

OCTOBER 2012

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BY ANDY ADAMS

## The Value of Information

**IF THERE'S ANY DOUBT** about the value of information, read our Manufacturing and Fabrication feature about Rossiter Boats. It appears in this issue on page 11. In spite of having an excellent background in marketing himself, company owner Scott Hanson assembled an advisory group to help guide him in the business.

The advisory group brings outside information and a valuable perspective that has helped Scott achieve a 60% business increase in 2012. Very impressive results!

This year, the industry should have a great opportunity to move ahead. It's our belief that the North American economy is heading for a great year in 2013. In the "Canada—Market for Growth" article on page 16, we share some research about why we're feeling so good about the coming year.

The positive sentiment and excitement that the U.S. presidential election this November will generate, should be enough to get the year off to a good start.

The value of information also applies to the international situation. Europe continues to struggle with their debt crisis, although recently, the Euro-zone countries have come together to buy bond issues from some of the distressed countries that have been a drag on the global economy.

The whole world is watching the Chinese economy as it moves toward emulating the North American lifestyle. Because of the sheer size of this population however, the rise of an affluent middle-class has the ability to drive incredible economic prosperity, at least in the short term.

The 2013 boating season really starts with the Toronto International Boat Show in January. The Boat Show dates this season are January 12th to the 20th, 2013. As always, a large percentage of the people involved in Canada's marine industry will be at the show.

Mark your calendars for Monday, January 14th, and plan to be in the building by 9:30 a.m. All marine industry executives will benefit from attending an important information session that is now in the final planning stages. The National Marine Manufacturers Association, NMMA Canada will be joined by representatives from GE Capital Consumer Distribution Finance and *Boating Industry Canada* magazine for an important morning of industry information. Watch for more information on this valuable session. Attendance is free but registration is required.


What information do you use now, to help guide your business?

In recent years, we have observed that trends—both up and down—can happen very quickly. It's increasingly important to stay on top of developments that may alter consumer sentiment.

At *Boating Industry Canada*, we will do our best to gather as much useful information as possible, bringing it to you both in this magazine and to our weekly electronic newsletter, *Newsweek*. Make sure that the key people in your business take a few minutes to read through your copy of *Boating Industry Canada* magazine and also encourage all your people to stay abreast of developments and important news and events in your industry by reading *Newsweek*.

We think things are looking good for the future of the marine industry. We hope to see you at the upcoming information session at the Toronto International Boat Show on January 14th!!

Andy Adams - Editor



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The Szwez family is very proud that 90% of the products that Dock Edge sells are made in their factories in Canada. Wally Szwez, (center) with his sons Michael (far left), Chris and (on the right) David stop for a photo in their shipping area.



# METS 2012 – 25<sup>th</sup> ANNIVERSARY EVENT

## Time to celebrate

METS, the biggest and best attended leisure marine trade show in the world, celebrates its 25<sup>th</sup> anniversary in 2012. The show has come through boom years and lean times but every year for a quarter of a century METS has continued to build international recognition as the undisputed number one trade show of its kind.

## How METS works

METS and its associated SuperYacht Pavilion (SYP) is strictly trade-only, product focused and truly international with exhibitors and visitors coming from over 100 countries every year. There are renowned national pavilions, organised by 15 different marine industry associations from all over the globe.

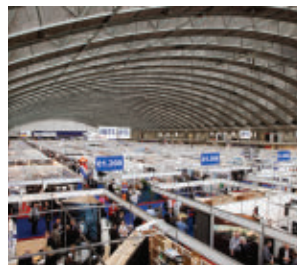


## METS works

It is the best venue for serious face-to-face networking and has a unique family ambience. Industry professionals return to METS year on year to meet new faces but also to catch up with the many industry contacts they have built up over the years. If you only see someone once a year, you'll see them at METS!

## Products and prizes

METS is an unrivalled gallery of proven and new products in all categories within the leisure marine sector. It's the place to spot emerging trends and innovations, and to see the extra special products that have won acclaim as finalists in the DAME (Design Award METS) prize, the undisputed leisure marine design award of the year.



## 25 years

Beware of the party spirit at METS 2012! A 25<sup>th</sup> birthday is a truly special landmark event. METS started back in 1988 with just over 100 exhibitors, and in 2011 had 1,331. In 1988 we had two national pavilions and modest exhibition space but by 2011 we had 15 established national pavilions and nine halls in the new RAI Europa Complex... there is a lot to celebrate!

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# No Time for Hibernating

For us, boating is a business; for customers, boating is a lifestyle.

BY JOHN MORRIS

The America's Cup promises great entertainment value as boats like Emirates Team New Zealand's wing-sailed foil borne catamaran streaks to 40knots +!



**MY HANDY ONLINE** dictionary defines lifestyle as, "Noun: the way in which a person or group lives." What's critical is what isn't there...nowhere does it say "during the summer." Now as autumn collapses its tent, it's possibly even more important to ramp up our efforts to support our customers and prospects. This is the time when the boating lifestyle comes under stress from back-to-school, vacations in Varadero and snow. We can play a significant role in keeping summer alive by keeping boating alive through non-summer months.

If you're a boater, a significant portion of the derived enjoyment comes from simply being a boater, rather than from the

time that is actually spent aboard. It's the photo on your office wall, the topsiders you wear to dinner parties and the opportunity to discuss what a great summer you had from the perspective of your cockpit. There's no reason whatsoever this has to stop simply because the boat is on its cradle. In fact, there's a slew of opportunities to keep the boat love strong all during the off-season and it's up to us to incubate those warm feelings by understanding them and sharing the passion.

The specifics of what you can do to keep the flame burning bright depend to some part on the nature of your operation, the community in which you operate and the length of your customer

list. But you have allies in this effort, and part of this mission is to identify them.

## The Squadron

The most obvious place to get involved is the CPS. The Canadian Power and Sail Squadrons have an important role in our world and you have every reason to help them achieve it. CPS courses are by far the most accessible means to learn everything from the basics of boating right-of-way to the arcane details of celestial navigation.

