound and seaworthy older fiberglass hulls are out there, usually burdened with big heavy inboard engines, traditional shaft drive

and rudder layouts, lackluster performance and heavy fuel consumption.

Today, all the outboard motor manufacturers have EPA-compliant, lightweight and powerful engine choices in the 150 to 300 horsepower range. New outboards could easily re-power a 28 to 36 foot flybridge and probably deliver significantly increased speed with reduced fuel consumption...plus joystick docking with the OptiMax 360 system.

The components of the OptiMax 360 system literally replace everything from the outboard engine forward to the steering wheel and control levers. Teleflex Marine has gained a great reputation for their SeaStar hydraulic steering systems that are available in regular and power-assist versions. The OptiMax 360 system starts by replacing the old transom-mounted steering linkages with the OptiMax Electronic Power Steering System – one cylinder/pump combination for each engine and with no physical or mechanical connection between the engines.

Thus, each engine can turn independently of the other. That's how they can make the boat go sideways or spin.

Next, the system adds the new OptiMax 360 joystick and this has some sophisticated performance features including what Teleflex Marine calls "guided feel", a "boost" mode and "take command" mode. Guided feel helps the user to confidently control the boat both fore and aft, sideways, diagonally and even for rotational movements. Boost mode increases the engine thrust for more docking power to overcome winds or strong currents. Take command mode is where a single touch button transfers control from the main to the joystick.

The steering wheel gets remounted on a new OptiMax electronic helm with a wide range of adjustments. For example, you can adjust steering sensitivity and resistance for maximum comfort and



At the helm, the handsome new Optimus 360 components include the Electronic Helm hub mounted under the steering wheel, the i6800 Control Head which are the throttle, trim, engine synch, throttle and gear levers and beside that, the joystick.

most appropriate sensitivity while docking or at speed. You can change how quickly it responds in terms of the number of turns lock to lock and it can be speed-sensitive, giving you fingertip low-speed control but increasing the effort required to better control a fast boat.

The system also includes the Optimus i6800 control head which gives full engine synchronization, allows slaved operation for one-lever control, has an integrated engine trim control and again, customizable feel.

The Optimus Smartcylinder is the actual steering mechanism that mounts to the engine. It's designed to make installation simple for you and your technicians.

Then comes the Optimus Hydraulic Steering Pump that runs on-demand to reduce power consumption and has a convenient semi-automatic purge mode.

At the helm you mount the Optimus CANtrak Display that gives the captain visual information on the system status and is a simple interface for adjusting all the different controls like the engine turning ratio, joystick sensitivity and toe-in/toe-out of the engines.

Making the mechanical systems respond to the electronic controls is the Optimus Pump Control Module. It uses a fault tolerant CANBus network design for ensuring system reliability, accommodating single-engine trolling operation and also isolates the cable connections from vibration.



In one photo the engines are angled the same way as you would normally expect, but in the other photo they're angled differently. The different vectors and use of forward and reverse gears enables the boat to go sideways, spin or move diagonally.

The last component of the system is the Optimus i6800 Control Actuator. This reads the information from either the throttle levers or the joystick, integrates through the computerized systems and then provides independent shifting and throttle actuation for each engine, consistently delivering positive, but smooth shifting, even on the older Mercury Optimax engines on our demonstration boat.

Imagine somebody who can take their solid and much loved, but tired old flying bridge cruiser and re-power it with dramatically lighter, more economical and higher performance outboard engines mounted on transom brackets and controlled by the Optimus 360 system.

For an older twin outboard boat, you can add Optimus 360 for just \$18,000 US. To re-power an older boat could

wind up as a \$60,000+ investment for your customer including new engines, but compared to a similar new boat (if there is a similar new boat on the market) that might be a great bargain. Suddenly, you get a new level of performance and convenience as well as years and years more boating.

The benefits to your customer are significant. They get totally new engines, steering, control systems and joystick docking too. For the marina or repair yard, the total bill is far higher so it will deliver more profit and at the same time, the customer gets totally new propulsion systems with new warranty coverage and that will deliver years of trouble free boating.

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Mervyn Webb – Nautical Masters



One Answer to the Marine Trade Skills Shortages

BY ANDY ADAMS

WE HAVE FREQUENTLY written in *Boating Industry Canada* about how the industry is facing a growing shortage of skilled people to build and/or repair boats. We have supported Georgian College and all of the engine manufacturers who are the primary sources of mechanical training.

We have written about and attended NMEA training sessions ourselves; we attend the educational sessions at IBEX in the fall and we actively promote ABYC sessions, especially ones like the recent training week organized through Metal Craft Marine in Kingston, Ontario.

We all need to keep up the effort, but in spite of everyone's best intentions, some skills are fading quickly.

That's why we want to tell you about Mervyn Webb and his company, Nautical Masters Inc. We recently met up with him in person at the Etobicoke Yacht Club, where a boat owner had hired him to repair a damaged chine and

rotten hull side plank on a nice old lapstrake Chris-Craft.

Wooden boats have not gone away. Fibreglass took over in the late 60s and early 70s, yet new wooden boat construction still continues in limited numbers and plenty of those old wooden cruisers from companies like Chris-Craft, Trojan, Shepherd and others are still in active service.

Additionally, almost every new yacht has a fair bit of wood trim in the interior and many have wood used in the actual hull and deck construction.

If one of your customers wanted to alter or renovate the galley (or other parts of the interior), you would need to find an individual who has both the skill level of a cabinetmaker and the knowledge of a boat builder.

It's not realistic for a marina to have a person with such high-level skills on the payroll unless the yard offers restoration work and/or is dealing with super yachts. So how do you find a person with the skills needed to replace a galley

This 24-foot Wells Cargo trailer is in fact a fully equipped woodworking shop that's even insulated and has its own heating and air-conditioning system!

unit, convert an island berth into a couple of singles, or replace a damaged and rotted chine section in an otherwise charming old cruiser like the Chris-Craft Cavalier on page 11?

Believing that there was an opportunity, Merv Webb has built a fully equipped mobile workshop. He originally started off at Crate Marine Sales in Keswick in the early 1980s. The Crate family were boat builders themselves and to this day have a considerable population of wooden boats in their marina. After Crates, Merv started doing work as a subcontractor at Trent Holland Marine and later at Varley Marine where he leased and operated a large shop for doing big cruiser restorations.

Over the years, though, he found even owning his own shop wasn't economical. Merv found that he wasn't able



Mervyn Webb, the owner of Nautical Masters Inc. stands in the doorway ready to welcome me into this amazing mobile woodworking shop.



This old Chris-Craft Cavalier cruiser is both a good boat and a real charmer, but it needs some important repairs that could only be handled by a skilled woodworker.



Merv Webb shows me the repair to be done on the Chris-Craft. Wood at the chine was damaged in an accident. When those boards were removed, an area of rot below the waterline was discovered. This type of repair needs to be done by a person with the right skills.

to get other qualified people to help him, so the logical route seemed to be to go it alone.

He started off with a new Wells Cargo 24-foot car transporter that was built originally with insulation, a white painted lining and a diamond-patterned metal floor. It is also equipped with both heating and air-conditioning and a conventional marine type 30-amp shore power cable that enables Merv to plug into the marina's regular electrical system, right there on site where he is working.



This is really clever; the band saw is on a turntable so it can be angled out for long work or left in for small work. Notice the dust collection hose; a big dust collector is working at all times to keep the environment clean and healthy.

Future plans call for a diesel generator in the truck bed; that will be the last piece necessary to fully complete his plan.

Merv feels that he is able to take on any project, anywhere, from any form of

wooden boat repair and restoration to the renovation and finishing of today's luxury yacht interiors and the maintenance of exterior wood trim and decking. With this new mobile shop being the portable division of his Nautical



This wide-angle shot of the interior of the trailer gives you some idea of how much woodworking capability is packed into this relatively small and highly portable space.

Masters Inc. land-based business, Merv is ready to take on any challenge either directly for a customer, or working through a marina. Any marina can hire him and earn a profit on the project.

The mobile shop is ready for action. Starting at the front right door, there's a set of cabinets at work height across the front of the trailer including three drawers and lockers forward, three more lockers on the side and a large closet 'to port' that houses the dust collection system. A metal vice and drill press are included, too.

A built-in vacuum dust-collection system runs down the port side and there's a big downdraft table to take sanding dust away as he works. Beside that, in the centre of the trailer is a table saw and cleverly positioned underneath it – occupying the same footprint – is a thickness planer.

I can't imagine any guy who would come into the shop and not want this for himself!

Everything is brightly lit, neat and tidy, and laid out to accommodate even

large pieces of stock. Perhaps the most impressive thing is the amazing space utilization that has enabled him to put so much capability into so small a space.

Also on the port side is a spindle-type belt sander system; at the back near the drop-down ramp door is a band saw. When he needs to re-saw very long pieces, the band saw, which is mounted on a turntable, can be rotated 180°. Up the starboard side is a traditional-type hardwood bench with drawers underneath. Merv has height adjustments so that his chop saw is at the same workbench height, giving him a much larger working surface; there is significant hand tool storage area. Ahead is a joiner that slides out to accommodate larger pieces.

Occupying very little space is a grinder to help keep tools sharp and several areas have been configured to allow storage for various sizes and shapes of materials right up to full sheets of marine mahogany and teak plywood.

Finally, up front on the starboard side is a large metal tool chest to keep every-

thing neat and organized; every item on board is secured to stay in place when travelling on the road. Obviously, this is a heavy load, but Merv has a diesel truck to pull the whole rig so he can bring the shop to the project, wherever it may be.

There is even a pull-out awning with floodlights for an outdoor work area when that's called for.

Additionally, if the occasion requires it, Merv can even set up a small bed for himself in the shop to save time and/or transportation costs. Naturally, there's a coffee maker and a refrigerator, too!

While he's a veteran marine woodworker with a lifetime of important repair and boat restoration projects to his credit, the mobile Nautical Masters workshop is a new venture and time will tell how financially successful it is. So far though, his reputation and some word-of-mouth has filled his schedule nicely for the next few months.

It's a really neat rig and clearly, Mervyn Webb is ready to travel to the job to deliver top quality boat repair and restoration in wood. ■

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Some Trends Emerge — Yours!

BY JOHN MORRIS

FIRST OF ALL, a very large thanks. As you will have read, Boating Industry Canada (BIC) asked our readers to help us test the waters of the Canadian industry and – hooray – you sent in a goodly stack of responses (arguably the largest response to a BIC marketing survey ever). We now have a benchmark for an annual survey so we can trend the direction of our industry, gauge your opinion and have some meaningful understanding of marketing to the boating nation.

There is quite a lot of data, and it is very high quality stuff – consistent, interesting and, we hope, highly accurate.

What has emerged is a state of our industry and here's the good news – there's some good news!

The Main Survey

Part One of the survey was to be completed by everyone in the marine industry and this dealt with the climate in the marine industry. Here are your responses:

Q1

We asked, looking at 2011 sales, did they exceed or decline from 2010. Great news – more than half of you

(52.6%) reported that sales were up year over year. While just 33.3% told us sales declined.

Q2

Looked at showroom traffic and even though sales apparently were better, showroom traffic was more or less the same as 2010. Only 17% of you reported a 10% increase; 11.3% a 10% decline. For everyone else things remained about the same. That says to me that more shoppers were serious, rather than just kicking tires.

Q3

Took a look at marketing. Of the responders, 29.8% increased the 2011 budget over 2010 while 22.8% undertook additional marketing while keeping the budget the same and 35% reported just repeating the previous year's efforts. Being conservative, you're not inclined to spend more on marketing at this time, or maybe just a bit more – upbeat but cautious.

Q4 & 5

Asked you to identify which media were getting more emphasis from you and which ones were getting reduced attention. To the surprise of no one, websites are gaining "share of budget" from most other media. You all

seem to still be moderately enthused about boat shows and community publications, but less so for print newsletters and boating publications. Perhaps surprisingly, radio is getting slightly increased attention although in the specific responses, we saw that it still represents but a small portion of total expenditure (the same is true of TV which remains out of reach in most cases). That's a trend to watch.

Overwhelmingly the trend everyone seems to agree on (80.4%) is that web is where spending is going.

Q6

Was straight ahead – will sales be up or down in 2012 and here optimism abounds. 86% answered 'yes' and

28% even ventured that sales will be 'up a lot.' Let's hope they are right. Only 14% see sales falling in '12. The general feeling is that the sales will come from existing rather than new boaters (about 60:40) so two-foot-it-is it seems is returning.

Moving to other topics, specifically buyers' intent: there was agreement on the single factor that controls boat sales in the dealership: it's the economy, stupid! What was somewhat surprising was that the second ranking factor in selling boats is staffing issues. I wasn't shocked to read that – a study cited in

the New Yorker recently discussed the fact that increased staff is the single fastest way to boost retail sales. We have all heard good staff can escalate sales and that appears to be a factor you all understand.

When it comes to the buyer's decision to make the purchase, there's not much about new models or contact frequency that can trump the economic climate. The economy is the largest factor in effecting consumer mood. It beat out the next important factor (aging) by a factor of 3.

So how does the upcoming summer look? Question 20 asked - Bottom line

There is quite a lot of data, and it is very high quality stuff – consistent, interesting and, we hope, highly accurate.

do you think 2012 will be better than 2011? Great news here – 80.6% gave us a resounding yes!

Looking at the Sub-sectors

From this all-of-us survey, we moved on to a separate look at the retail and manufacturer sides of the industry.