Plus, to be self-serving for just a moment, the CPS courses feed directly to your chandlery shelves. Anyone who takes, say, Electronic Charting is a pretty hot prospect to purchase equipment ▶

and software. Here's a bit of the course description: "Get the latest information about connecting your GPS to a laptop, desktop, PDA or tablet computer, and navigational programs." That sounds like a winter's worth of fun for boaters and possibly a sale for you. Are you active in facilitating that course with your local CPS? Did you loan them some equipment to help students learn what's available? Have you planned an open house for those course students or the ones taking RADAR for Pleasure Craft or any of the other CPS tutelage available?

### America's Cup

While it's true that hockey is about to dominate the airwaves (this is a maybe as we go to print, but it will restart even-

There's a laundry list of topics that invite forums, guest speakers, and PowerPoints that will get boaters and potential boaters out for an evening. There are videos available from charter companies (both sail and power) there are adventure speakers like Canadian Diane Reid who plans to race from France to Guadeloupe alone in a 21-footer and she's happy to come meet the your people and explain what crazy forces motivate her. Power cruising in Europe makes beautiful pictures and everyone can relate to spectacular meals in stunning settings. Even within your own customer roster, there are experienced boaters who can share their knowledge with beginners and intermediates. Seek them out and set them up.

These kinds of initiatives go nicely into

are these new joystick systems? You can easily spend an evening discussing propeller technology—bring out some wheels and show what happens. Everyone grouches that time is at a premium to explain this stuff during the summer, but now it's not summer so put on your educator's hat.

Sailors can discuss sailcloth and racing tactics; why can't power owners discuss strakes and planing vs. displacement hulls. Too dry, you say? Make it interesting or find someone who can. There are many topics worthy of discussion that make a fine way to while away a Monday evening in November. Follow it up with an easy to make onboard sweet served on anchor motif napkins. It may sound corny, but your customers are suffering

*...to be self-serving for just a moment, the CPS courses feed directly to your chandlery shelves. Anyone who takes, say, Electronic Charting is a pretty hot prospect to purchase equipment and software.*

tually) the America's Cup is coming this summer. While for most boaters it's a pretty long reach to battling for the Auld Mug in screaming high-tech catamarans, nonetheless it is boats on television, on the internet and it is sponsored by some large American corporations who will ensure it's marketed like crazy. That may or may not sell BMWs or expensive luggage but America's Cup is something that boaters can relate to, if only because it involves water.

Maybe this gives an opportunity for a pub night—even if your boaters couldn't give a sail tie about the Cup, an excuse to hang with friends and hoist an ale is rarely a bad suggestion.

### A Boater Night Out

Perhaps big ticket sailing isn't the hot button for your customers, so what is?

websites and newsletters giving you additional reasons for contact. Still, virtual contact remains in second place to real life, for the time being anyhow. Give the boaters in your area a reason to get their Toyotas out of the driveway and join you to celebrate the lifestyle—even if it's only every second Tuesday.

### Power Night

Let's face it, if you're in the sail business, a lot of these ideas come more easily than they do if you're in the powerboat business. From my perspective this means that there are more opportunities for the power crowd, since there are fewer interests pursuing them.

Boat handling remains a complex topic. How does a twin prop system work and how does this help you? What

withdrawal—help them out.

Here's another batch of keep-them-interested thoughts: Boats in the Santa Parade, the Christmas boaters' gift gallery, winter locker swap, insurance seminars, darts (yes), movie night, free trouble shooting clinics for radios and electronics, destination planning with a rep from a cruisable destination in Canada. Etcetera.

I'm sure that you are reading this saying, "Yeah, yeah. I know all that." My suggestion is to do more of it. Boaters are people too and they get sad when they're snowed in. While taking the kids to the rink fills in the time, it's no substitute for the real boating thing. You're the one who can benefit from beating boating cabin fever. Make money, and cement relationships, while the sun doesn't shine. ■



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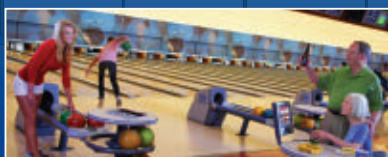
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# Rossiter Boats Steadily Grows into International Exporter

Rossiter's newest model is the 17 Runabout.



BY ANDY ADAMS

**THE QUESTION** we wanted to ask was: how can a very small Canadian boat-builder achieve steady growth, expand into markets beyond Canada and make it into the big leagues?

That is exactly the achievement of Rossiter boats. Started years ago by George Rossiter (see [www.boatingindustry.ca](http://www.boatingindustry.ca), Digital Editions, April 2009) who began hand-building and repairing double ended rowing skiffs on Georgian Bay, the company is now guided by Scott Hanson into a wider range of models including powerboats and to what I consider to be the big leagues of boatbuilding. Specifically, he now has American dealers with a floor plan financing arrangement.

With affable good humour, Scott talks about buying the business from George Rossiter. He said, "I bought it in 2007 and I soon realized that was the beginning of the end of the new boat sales boom!"

The decline in the marine industry through 2008, 2009 and 2010 is well-documented. Business was nothing great in 2011 for most people either, but through that time, Scott continued his line of human-powered craft, developed not one but two powerboats, sold the shop he bought and moved into a larger rented premises in Markdale, ON, gathered together a critically important team of skilled people and put his marketing knowledge to good use.

From the outset, Scott was attracted to George's very beautiful double-ended rowing skiffs and Scott was determined to uphold his dedication to quality. Specifically, George always said, "Let's exceed expectations in performance and quality."

Scott understands that he's building expensive toys. In our interview, he said that nobody needs a Rossiter—or any other kind of boat really—but lots of people want them and although the boats

are not cheap, they have to deliver value.

With a mixture of both pride and amazement, Scott explained that his focus on handcrafted quality has gone over very well in the U.S. market and he told me that more than one person has compared his Rossiter to a Hinckley. Buyers contact him to say how happy they are with their new boat and in particular, how pleased they are with the performance on his power models.