The retail side – marinas, dealers and chandleries gave us some interesting insight into that sector. The majority (85.7%) reported that it was their responsibility, rather than their upstream suppliers to do the advertising and marketing. Now some of this must be co-op dollars, since almost all the manufacturers and distributors report significant allocation for advertising. That would suggest that they entrust the dealers to pick the media outlets, then they simply pay their share.

As we saw later in the survey (Question 10) the co-op allowance is significant in determining retailers' ad budgets. That indicates that in the end, the manufacturers and distributors hold the purse strings, and perhaps the fate of their own brands with them.

Now here's a notable wrinkle – asked how they make those ad decisions only

about 1/3 of the retailers claim to consult research – either their own or from the industry – while just over 2/3 of respondents attributed making their decisions based on "Going by your own opinions and ideas." Is this scientific or more seat of the pants?

Among the retailers, there is a consistent love of websites and building them is equally likely to be an in-house or contracted project. The work falls 50-50 to outside pros and internal staff. Although they point to their websites as a vital window for sales, updating seems inconsistent - a few change their front page daily, some weekly but more than

50% change their front page only monthly. (Note to self: article on best web practices needed.) Many of the retailers offer webcams or other free services to attract audience.

Some other observations from the data: many retailers and manufacturers are turning their attention to PR initiatives. One indicated 60% of the total budget, but 10-20% seems more likely.

We'll Do It Again

This year's survey was a very interesting exercise and will help us learn how to elicit meaningful information from our industry. If you have any suggestions, please let them fly and we'll incorporate your ideas into our next annual checklist.

The purpose of the survey was to take a snapshot of the climate in the industry today. Since marinas and dealers are geographically spread out, we really only get to communicate at conventions and boat shows, or through magazines like this. For the individual operator, we hope to provide a portrait of what their peers are thinking so they can factor those trends and ideas into their marketing decisions. ■

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Scanstrut iPad2 Case

THERE IS NO DENYING that countless iPad users love their devices and seem determined to take them everywhere, including on the boat. iPads are not waterproof and have not been designed for the marine environment.

This creates an opportunity to generate profitable new sales by offering your customers an affordable way to protect their iPad while boating.

Marine electronics specialist Scanstrut Ltd. has announced the launch of its new brand, Lifedge. Lifedge will provide a platform for Scanstrut to expand into a wider range of markets, with a number of innovative new products.

The first product to be launched by Lifedge is its innovative Waterproof iPad Case. The case was developed by Scanstrut in response to evolving

demands from marine professionals and boating enthusiasts wanting to take an iPad to sea for use in conjunction with chart plotters, propulsion systems and for on board entertainment.

The iPad Case is a waterproof and shockproof enclosure with an IP (Ingress Protection) rating on IP67 to keep water and dust at bay. Testing has shown that an iPad in a Lifedge case can be immersed in one metre of water for 30 minutes, or dropped onto a concrete floor from a height of one metre without being damaged. It features an Optiguard™ coating for exceptional screen clarity in sunlight, whilst ensuring abrasion and chemical resistance, preventing damage from regular use and exposure to oils, sunscreen and household chemicals.



Profit from iPad Mania with Lifedge Waterproof Cases.

The Waterproof iPad Case is a semi-rigid, two-piece case that is easy to take on and off, can be left on at all time; there are models to fit both the iPad 1 and iPad 2. You still get full touch screen usability, volume, on/off and home buttons, and both front and rear camera functionality with the iPad 2 model. M.S.R.P. \$113 CDN. Watch for a case for the iPad3 model coming this summer. ■

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GE CDF Shares **SURPRISING** 2012 First Quarter Results



IN A RECENT meeting with GE Capital, Consumer Distribution Finance Canada, (GE CDF) *Boating Industry Canada* learned about some surprising and positive first quarter results for Canada's marine industry.

With their marine division in regular and close contact with their marina dealer customers, GE CDF has observed an increase in Canadian marine wholesale shipments through the first quarter of 2012, up 16% over the same time period in 2011.

Coming out of the boat show season where business results looked positive but not strong, the predictions were for an increase in the order of about 5%, so the reality of 16% is both surprising and positive.

GE Capital understands very well the balancing act dealers aim to strike

when it comes to stocking levels. The industry is well served by the dealers' thoughtfulness that goes into forecasting the inventory requirements and timing to sell and deliver within Canada's short season while ensuring that the aging levels of the inventory remain healthy. And, GE Capital continues to work closely and proactively with its customers to provide enough credit capacity to match their needs.

Predicting sales levels has always been tricky but in recent years, Canada's economy seems to have been more strongly impacted by both social and economic events from outside our borders. The real business environment in hindsight has been remarkably stable in Canada but consumer emotions seem to swing rapidly from negative to positive and back in response to international events.

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SPADER AND THE MARINE INDUSTRY

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Because in the competitive and unpredictable marine business, knowing your dealership's red, yellow and green flags isn't optional; it's a necessity.

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GE Capital employees get regular business statistics updates and are very current with what's happening on both a national and regional level across Canada so they can provide invaluable support to dealers in their decision-making.

The balancing act is always having enough inventory to maximize sales potential without being left with unsold units at the end of the season. That is where it becomes so valuable to have outside knowledge and business resources available from people like the GE Capital employees to help plan for all contingencies.

Other important news we learned from GE Capital is that the age of the inventory in the field is well within a comfortable range with the inventory levels over 12 months decreasing down to 18%.

In terms of volume, the inventory of Aluminum and Fiberglass units have reached three year highs. In March 2012, Aluminum inventory surpassed 2008 levels, while Fiberglass inventory remained somewhat shy of the 2008 high watermark level. Strong Aluminum sales in the early part of the selling season will help clear the channel.

Most markets are experiencing sales equal to or slightly better than 2011 to date, and we expect to see some of the inventory build-up caused by last year's poorer weather liquidated in Alberta in particular.

The GE Capital employees continue to work with many dealers on cash flow forecasting to anticipate potential periods of cash constraint. Even as the economy continues to strengthen, this is an important aspect of business management particularly in a seasonal industry such as the Canadian marine industry.

As much as the GE Capital employees are a great resource that dealers can call on, GE also continues to work with the experts at Spader Business Management® to share dealer performance benchmarks and strategies on budget management. If you were not aware, GE Capital introduced a program to subsidize the cost of Spader's seminars and the offer has been well received by their customers. ■

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George Cuthbertson and C&C Yachts

By George!

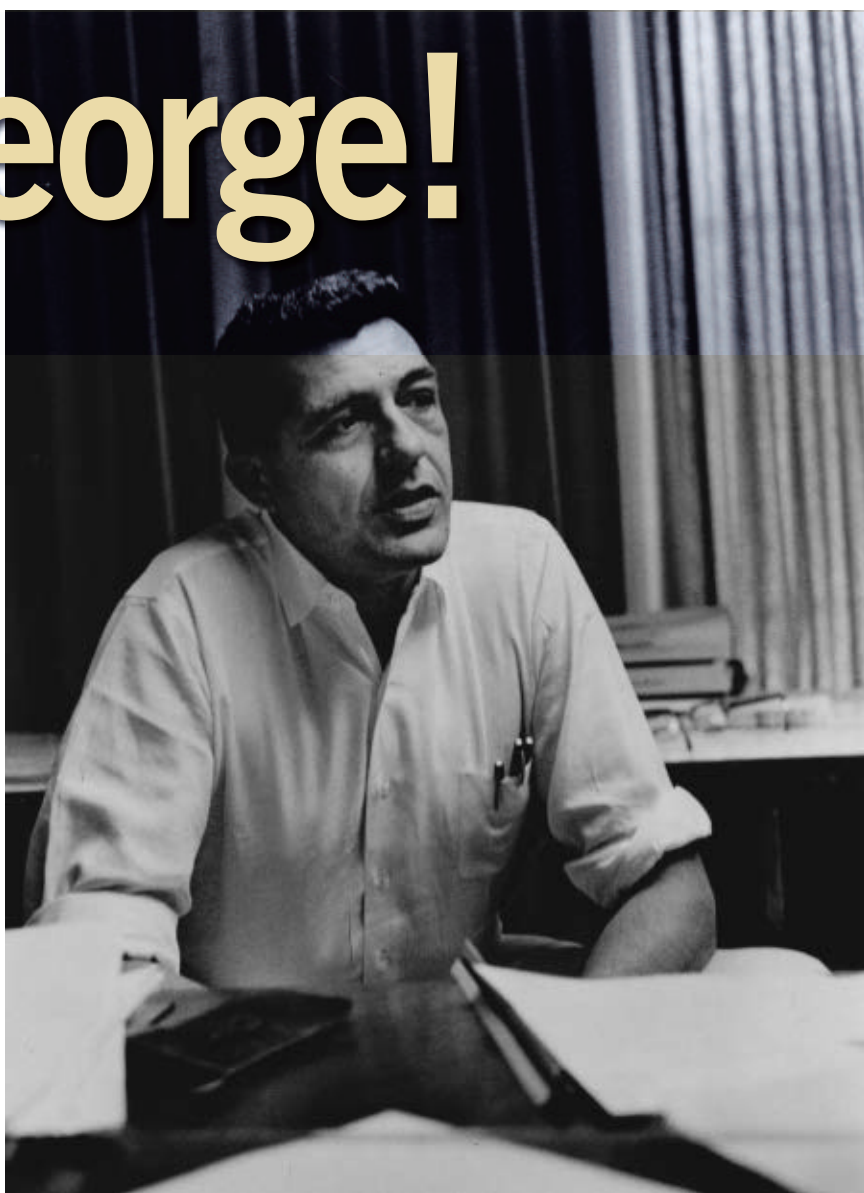
BY JOHN MORRIS

YOU'VE HEARD it before – we Canadians don't believe we can accomplish anything until it's acknowledged outside our borders. And maybe not even then.

Here then is the simple truth: C&C Yachts under the leadership of George Cuthbertson rose from the company's drawing boards and shops to become the best in the world. Cuthbertson, supported by his company's talented experts, did it through innovation and leadership. Today we might call it vision.

"Big George" Cuthbertson, a mechanical engineer and sailor, with the help of many including minority partner "Little George" Cassian created a company of peers that first bore their names and then their initials, incorporating shops from Port Credit to Niagara.

Evolving from that already successful predecessor Cuthbertson and Cassian, C&C Yachts issued an IPO on the Toronto Stock Exchange in 1969. In 1970, gross sales were \$3,894,127 and profit was 7 cents/share. In 1981, sales were \$39,652,00 and profit was \$1.24.



C&C commanded 50% of the Canadian market, built plants in the US and in Europe; builders all over the world were building its designs.

The fascinating history of C&C Yachts has been told and that history lives on in many articles, a few books and extensively at the Marine Museum of the Great Lakes in Kingston. While the facts may be well known, the recent C&C Reunion held in April 2012 at the Royal Hamilton Yacht Club clearly

George Cuthbertson in his C&C Yachts office early in the company's history.

shone a bright light on Cuthbertson and his role in the company. It also made it clear that he assembled a unique group of people and then managed them to design and build production and custom boats that captured the attention of the boating world in a way that hadn't been done previously.



Built with revolutionary high tech materials and techniques, Don Green's Evergreen returned the 1978 Canada's Cup to this country.

This was no happenstance – the growth and dominance was based on sound design and useful innovation for the sake of better sailing rather than showing off. The company was the

Research in Motion of its time, pioneering an entire category – the modern fibreglass sailboat at a time when that technology was brand new. Boating for everyone had never been possible until the technology of reinforced plastics emerged; C&C was on the forefront of making that happen.

Sadly, the parallel with RIM's rise and

On the Saturday evening, as many of the former C&C Yachts employees as could be located, gathered on the lawn at the Royal Hamilton Yacht Club for this group photo. George Cuthbertson and his wife Helen (beige jacket) are the third and fourth from the right in the front row.

fall went further and by the early '80s, Big George was gone; by the later '80s, so was C&C Yachts.

We Canadians really don't get it though – hey, aren't all boats like C&Cs? The early C&C models simply were how boats were. Our docks were paved with them. The beautiful lines, the innovative integrated toerails strengthening the hull-deck joint, the great sailing performance complemented by sweet cruising accommodation below. We were spoiled and as such we just didn't see what was all around us – the best vessels in the world.

C&C 35s, Corvettes, Viking 28s, C&C 27s, 30s, 34s. Red Jacket, Evergreen and many more winning custom C&Cs. Those early models were the only boats we ever saw and although they were soon joined on Canadian



The C&C Yachts office staff in 1973 (from left to right): Mark Ellis, Steve Killing, Rob Mazza, Rob Ball, Tony Godwin, Ruth Gard, George Cuthbertson, Ruth Smith and Len Cox.



Red Jacket built in 1966 was Canada's first SORC winner and Manitou, successful Canada's Cup 1969 defender (shown) put C&C on the international map.



docks by CS Yachts and Hinterhollers (largely cast in the C&C image quality wise) we all grew up with these revolutionary boats. Soon, many of the people at the rival companies were emulating the licks of the talented people at C&C under Big George's reign.

Tim Horton's became the world standard in coffee from its beginnings in Hamilton. World leader RIM grew out of the Waterloo high tech brainfood environment. C&C found its solid footing in the Royal Canadian Yacht Club, the serious sailors of Port Credit and the building facilities spread from the mouth of the Credit to the mouth of the Niagara along the shore of the Golden Horseshoe.

To overuse the comparison, we probably didn't realize the stature of our domestic Tim's chain until Wendy's acquired it. We all were bemused by RIM but only realized that 'yes, a Canadian company is the best in the world!' when Apple decided to knock them off with the iPhone. It took international validation to bring us to the realization. I'm not sure we ever gave C&C, or George Cuthbertson who was the company's president from its inception until 1983, or the others who created the C&C heritage, the respect they deserved but in the realm of sailboats, they were surely of that international stature.