Using very traditional deep vee hull designs, his two Rossiter powerboat models, the 14 and 17 deliver big water performance from a relatively little boat. The 17 is surprisingly spacious inside as well and it feels like a much larger boat than it is.

Even in a boat show venue, the Rossiter boats and their traditional designs stand out from the crowd. But, Scott recognizes that sales success requires a lot more than just styling and eye candy.

George Rossiter's original observation ►

An environmentally compliant and very expensive spray booth in the background is an important part of the excellent working conditions in the new Markdale shop.



about exceeding expectations for performance and quality are great values to aspire to, but the buyer only gets confirmation after they have purchased their boat and begin enjoying it.

From the time he bought the company, Scott knew that he needed both dealers and a presence at the boat shows. Being located in Ontario, the Toronto International Boat Show was a given, but he also realized that his very salty deep vee designs and his traditional rowboat models would be very attractive to the people who visit the Annapolis Boat Show.

For a builder who only has a staff of six people and until recently has built fewer than 100 boats a year, making the commitment to the expensive floor space at the Toronto International Boat Show, or to the very long journey to the Annapolis Show represents a major investment in time and resources.

That is even more difficult because Scott has invested his own money during tough times. It takes courage and a real belief in your product to keep investing, but last year, he paid the money to be in the Miami International Boat Show with an impressively large display that had four of his boats.

The “big presence” with the beach banners blowing in the wind, the Miami sun and the attractive presentations of the boats, was as much aimed at attracting dealers as it was consumers.

At a time when many American boat builders were filing for bankruptcy, here was a small Canadian builder putting up an impressive display and showing a lot of confidence.

In 2012/2013, Scott will personally set up his displays of Rossiter boats at the Annapolis Boat Show, Boston, Miami, Toronto, the Cottage Life Show in Toronto and also the Muskoka Boat Show during the summer in Gravenhurst, ON.

It's a major investment of both time and resources but as Scott said, “I believe that you have a responsibility to push.”

“Putting the responsibility on your dealers to do the marketing and build your brand is not a reasonable expectation in my view” Scott continued, “We are partnering with our dealers to have a mutual business development strategy that benefits both parties.”

If you're already a dealer involved with a volume builder, you are certain to have heard about the “level loading” of their factories.

The concept of level loading is easy to understand. The boatbuilder wants to keep their people and their facilities working at an efficient pace 12 months a year. It takes a certain amount of production to pay the basic factory operating costs until you reach a level that eclipses cost and gets into profitability, then the incremental profit on subsequent boats is far higher.

Yet, the marine industry is a seasonal

business in Canada. Dealers want boats to show in the winter and then boats delivered to customers in the spring, but from August through late fall, volume goes way down, cash flow slows and the long cash flow drought until April begins again.

The conventional boatbuilder solution is to burden the dealers with inventory requirements by adjusting their pricing and delivery requirements to incentivize (or maybe it's force) dealers to take inventory in the fall and winter, paying the interest cost of floor planning through to the spring.

Scott created his own unique approach to this problem. To start, he realizes people have to drive and experience Rossiter boats to appreciate them. So, he makes sure that he has at least a small group of demo products out there in the marketplace being shared amongst his dealers and demonstrated to customers.

The next step is to get commitments for production by having his dealers “book building spots”. A small deposit will hold the building spot and that deposit is applied to the boat, but it's still a commitment to building a boat at a certain time. From a business management perspective, it still facilitates the planning necessary to be efficient with the plant the materials and the rest of his resources.

This year, based on the many factors involved, the company came close to achieving capacity. With more people and perhaps some additional equipment, the ▶





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Rossiter Boats' Markdale shop has high ceilings, good lighting and a radiant floor heating—ideal for fiberglass work.

Markdale facility has the ability to produce significantly more boats, but Scott takes the process one step at a time.

He's not being overly aggressive, the dealers aren't pushed to make unrealistic commitments and yet they know they will have to plan ahead to satisfy their own customers.

The whole process manages on a collaborative basis and Scott corrects me—he feels he does not have “dealers” but rather, “marketing partners”.

We asked Scott how he defines success and he said, “If we deliver a product that delivers exceptional quality and performance, we will continue to experience growth and we see that as success. This process creates the opportunity for both the business owner and the people who are committed to working in that business, to achieve their own personal goals.”

Another very important aspect of running this business is the fact that at the end of each season, Scott hosts an off-site meeting for all of his people. There, they are invited to participate in the operation of the business by sharing their ideas and as a group asking themselves what was done well, how things worked and what can be done better. As a group, they continue to improve the customer experience of Rossiter boat ownership.

So, the bottom line should be the bottom line—is the business really doing well?

Scott shared with us that at least in

a small way, the business has grown every year since he purchased it in 2007 and cumulatively through the great recession Rossiter Boats has grown four-fold. The company achieves growth in unit volume and revenue growth, and margin growth each year.

The jump to the big leagues seems to be happening now. Scott hired a manufacturer's rep for the U.S. Eastern Seaboard, to service customers, handle shows and work with Rossiter's marketing partners all the way from Nova Scotia to Florida.

The real signal that they've made it to the big leagues is that they are now approved with GE Capital Commercial Distribution Finance to floor plan their U.S. dealers.

That achievement resulted in a tremendous expansion in the number of dealers that they are able to have in the United States. That in turn has moved them up another notch.

Starting in 2013, Rossiter Boats will pre-rig Yamaha engines in Canada and export them into the United States! You can't help but feel a little sense of pride to see that happening.

When you go into the Rossiter shop, you see that Scott also invests in the environmental aspects with approved spray booths, ventilating systems and a strong worker safety focus. Additionally, it's a gorgeous shop with high ceilings, good lighting and a radiant floor heating—ideal for fiberglass work.

We couldn't resist asking Scott about

winter work and whether or not he was forced to lay people off in the cold season. He was pleased to address the question and wanted to emphasize that to maintain the product quality and his brand's reputation, it's essential to keep his experienced staff employed 12 months for quality control and to avoid the volatility that could lead to warranty claims and dissatisfied customers.

He also has gathered a business and marketing advisory group including people who are both inside and outside of this business to provide the business knowledge, experience and ideas that obviously contribute to the success of Rossiter Boats.

In spite of such a solid performance through the very difficult market conditions, Scott shared with us that his biggest challenge (and probably for all small Canadian manufacturers) is access to credit financing. As Scott explained, “Even with 50% deposits down on a firm order, I can't get bank financing to build that boat. We have had to line up private resources and that eats into the margins and restricts growth.”

The challenges are certainly not over, but it's impressive how this Canadian manufacturer invested into the tough times, maintained their advertising presence and sewn the seeds of customer interest that Scott continues to reap today. The company's sales are ahead 60% for 2012. His ideas seem to be proving to work out well! ■



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# Canada - Market for Growth



The Canadian flag flies over one of Canada's many freshwater marinas. This marina has over 500 slips.

**THE COMING YEARS** look especially good for Canada. When the economy strengthens, people can buy luxury items like vacations, cottage properties and boats.

Canadians love boats.

In a recent presentation about fishing by the Ministry of Natural Resources, the government agency estimated that there are 250,000 lakes in the province of Ontario alone. The Muskoka Lakes, only 90 minutes north of Toronto, Canada's largest city, have so many bays and islands that our government estimates 1,500 miles of shoreline on those three lakes alone.

By car, you can drive all the way around the Muskoka Lakes in about an hour. Cold deep freshwater, rocky granite shorelines and hills and islands crested with towering pine trees are typical of the geography there.

Straddling the border between Ontario and Manitoba is Lake of the Woods. The geography is very similar: granite, deep cool water and wonderful pine trees. The biggest difference is that Lake of the Woods is comparatively huge with an

estimated 6,000 miles of shoreline!

Those and thousands of other lakes drain into the Great Lakes. From what's called the Lakehead in Thunder Bay, into Lake Superior and down through the chain of Great Lakes ending with Lake Ontario on the east, the Great Lakes connect in the Thousand Islands area to the St. Lawrence River. From there, ships and recreational boaters alike can travel out past Montréal, past Québec City and on to the Maritimes and the Atlantic Ocean.

Québec is also dotted with lakes. Atlantic Canada is legendary for boating and shipping while on Canada's West Coast, British Columbia has both beautiful lakes in its interior and the Pacific coastline that's considered to be one of the finest recreational boat cruising grounds in the world.

If you're in the Marine business in Canada or if you are exporting your products into Canada, this is a market for growth.

The Canadian economy is stable, interest rates are low, consumer credit

is readily available and Canada's huge population of Baby Boomers is entering their retirement years; a perfect time for them to invest in a new boat.

The National Marine Manufacturers Association, NMMA Canada recently released their 2010/2011 Canadian Recreational Boating Statistical Abstract with a broad range of research information about boating participation and boat sales in Canada. Some highlights include:

- In 2011, sales of new and pre-owned recreational boats and new outboard engines totaled \$2.8 billion
- There were 44,400 new boats sold during 2011
- It is estimated that 38% of Canadian adults went boating at least once during 2011, which translates to 10.5 million boaters
- 20% of Canadian households own at least one boat
- 42% of men are boaters compared to 35% of women
- Current boating participants tend to be married, have children living



at home, a household income > \$80,000, are university educated and work full time

- The top four boating activities in 2011 were swimming (62%), sight-seeing (54%), nature observation (53%) and fishing (51%)

The marketplace started the summer of 2012 with real strength and growth in sales numbers. The organization that supplies floor plan financing to Canada's marine dealers is GE Capital, Commercial Distribution Finance (GE CDF). In the August 2012 issue of *Boating Industry Canada* magazine, GE CDF reported sales numbers through their dealer group to the 2012 mid-season showing a year-over-year volume percentage change at wholesale of 14%.

All areas except Atlantic Canada showed increases in wholesale shipments through to the end of May over the same period in 2011, and Western Canada, Alberta and British Columbia were up 22%.

The Federal Government agency, Transport Canada gathers information on boat registration. All boats, except canoes and small paddle-powered vessels, are to be registered with the government and they are to display their registration numbers prominently.

Transport Canada reports on both new registrations and transfers of registration which are almost always used boats changing hands.

The data comparing the year-to-date numbers show a solid year-over-year increase of 12.165%. Total registrations for the year from the start of the government fiscal year, April 1st to August 31st, gives a five-month picture through the summer season.

A substantial number of each year's sales take place during this time period, and in 2011 Canada saw a combined total of 77,680 registrations compared to a 2012 total of 87,130.

Because of the language and culture differences in Québec, the industry there is somewhat independent from the rest of the Canadian industry, but boating is just as big.

At the September Montréal In-Water Boat Show at the Old Port, about 100 boats were on display. The In-Water Boat Show is sponsored by the Québec

Marine Association.

The leisure boating and water sports industry is surprisingly large in Québec. Its president, Yves Paquette, told the Montréal Gazette newspaper, with about 800,000 watercraft generating direct annual revenues of \$2.4 billion and with a total economic impact of \$5.8 billion a year, the numbers reflect the size of the industry. That covers all nautical sectors, from motorboat builders to marinas and increasingly popular water sports. The biggest segment—between 30 and 40 per cent—is traditional fishing boats and outboard motorboats, Paquette said. "We're pretty unique here because practically no Québecer is more than 20 kilometres from water."

For those in other countries who consider exporting into Canada, it seems reasonable to say this country expects a significant economic lift in the coming year. The single biggest factor is the economy in the United States.

The United States is Canada's single largest trading partner and this country really benefits from a booming U.S. economy. Canada's oil and gas industry in particular, benefit because Canada is a nearby, growing and politically stable source of energy.

It is an election year and there is always a wave of optimism around a U.S. election. November will determine if Democrat Barack Obama returns for a second term as President, or if Republican Mitt Romney takes the helm. Either way, Americans will expect a change and an economic lift.