The Reunion

The people who were part of that huge wave were once again together this April when the C&C Yachts Reunion and Conference was convened at Royal Hamilton Yacht Club. The crowd was larger than anyone expected. Organizer Rob Mazza said there were 130 and commented that it was the largest gathering of C&C people ever, including

Small and affordable early C&Cs helped build huge popularity for fibreglass boats. Most are still sailing today!

when the company was extant. Everyone was chuffed just to be among the crowd and camaraderie was in epic supply, albeit under slightly silver-haired conditions.

The Saturday night reception was a touching and hearty event, with Commander Cuthbertson clearly the star supported by a galaxy of unassuming stars whose names still evoke inspiration and accomplishment: designers Rob Ball, Rob Mazza and many others, builders, sales personnel, sailors and owners and a lot of others who orbited around the C&C sun over the 20 years that the it shone.

The Sunday Seminars

One place the C&C legend lives is in Kingston, in the C&C Collection at the Marine Museum of the Great Lakes. Their archival record is staggering: 1,000 photos, 4,000 drawings, records, design binders, letters, specifications, scrapbook stuff and much more. The C&C collection is linked to the George Cuthbertson donation of books, photographs and plans that represent his particular endeavours.

Working with the reunion committee (basically long-time C&C designer Rob and spouse Za Mazza with the help of a few stalwarts) the Museum convened four seminars that explored those C&C years from the perspective of Design, Production, Sales & Marketing and the C&C Legacy. The subtext of the discussions were two: 1) wow, this really was an amazing company and, 2) what went wrong and could it have been avoided?

The panels were assembled from people who lived it: the designers, builders, sales people, staff, brokers, owners and writers. From morning to afternoon the group parsed, debated, reminisced, celebrated and eulogized C&C. By the time it was done, everyone in the packed room was filled with respect for George Cuthbertson and all the rest, tinged with more than a little sadness that this huge accomplishment

THE PANELS - WE COULDN'T GET ENOUGH

The Sunday of the C&C Reunion and Conference weekend was dedicated to a full-scale Geekfest that explored the detail of the company. What made the Conference day panels fascinating was only partially the content – yes it was interesting to hear that George Cuthbertson had actually run C&C with a Radioshack TRS 80 computer back in the early days, or that Rob Ball allocated 30 hours to hand drawing a hull shape of each boat that then took a further 30 to modify overnight to meet the production schedule in the morning.

But this wasn't just an academic assessment of a manufacturing process – these were the people who lived it – people who sailed on the boats they designed built and sold. The Design Panel included George himself and he ran the Design Shop himself until 1973 when he turned it over to Rob Ball. Ball had joined the firm right out of school and became its chief designer that year, remaining at his desk pretty well 'til the end.

Other panels had a who's who of sailing names. These were owners like Don Green whose Evergreen development was fuelled more or less with his own blank cheque and his agreement to try untested technology if it added a hundredth of a knot. Salesmen and dealers like Rob Turner or Don Finkle who sailed and sold C&Cs for their entire careers. These were the people at the table for the discussion and their recollections and takeaways were hugely detailed and fabulously insightful.

To see some of the discussions, visit boatingindustry.ca. We've posted the panel discussions there.



couldn't have continued.

Alas the high dollar, changing US tax laws, a worldwide recession, a saturated market and other factors, identified and postulated by Sunday's "Legacy" panel, arose to take the company down – a possibly unavoidable fate.

At the end of this impressive day, Big George took the mic to thank the speakers and the group, but the real thanks was really streaming the other way – from the standing ovation crowd back to George. C&C Yachts really was the com-

Sunday's Design panel lead off the sessions and included many of C&C's key designers.

From the left: Steve Killing, Rob Ball, George Hazen, George Cuthbertson, Rob Mazza and Ruth Smith.

pany we all can be proud of and George Cuthbertson was a lot more than the brush-cut engineer at the head of it. He was and is a dedicated, visionary pioneer who changed the way boats are conceived and built forever. ■

ICOMIA

Membership Profile

BY MARIA ANCKARSVÄRD AND BARBARA FOUNTOUKOS

THE 2008 RECESSION was a hard blow to the recreational marine industry and NMMA (National Marine Manufacturers Association) was no exception. The massive downturn led to an inevitable downsize of the US association and in the space of a couple of years, the budget was halved.

"We were all watching what was happening south of the border", recalls NMMA Canada's Executive Director and Vice President of Government Relations Sara Anghel.

As the United States' leading marine trade association, the members of NMMA manufacture an estimated 80% of marine products used in North America.

Honesty and dedication seemed to be the magic formula in the problematic situation. NMMA President Thom Dammrich openly admitted to his members that his association also was struggling for survival and urged them to keep on fighting alongside their trade association. What very well might have been a result of this sincerity and work ethic, NMMA did not lose their membership base during the challenging years of the recession. But since the NMMA membership fees are set based on the members' annual income, most members dropped several payment levels and the overall revenue of the association was consequently cut in half.

"It was an incredibly tough time for us, but it was also an incredibly tough time for the entire boating industry. We felt the same pain as they did", says Dammrich.

Just like NMMA in the U.S., NMMA



Sara Anghel, NMMA Canada Executive Director and Vice President of Government Relations at her desk in the office.

Canada also experienced dramatic cut backs as much of its funding comes from the main offices and their Canadian members paid less according to the member fee system.

"I would argue we survived because Canada as a whole didn't have the same financial meltdown as in the US" says Sara, "the impact on the marine industry wasn't as widely felt, but it did get tough. We were all cutting back to make sure we got out at the other end."

The Toronto International Boat Show, the largest boat show in Canada, sold less space and engine sales dropped by 15-20% during the recession. Canadian manufacturers consequently started to look at opportunities beyond the U.S. and by expanding elsewhere, the boating industry in Canada managed to make it through without being struck too hard.

"At the end of the day we seemed to

have flatlined it through the recession, but the situation in the U.S. has obviously affected the Canadian marine industry's ability to grow," says Sara.

NMMA Canada was founded when CMMA (Canadian Marine Manufacturers' Association) was merged with NMMA in 2007 after representing the Canadian marine industry for ten years. The Canadian office is now a part of NMMA but remains a separate member of The International Council of Marine Industry Associations (ICOMIA).

As the voice of the global recreational boating industry since 1967, ICOMIA's membership consists of 34 of the largest national marine industry associations in the world.

"Membership in ICOMIA proves every day to be a great benefit for

NMMA CANADA

Established: 2007 (CMMA was founded in 1997)

Secretariat: Four staff members

Members: 95

Office location: Toronto, Canada

Website: NMMA Canada profile
120305.docxnmma.ca

NMMA Canada and our members. It gives me the opportunity to coordinate and discuss many regulatory and communication issues with the other member countries and apply the learnings to benefit our Canadian manufacturers. Bringing all the member countries together through ICOMIA is crucial to expanding the boating industry.”