In the United States, no other sector has as great an impact as a thriving auto industry. Even now, American car and truck sales have recently posted a big increase in August 2012 as consumers appear to show more interest in the automotive market. It should be remembered that cars only last so long and the "North American fleet" is quite old at this stage. Regardless of the economy, people still need to commute to work, drive children to school and fulfill life's other errands and obligations.

Chrysler Group LLC, General Motors Company and Ford Motor Company each reported double-digit sales gains in August from a year earlier.

August could turn out to be one

of strongest sales months of 2012 as Japanese carmakers posted sizable volume increases—last year's tsunami in Japan depressed production and sales in August 2011.

General Motors' U.S. auto sales rose 10 percent, Chrysler's rose 14 percent, and Ford's results improved 13 percent. Toyota Motor Corporation's U.S. auto sales increased 46 percent and Honda Motor Company posted a 60 percent gain.

As much as cars and trucks are a business and social necessity, boats are still loved and coveted in the U.S. Recently, analysts at Wells Fargo projected year-over-year U.S. boat sales to be up 10 percent in 2012 from last year, with the global industry up 4.5 percent.

U.S. retail boat sales continued at a solid pace, with 8.8 percent year-over-year growth in July in the key powerboat segments, driven by aluminum, outboard and small fiberglass sales. That's according to numbers from Statistical Surveys, cited in a Wells Fargo report that advised investors to continue building positions in Brunswick Corporation stock. Sales in the United States of aluminum boats above 16 feet increased 9.5 percent year-over-year in July, to 4,467 units, with pontoon boats up 12.6 percent and fishing boats up 5.3 percent.

Smaller fiberglass boats increased 8.7 percent year-over-year, to 4,225 units, including 20.5 percent growth in sales of 11- to 40-foot outboard fiberglass boats and an 8.6 percent decline in sales of 14- to 30-foot inboard and stern-drive boats.

"We continue to believe the industry outlook and visibility for an ongoing U.S. marine market recovery in 2013 would be enhanced once the tax, fiscal and regulatory environment are more constructively addressed post-November election," Brunswick analyst Timothy Conder wrote.

Brunswick Corporation is a very significant force in Canada and includes ownership of Princecraft aluminum boats, probably the single largest volume boat builder in Canada.

With arguably the greatest boating environment in the world, a large retiring population, low interest rates, plenty of available consumer credit and the expected economic lift from the United States in the coming months, Canada is certain to be a market for growth! ■

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# Wally Szwez and Dock Edge

## Even After 40 Years, Wally Szwez is Excited About the Future!

BY ANDY ADAMS



Wally Szwez explains one of their extruding lines. Here, they are making a very complicated shape of piling fender.

**YOU MIGHT THINK** that a person would lose their enthusiasm or sense of anticipation after more than 40 years in the business, but the years have not dulled the positive attitude, nor the innovative drive that clearly keeps Wally Szwez going.

Now joined in the business by his three sons, Michael, David and Christopher, new products roll out regularly, business meetings and travel are nearly constant and there are new challenges all the time.

The business is named Dock Edge, and yes—they have all the components to build and accessorize a dock. However, there is always a new idea to be developed, and with the manufacturing expertise the company has acquired over the years, there are custom jobs to add interest as well.

Approximately 90% of their products are Canadian-made using North American materials and processes—a very important element of Wally's business.

"I wish I was 25 again," Wally said,

"I need some kind of Fountain of Youth or something!"

The energy crisis in the mid-1980s raised another opportunity for Wally, and he was involved in extruding rooftop solar panels used as energy-saving swimming pool heaters. His marketing focused in the southern United States at that time and the venture helped him gain extruding experience.

Through that, Dock Edge learned the solar business. Although once the Government Energy Grants ended, the business ended as well; too bad, but Wally just moved on, expanding into other areas.

The company has always sold to Marine OEM, marine distributors, and mass merchandisers. As far back as 1972, Wally went to Chicago and made presentations to Montgomery Ward, Sears, Spiegel, ACE and other big American retailers. This really helped him learn the ropes on exporting. He was barely 26

years old when he sold \$1,000,000 worth of portable toilets to the giant American retailer, Montgomery Ward.

From there, Wally attended trade shows in Europe seeking out new markets and growing his business. Ultimately, he reached 52 countries in the world where he could sell toilets. Often his accounts were in the sporting goods and recreational product area and following his success of toilet sales, he was able to tap into his expansive market knowledge and, more importantly, all of the relationships forged over that time.

Wally used to go on the road with toilets and holding tanks. Eventually, he sold to the Bayliner Boat Company and Orin Edson who wound up buying thousands of units for Bayliner.

Other boat companies followed. He sold to George Hinterhoeller, Doral, Grew and others in Canada.

In the true entrepreneurial fashion, ▶



Wally didn't see himself as being constrained into any one area. Selling portable toilets was just one thing.

Privately, one of Wally's passions was fishing in Georgian Bay out of the Honey Harbour area. As a young man, Wally rented an outboard motor from Currie Bulmer down on Bathurst Street, near where he lived in Toronto. That got him started on both boating and on Honey Harbour where the family still has a cottage today. And, Charlie Bulmer at CC Marine is still a long-standing customer for Wally's products.

In 1991, Wally and the engineer from Sanitation Equipment formed a partnership and started Dock Edge. They began production of a dock bumper extrusion. Before that, people used to hang old tires, strips of rubber and other junk on their docks to try and protect their boats.

Their air cushion dock bumper with its air entrapment systems was a big improvement and these are still found on the market today. This early success was based on what is now a long history of new ideas and innovation.

It would have been understandable if Wally saw himself in the toilet or sanitation business but instead, he recognized that he was into roto-moulding plastic—and that process could make all sorts of products. With the development of their air cushion dock bumper, he entered the business of extruding. Their product line

grew and they started exporting Dock Edge products into the United States.

Another key skill of Wally's was his working knowledge of shipping and logistics. You can't sell something that you can't ship economically. This skill inspired the design revision of the fiberglass mooring whip, making it much easier to both manufacture and ship, which dropped the price from \$600/set to only \$150/set.

Next, Wally bought out Howell and their modular dock hardware systems in 1998. This move not only supported the growth of Dock Edge's product line for docks but more significantly, the acquisition brought them into the stamping and metal fabricating business. This company is now called Howell Stamping.

Another company they acquired was Rotech Industries, a roto-moulding company, which is now called Dolphin International Inc.

Under the corporate structure of Dock Edge, there are numerous brands; Dolphin International, Howell, Instacleat, Porta-Cleat, Aquamat, Dockside, 'Toon Fender, Air Cushion Profile and Solar Lites.

Mainly, Dock Edge has everything for your dock including floats, hardware of all types, ladders, cleats and more. The broad product range grew from developing the skills for roto-moulding, extrusion, stamping, and at the Howell facility a tool and die shop. The key point is they

do all their processes in-house—there are no production supply issues to slow them down. Also, they control their materials and therefore quality and warranty.

Of course, the domestic market is important but Dock Edge thrives on exporting. Over the last 25 years they have become very well-established in their market segments by being regular exhibitors at the IBEX Show, joining the NMMA Canada group at METS and continually looking for places that don't carry the range of Dock Edge's products yet.

Wally and his son Michael, who joined us for the interview, talked about how currency fluctuations are always a challenge; while raw material costs can vary widely, Dock Edge still has a great brand and product line to export.

Wally explained that there are always opportunities. He feels that we are in an amazing place right now. In his view, we are at the start of a new upwards business cycle. Wally's excitement about the future is obvious.

His business focuses on innovation and development. Wally says, "What drives any business is innovation and new products—R&D—that's our focus at Dock Edge."

Another important force is that they continue simplifying the category for their customers—Dock Edge is "one-stop-shopping" for dock-building and related parts and accessories.



A retail industry buzzword that Wally and Michael both tune into is “consolidate vendors”. Marine distributors want one-stop shopping where they can solve all their customers’ needs through one reliable, cost-effective vendor.

Of course they have competition—lots of it in fact—from Canada, the United States, China and Europe.

The cost and complexity of dealing with various vendors for a few items just doesn’t work for larger volumes and just-in-time supply. The challenge becomes having good products available at the distributor level and that means they must have:

- 1) Quality
- 2) Price
- 3) Delivery

Wally explained that the products have to show innovation and the company has to back them up with good warranty coverage. For example, the Dock Edge line of fenders have lifetime warranties.

As Dock Edge expands into world markets, they encounter more and more local competitors. That is where “Canadian made” has a special cachet.

As we mentioned, Dock Edge manufactures up to 90% of all of their products right here in Canada. Their steel and plastic products as well as aluminum are all made here out of quality North American materials.

The only thing Dock Edge sources out of China are their solar panels. Wally justifies this because solar panels are so labour-intensive, nobody can compete with the Chinese suppliers so far. Solar is on an uptrend as well, but Wally and Michael point out that battery technology is also a key element, especially on small solar-powered products like dock lights. Battery technology is ever-changing and evolving, and more efficient and durable batteries are coming to market.

Just to be clear, Dock Edge sells to mass merchants, marine distributors and professional dock builders. The company does not sell to dealers or the public and they do not sell retail on the web.

Even without hearing him say so, marketing is clearly the real key to success for

Wally and Dock Edge. The contacts and relationships are essential and he is proud to say that he still sells to some of the same people that he sold to 40 years ago.

The personal side is especially important in export. He believes that much of his success is based on trust. This is key to Wally’s international relationships; he’s found that once people develop that rapport and gain a sense of trust it becomes loyalty. There are lots of honest people out there, but buyers get confidence placing orders by knowing you face-to-face, especially when dealing with long distances or making large orders.

We asked Wally and Michael about the trends in docks and shoreline structures and they told us that “easily removable” is big. People look more toward stationary and floating docks because they are

*Their founding product at Dock Edge is the air cushion bumper...they (recently) shipped a large quantity to Poland for a new marina. In fact, Dock Edge now exports to China!*

easily removable. They can be modular in design too, making them more convenient for consumers to easily put them in each spring and take them out in the fall. The technology on floats has improved greatly. The old technology implemented the use of styrofoam billets, but now they use sturdy but lightweight aluminum frames and roto-moulded floats that are designed to slide up on shore easily, on skid plates. Boat lifts are also a growing segment. Consumers can accessorize their dock with innovations like Dock Edge’s flip up cleats and ladders that offer greater safety. Consumers want that type of innovation.

On the export side, Eastern Europe and some other areas now have a growing middle class who are starting to take an interest in recreational boating and that’s a good thing. Their founding product at Dock Edge is the air cushion bumper which is unique in Eastern Europe; they shipped a large quantity to Poland for a new marina.

In fact, Dock Edge now exports to China!

They recently attended the Shanghai boat show and now have representation there. Wally returned to China just two weeks after our interview and he made some very important and encouraging comments about the Chinese marketplace.

First, he felt that some manufacturing would come back to Canada from China because of import costs and the fact that Chinese prices are up while their deliveries are taking longer. Wally reasoned that they have labour issues—apparently, when some Chinese workers go home for New Year’s, they stay in their villages and revert to their old way of life. They don’t return to the factories.

Wally also made it clear that the standard of living is rising very fast with Chinese consumers seeking designer clothes, exclusive shops and high-star hotels springing up in great numbers.

Wally and Michael see Canada as having a great manufacturing opportunity to export even to China, Brazil and Eastern Europe because our Canadian products have that “cachet”. They are seen as premium products,

equal to those made in the United States or Germany. The Chinese view us as premium quality manufacturers because of our Canadian standard of living.

Michael felt that exporting should be a priority for Canadian companies now; he sees huge potential because Canada has both the infrastructure and the cachet around our products and Canadian quality.

For a new Canadian exporter, find a niche and grab a trend—in marine it’s all trend.