Dealing with issues such as grey water regulations and engine emission regulations, NMMA Canada is for the most part independent from NMMA regarding domestic decisions. But when it comes to matters affecting the industry beyond the Canadian borders NMMA President Thom Dammrich is called in. The small Toronto office runs a separate Discover Boating campaign that’s cohesive with the U.S. campaign yet targeted at the French and English speaking residents of the country.

Other NMMA Canada projects include planning to host 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.

In addition, NMMA Canada has



released its first annual Canadian Recreational Boating Statistical Abstract for 2010 and 2011.

Working with Transport Canada, NMMA Canada conducted thorough research. The data compiled reveals statistics on Canada’s recreational boating retail sales, participation and boater demographics, the overall retail market, imports/exports and economic factors which impact the industry.

“With access to such comprehensive data we can now more fully evaluate the recreational boating industry in Canada to better understand how we can grow as an industry and service our members,” explains Sara.

Sara Anghel is seen here at the door to the NMMA Canada offices in Bolton, Ontario.

“In addition to setting a benchmark moving forward, the data confirms that the recreational boating industry is significant for the Canadian economy.”

Recession or no recession: With over ten million Canadian boaters out of a total population of about 34 million, Sara remains positive about the future of the industry:

“I think the boating industry will do very well in Canada simply because Canadians are so passionate about boating.” ■

INTERNATIONAL COUNCIL OF MARINE INDUSTRY ASSOCIATIONS (ICOMIA)

ICOMIA presents a strong and united voice in representing the industry’s best interests when dealing with international authorities and major organisations.

ICOMIA has been the focal point of the industry since its foundation in 1967. Its multiple committees address issues challenging our global industry. Each member can make their voice heard and has the opportunity to receive assistance or advice from their fellow marine industry associations. Today, no less than 34 national federations across the world are full members of ICOMIA. The members include the vast majority of the industrialised countries from North America across to Japan, from Finland down to New Zealand and Canada.

www.icomia.org



Marine Trade Associations Update

British Columbia Marine Trades Association (BCMTA)

The BCMTA elected its executive team in March during the first meeting of the Board since the AGM when Alan Stovell announced his intention to step aside as President and serve his remaining elected year as a Director-at-Large. Succeeding Alan Stovell as President is Don Prittie of Canoe Cove Marina. Other executive and general board members can be found at www.bcmta.com.

BCMTA is now preparing for next year's BC Marine Industry Conference November 28th and 29th at the The River Rock Casino Resort. A planning committee of association members has now been designated and work has begun to build on last year's success. This annual conference is possible with the support of industry sponsors. Please be sure to contact the office at info@bcmta.com if you would like information about sponsorship opportunities available for the 2013 BC Marine Industry Conference.

In the spirit of supporting other not-for-profit groups and their marine-related initiatives, the BCMTA has donated funds to support the VPD Marine Unit's Marine Collision Investigation Course; Easter Seals, through participation and support of the National Bank Easter Seals Waves Regatta June 23 & 24th at the Royal Vancouver Yacht Club (RVYC); and the 2012 Waterwise Team, which kicks off this month travelling the province to promote boating and share the safety message.

The BCMTA continues to evolve its participation at the regional, provincial and federal government levels. bcmta.com

Alberta Marine Dealers Association (AMDA)

As we reported in the April issue of "Across Canada" in Boating Industry Canada magazine, the membership of the AMDA has made a decision to make application to the BCMTA to become associate members of that organization, rather than continuing to go it alone.

As of press time, there is still an Alberta Marine Dealers Association but it is fair to say that the group is inactive at the present time and they are standing by to hear an update on their application from the BCMTA Executive Director Kim Barbero.

Alberta has enjoyed good weather for the spring of 2012; a continued strong economy and dealers are reporting a good start to the season. Dealers are indicating that sales volumes are positive in that region.

Timothy Martin, the head of the organization last year also continues to chair the Technical Standards Committee as they work toward a first draft report which is expected to be complete by the end of August for committee review. Concurrently,

Sara Angel at the NMMA Canada is in touch with both the Federal government in Ottawa and various provincial governments across Canada to gather a comprehensive assembly of the competency-based standards in use in each jurisdiction.

The technical standards already in place with the BCMTA were also originally based on government standards that were in place and already widely recognized and so at this stage, the Technical Standards Committee working group is moving towards a coordinated nationally applicable set of standards. abmarineassociation.ca

Mid-Canada Marine and Powersports Dealers Association (MMPDA)

Having enjoyed a relatively early spring in our region, dealers have found themselves to be quite busy earlier than anticipated, which all MMPDA members are pleased about.

The association continues to work on our strategic priorities, having recently met with government officials to discuss land and water issues and to develop a good working relationship with government.

Water access is becoming a very hot topic in the marine industry and the MMPDA is doing whatever we can to support and promote the increase or enhancement of docking and launch facilities within our region.

Our 2012 advertising campaign is in full swing with TV ads running on Global TV during the months of April, May and June.

midcanadamarinedealers.ca

Boating Ontario Association

Boating in Ontario had an early start in 2012; with the ice off the lakes almost three weeks ahead of normal, the month of March signalled a great beginning to the boating season. April was back to normal, however marinas and dealers are well ahead of the traditional May long weekend launch. With strong sales at the boat shows this year the season promises to start in a very positive mood.

Boating Ontario members on the Trent Severn Waterway and the Rideau Canal are anxious to view the final arrangements being made by Parks Canada with respect to the cut backs in service announced after the recent Federal Budget. Boating Ontario, working with NMMA Canada is preparing submissions for Parks Canada and federally elected officials about the announced cut backs.

The reduction in hours for these two facilities will certainly be self-fulfilling prophecies because when the hours of service are significantly reduced, the number of boaters will also be

significantly reduced. Boating Ontario believes that there are better alternatives to help reduce costs than to shut down the facilities. The net effect of these cut backs will ultimately result in an overall net loss to the economies of the areas affected. Parks Canada may show some minor savings although they will not be significant, but when the total economic impact is taken into account the economy will suffer.

The renewed interest by Transport Canada in small commercial vessels is causing marinas and dealers to revisit licensing requirements and operator certification. Transport Canada is promising to enforce the present Canada Shipping Act requirements much more stringently in 2012. A group of small commercial vessel operators has made some approaches to Transport Canada with an offer to work together to help streamline and simplify the requirements. At a recent CMAC meeting in Ottawa some progress was made to accomplish this goal. Boating Ontario will assist these operators wherever we can.

Although the Ontario government has made a statement about doubling revenues and jobs for the Ontario tourism industry, recent announcements about cuts in tourism spending have done little to assist with the possibility of accomplishing this objective. With all of the marvellous world class boating facilities available in Ontario it is a shame that our tourism deficit continues to grow year after year.