Wally was less positive about Canadian participation at METS noting that while Canada has great opportunities there, we only have a handful of Canadian companies in the NMMA Canada METS exhibitor group while the U.S. Pavilion has perhaps 100 exhibitors, 30 to 50 come from Scandinavia and even Italy has almost as many exhibitors as the United States.

Simply—Canada should be there in a much bigger way. You can bet Dock Edge will be there! ■



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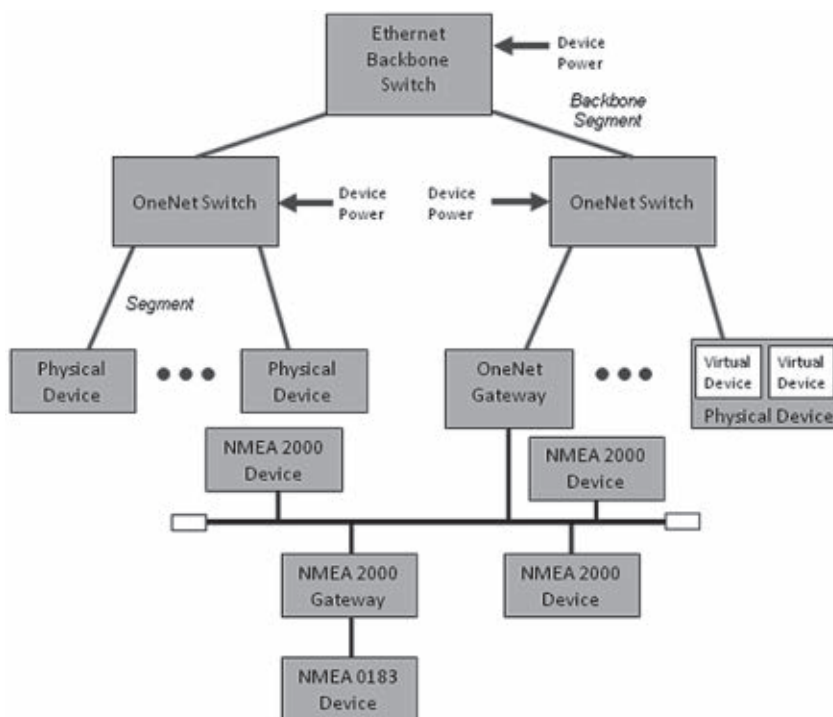
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Example of NMEA One Net® network topology:

All of the elements of an NMEA 0183 device, along with NMEA 2000® devices and in the future OneNet® devices will be to communicate safely.

# Introducing OneNet®

## Think of it as NMEA 2000® on steroids

**NMEA 2000®** is about to take off. Over the last few years, marine electronics manufacturers have worked overtime to develop a common infrastructure to transport NMEA 2000® messages over Ethernet. The solution is OneNet®, which should be operational by late 2014.

Some manufacturers currently use the higher bandwidth of Ethernet for video, or utilize the existing NMEA 2000® message structure for proprietary messaging since the basic architecture of the NMEA 2000® message is rooted in a binary numerical system. Electronics manufacturers came to NMEA asking for a standardized method of transmitting NMEA 2000® messages on Ethernet.

"NMEA OneNet® does not replace NMEA 2000®," said NMEA Technical Director Steve Spitzer. "NMEA OneNet® uses the physical and network layer standard based on the IEEE 802.3 Ethernet

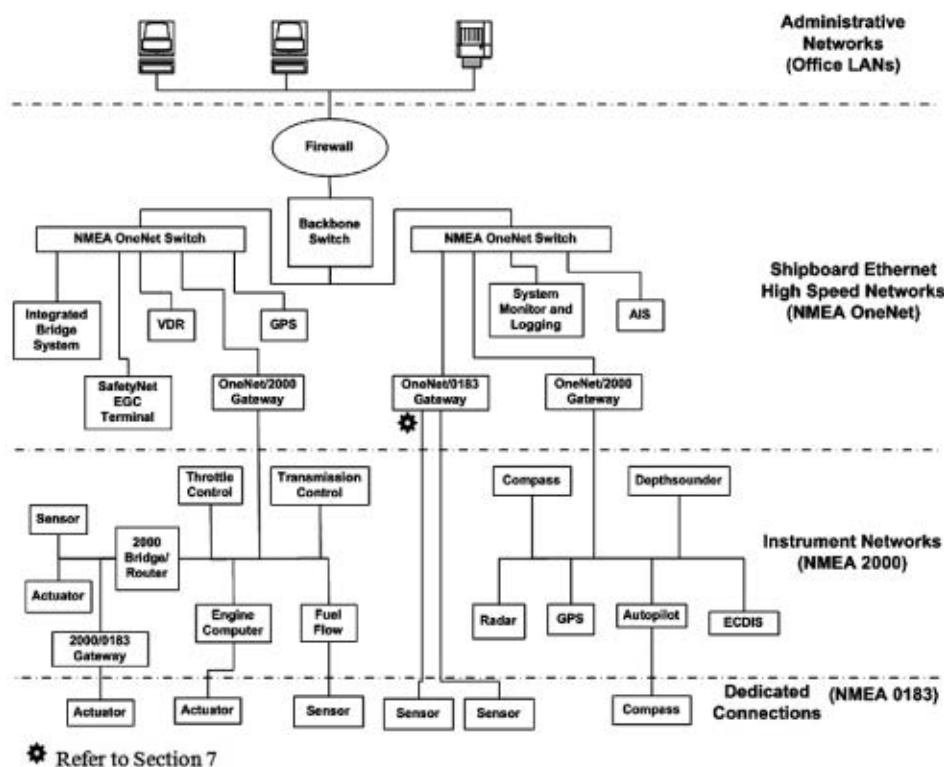
Standard. OneNet® complements the NMEA 2000® Standard and preserves existing and future NMEA 2000® messages (PGNs). OneNet® is not recommended for real-time critical data, because the NMEA 2000® Controller Area Network (CAN) enables prioritization and guarantees that the message transmitted will always get through to certified devices. IEEE 802.3 cannot provide the same guarantee of message delivery."