The 2012 Discover Boating program promises to be a great success with expenditures in the program coming back to reasonable levels. In 2012 the public will see significant exposure to Discover Boating through television advertising, social media activities, public relations campaigns and contests and an excellent revitalized web site and ad campaign. If anyone has programs and boating activities they would like to promote to help the Discover Boating campaign please visit www.discoverboating.ca or contact Tracy Hart at Discover Boating. Discover Boating is attracting the boaters of the future to our industry. The new Welcome to the Water campaign is attractive and fun.

Having just added 10,000 km to my car this spring visiting the 13 Boating Regions and over 300 members in Ontario I believe that 2012 will be a good year for the boating industry in Ontario. I want to thank Cyndi Hodgson for organizing the regional meetings this year and for the many tireless days and nights that she contributed to the events. Each of the regional chairs that help recruit members to the meetings are to be congratulated. Without the help of these volunteers Boating Ontario would not exist.

boatingontario.ca

National Marine Manufacturer's Association Canada (NMMA Canada)

The National Marine Manufacturers Association (NMMA) Canada is actively working on its four core strategic priorities, which were determined during the strategic session last April, most notably with the Advocacy Day and the development of an Economic Impact Study.

To assist with future advocacy efforts, NMMA Canada and Marine Trade Associations (MTA) across the country are working together to create a new and updated Economic Impact Study, which will be released next year. A request for proposal (RFP) has been issued to four consulting firms. Finalists will meet with members of the NMMA advocacy committee made up of NMMA board members and regional MTAs and the selected firm will conduct the study over the summer and fall.

Did you know NMMA is active in industry technician training and skilled trades development?

Earlier this spring, Sara Anghel travelled to Midland for a tour of the Georgian College Recreational Boating Centre of Excellence, which is supported financially by NMMA Canada, Boating Ontario, NMMA engine manufacturers and many other recreational boating partners. The facility is fantastic and sees about 30-50 marine students go through the program each year.

NMMA selected Tim Martin as the chair of the skilled trades working group. He is engaging with colleges and the regions to work towards creating a national standard for marine technicians that will ideally eventually receive the federal government's "Red Seal" designation, an industry lead standard which would be followed by colleges offering technician training across Canada.

NMMA Attends Public Policy Forum

NMMA Canada was delighted to be invited to Canada's Public Policy Forum, which took place on May 3, 2012 at the Metro Toronto Convention Centre. For a quarter of a century, the Forum has been dedicated to improving governance in Canada by working with leaders in all sectors. This year, The Forum honoured Canada's former Prime Ministers. The 1100 plus attendees had the privilege to hear speeches from The Right Hon. John Turner, The Right Hon. Kim Campbell, The Right Hon. Joseph Clark, The Right Hon. Paul Martin and The Right Hon. Brian Mulroney.

Sara Anghel attended the Forum and was seated with the Hon. Deb Mathews, Ontario's Minister of Health as well as Carol Layton, Ontario's Deputy Minister of Transportation. NMMA Canada is dedicated to building relationships with government officials to ensure the voice of the recreational boating industry is heard by Canada's key decision-makers.

nmma.org

Discover Boating Canada

The new Discover Boating campaign is helping to welcome more Canadians to the water. Just in time for boating season, DiscoverBoating.ca has rolled out exciting new enhancements. Highlights for both English and French websites included a fresh, redesigned website with new functional elements to enhance the user experience including new site navigation and a redesigned homepage, A new "Get Started" section, new Women at the Helm content, a redesigned boat brands and manufacturers page that will allow quicker paths to lead sign-

up and referrals to manufacturer websites and finally, a redesigned and fresh looking Boat Selector Tool.

Keep Your Eyes Open for the New Welcome to the Water Campaign!

Discover Boating's marketing campaign this summer is using a combination of targeted television, search engine marketing and online ads as part of a comprehensive strategic campaign to drive consumers to DiscoverBoating.ca.

The television campaign will launch May 14th and run for five weeks on English and French specialty channels such as CTV, CBC Newsworld, Discovery Channel and RDS. The 30-second TV commercial promotes and reinforces the Welcome to the Water campaign message and directs consumers to visit DiscoverBoating.ca. A reminder that there is a 60-second version of the commercial without the DiscoverBoating.ca reference, available for inclusion on your own website.

You can find this on the Canadian industry toolkit at www.DiscoverBoating.ca/tools.

A search engine marketing (SEM) campaign, which targets relevant keywords and is aggressively managed each week to optimize best performing creative, was also launched. The SEM campaign is supported with 27 English and 27 French online ads that retarget consumers who have already indicated an interest in boating, encouraging them to visit DiscoverBoating.ca.

On the social media front, the new Facebook Welcome to the Water Movie Maker app is an exciting new addition to the campaign. This app enables boaters to create a customized short video allowing them to share their personal boating experiences through their online social community. Boaters can easily upload their own pictures, and choose their favourite music and background theme to create their individual 'Welcome to the Water' video. By creating and sharing their personal memories and experiences through their social network, they are simultaneously promoting recreational boating. This will expand the reach of the Discover Boating campaign and support its objective to encourage non-boaters to discover the boating lifestyle. Industry members should take advantage of this valuable asset, encouraging their customers, employees and fans to create their own Welcome to the Water movies and share these among their Facebook fans. This in turn will continue to spread the message and serve to expand the Welcome to the Water invitation to non-boaters. You can access this fun and easy to use Movie Maker application at www.facebook.com/DiscoverBoatingCanada.

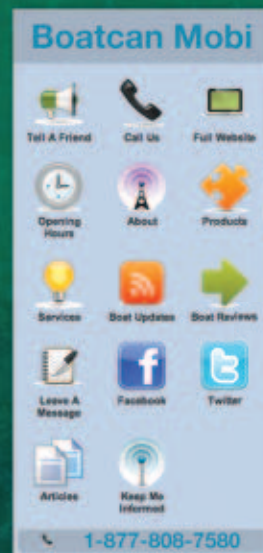
Discover Boating Canada also has a comprehensive public relations plan underway this summer. The National PR program supports advertising and social media efforts and creates ongoing buzz for Discover Boating. Discover Boating PR works with media around the country to welcome them to the water and share news about the boating lifestyle. Visit the PR section of the toolkit for updates on industry news, the latest press releases and media results, including video and news links.

Visit DiscoverBoating.ca/tools regularly to keep up to date

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on the program and learn how you can join the movement to welcome more people to the water. For more information about the Welcome to the Water campaign, please contact Tracey Hart, Director of Marketing at Discover Boating Canada at thart@nmma.org, discoverboating.ca

L'Association Maritime du Quebec (AMQ) / Quebec Marine Association (QMA)

The Quebec Marine Association (QMA) is proud to present the Quebec Marinas Open House Day which will take place on July 7th (in case of rain, the event will be held July 8th). Many marinas from all around Quebec invite the public to discover boating and water sports in a festive and friendly atmosphere. Up to now, more than 20 marinas have confirmed their participation. Most are located in the major tourism areas, including the Old Port of Quebec city, the Old Port of Montreal, Trois-Rivières and St-Paul-de-l'Île-aux-Noix. Numerous activities will be offered, such as BBQs, family activities, boat rides, wakeboard demonstrations and an introduction to navigation.

"We are very pleased to see all these great marinas wanting to be part of their community and to share their great passion for water sports with the public. This event will be a great opportunity for families to enjoy a beautiful summer day", said Yves Paquette, head of the QMA.

QMA's Annual General Meeting was a great occasion to talk sustainable development. On April 25th, the Quebec Marine Association (QMA) held its annual general meeting. More than 60 members representing the nautical industry, marinas and water sport activities gathered for the occasion to discuss sustainable development for boating in Quebec.

"Sustainable development is the key to the future. It was very important for the QMA to use this momentum not only to raise awareness on this subject but also to find solutions for concrete day to day activities and to give the right tools to our members", explained Yves Paquette, head of the organization.

The QMA is also proud to welcome Jean-François Lagarde as a new member. QMA and the board of directors congratulates Walter Timmerman for his re-election.

The Board of directors for 2012-2013:

Gaétan Bélanger, representing marinas (Marina de Saurel)

André Côté, representing dealers (Drummondville Marine)

Sylvain Deschamps, representing marinas (Port de plaisance Vieux-Port de Montréal, Yacht-Club de Montréal; Club de Yacht Laval-sur-le-Lac)

Danny Keighan, representing manufacturers (Volvo Penta)

Jean-François Lagarde, representing the nautical stations (Haute-Gaspésie nautical station)

Jean-Philippe Martin-Dubois, (Princecraft Boats)

Guylain Noël, Representing boat owners

Walter Timmerman, president, representing Services business (CMC Électroniques)

Norman Payeur, vice-president, representing manufacturers (Yamaha Motor)

Marc-André Thomas, representing dealers (Groupe Thomas Marine)

Yves Paquette -General Director
nautismequebec.com

Atlantic Marine Trades Association

The members of the Atlantic Marine Trades Association are all hard at work in their businesses at the start of the season. There are many summer on-the-water events in East Coast Canada as you would expect.

On July 28 and 29, 2012 the Lunenburg Wooden Boat Reunion and Regatta opens as a two-day event that began as a celebration of all things wooden boat. Certainly, the rebuilding of Nova Scotia's sailing ambassador, the Schooner Bluenose II, currently continuing at Lunenburg, was part of the inspiration but of course, this area has a long history as a ship and boat-building port.

A full slate of weekend events includes the Nova Scotia Schooner Association's annual Heritage Cup Race and the festival will lead directly into the association's Schooner Race Week, which will directly follow the Reunion and also be based out of Lunenburg. The Reunion takes place on the historic Lunenburg waterfront, including the docks of the Fisheries Museum of the Atlantic, several wharves owned and operated by the Waterfront Development Corporation Ltd., the docks of the historic Adams & Knickle fishing company, The Dory Shop and on down to the historic former Smith and Rhuland Shipyard property where the original Bluenose was built and the modern Bluenose II is being rebuilt.

The next major event is July 19 through to the 29th. The Tall Ships are gathering in Halifax for a weekend of activities highlighted by the spectacular Parade of Sail. After the Tall Ships® leave Halifax, they will visit ports around Nova Scotia. One group of ships will sail along the Eastern Shore to Port Hawkesbury and then to Pictou and Pugwash. Another group will sail the South Shore of the province to Lunenburg and Shelburne.

Later on September 14, 15, and 16 there will be a new event; WET Atlantic 2012 is to be presented by Waterfront Development and it is an exposition covering all aspects of water activity - recreational, sport and commercial. The Nova Scotia Boatbuilder's Association is actively involved as the industry partner.

WET Atlantic was initiated on the basis that as Canada's Ocean Playground, Nova Scotia should have an in water marine exposition. The event comprises a 50,000 square foot fenced compound with a 20,000 square foot tent and significant open space for outdoor exhibits. This is complemented by the Foundation dock area immediately in front of the Waterfront Warehouse, which will feature approximately thirty to forty vessels of up to 50' in length.

The Atlantic Marine Trades Association Annual General Meeting has now been scheduled as well. The AGM will be held in Halifax, November 22 and 23, 2012.

boatingatlanticcanada.com

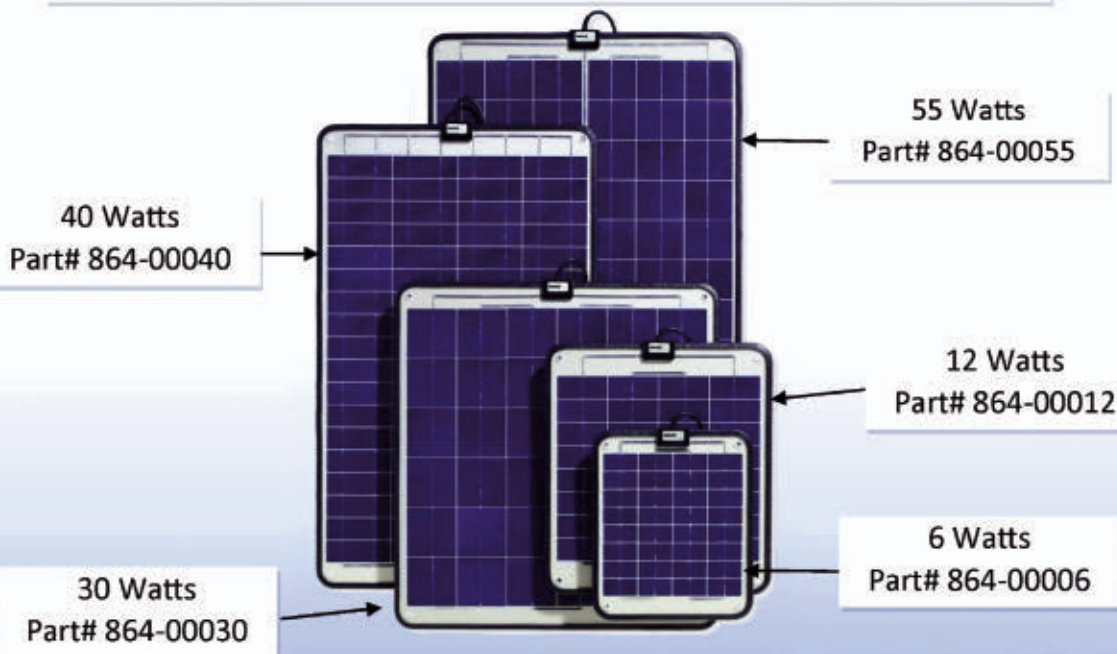


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