The primary goals of OneNet® are to:

- Transport NMEA 2000® Network Messages on Ethernet in a standardized manner (via standardized OneNet® message format architecture).
- Complement and interoperate with the established NMEA 2000® Network Standard.
- Establish standardized gateway rules between NMEA 2000® and NMEA OneNet®.
- Support high bandwidth applications

such as video data transport, which is not possible using NMEA 2000® Network.

NMEA's OneNet® Committee has done the heavy lifting in developing the draft standard. The following manufacturers contributed their engineering expertise and were instrumental in the process: Actisense, Airmar, Digital Yacht, Electronic Telecommunications Research Institute of South Korea, Flir, Fugawi, Furuno, Garmin, Johnson Outdoors, Krill Systems, Maretron, Maritime University of South Korea, Molex, Mystic Valley Communications, Navico, Raymarine, United States Coast Guard Headquarters, and Victron Energy Systems. Additionally, the U.S. Coast Guard R&D center has contributed invaluable input to ensure that OneNet® meets the needs of commercial vessels and national and international standards authorities. ▶



The committee looked at a larger vessel integration and this is what that may look like:

The committee believes that OneNet® will not replace NMEA 2000® or NMEA 0183 within the foreseeable future. Each will have its place on a boat.

Some key features of OneNet® are:

- Greater bandwidth - with up to one Gigabit or faster transfer speed directly to the OneNet® devices. Ethernet is 400 times the speed of a NMEA 2000® CAN bus.
- Designed to be scalable - OneNet® backbones may exceed 100 Megabits/sec, using other standard Ethernet physical layers such as Gigabit Ethernet and fiber optics.
- More devices - OneNet® can support up to 65,024 physical devices versus CAN bus' 50 devices, allowing larger and more complex networks to be created.
- Greater power capacity - With Power Over Ethernet (PoE), each physical device may be separately powered up to 15.4 watts directly from the Ethernet switch.
- Video - incorporates existing internationally recognized video standards.
- Ubiquitous technology - Ethernet is used everywhere in homes, offices and industrial environments and is well understood.

Many marine electronic products already implement and support the Ethernet protocol.

The committee utilized many existing RFCs (Request for Comments), including Universal Plug and Play (UPnP). RFCs are published by the Internet Engineering Task Force (IETF) and describe methods and behaviours that are applicable to the working of the Internet and Internet-connected systems.

NMEA OneNet® will utilize many of the same NMEA 2000® conventions to simplify the cross over from NMEA 2000® to NMEA OneNet®. NMEA will continue the product certification process with OneNet®. Further, to assure that NMEA 2000® messages on an NMEA 2000® network were able to be implemented on NMEA OneNet®, very specific Gateway requirements were written to assure safe bidirectional communication.

Finally, there are two innovative standardized concepts that are essential requirements of NMEA OneNet®:

1. Designed A standard device web page

that will provide basic fundamental product information. This is a tremendous benefit to the installer and the end user.

2. Simple Service Discovery Protocol (SSDP) is also a mandatory requirement. This allows OneNet® devices to advertise their presence to other SSDP-compatible device on the network. This is like your printer telling your PC or Mac who they are.

The committee is working hard to complete the last of the technical details of this draft NMEA OneNet Standard. The timeline is:

1. Completion of the written standard by the end of 2013
2. Completion of BETA testing by the end of 2014
3. Publishing the standard by the end of 2014

The committee is currently looking for manufacturers who want to be BETA testers. Please contact Steve Spitzer, NMEA Technical Director, at [sspitzer@nmea.org](mailto:sspitzer@nmea.org) if you would like to participate on this committee. ■



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# Marine Trades Association Update

## BRITISH COLUMBIA MARINE TRADES ASSOCIATION (BCMTA)

It was a busy summer for the BC Marine Trades Association (BCMTA) and the pace promises to continue through the fall and winter months as the Association executes their initiatives that add business value to members.

### WWW.BCMTA.COM

The new BCMTA website launched in July. BCMTA's updated online presence balances the needs of the current and potential boating community with that of association members, government and job seekers. The site offers members an opportunity to market their companies, products and services through micro-sites that can be regularly updated; it also offers forums for members to discuss issues and share information—from government and regulatory topics to HR best practices to a marketplace. Members can also post their own job vacancies.

### BC MARINE INDUSTRY CONFERENCE—NOVEMBER 28TH & 29TH

Business and Personal Growth is the theme of the 2nd Annual BC Marine Industry Conference on November 28th & 29th at the River Rock Casino Resort in Richmond, BC. Last year's conference attracted a record crowd and the Association is working hard to top that number. Once again, members are offered a discounted rate to stay at the River Rock, 1.5 jam-packed days of speakers, engaging discussion, case studies and entertainment. For additional information, visit [www.bcmta.com](http://www.bcmta.com) or email [info@bcmta.com](mailto:info@bcmta.com). This conference is open to all members of the marine industry. BCMTA welcomes industry colleagues from across Canada!

## WANTED: SPONSORS FOR BC MARINE INDUSTRY CONFERENCE

The BCMTA is grateful for sponsors who are committed to making the BC Marine Industry Conference a success. This year's sponsorship package is available by visiting [www.bcmta.com](http://www.bcmta.com) or emailing [info@bcmta.com](mailto:info@bcmta.com). Sponsors receive recognition throughout the year as well as at the conference. Please contact BCMTA to learn how you can help support this industry gathering.

## BROCHURE PROMOTES BOATING AND BENEFITS OF BCMTA MEMBERSHIP

A glimpse of the "who, what, where and how" of boating, the BCMTA and its members is not only available online but also as a brochure and annual report. At the printer during press deadline, this concise information piece intends to meet the information needs of all BCMTA stakeholders. A PDF will be available at [www.bcmta.com](http://www.bcmta.com). For a hard copy, email [info@bcmta.com](mailto:info@bcmta.com).

## VIBS 2013 - A FAMILY AFFAIR

Planning for February's show at BC Place Stadium and Granville Island Maritime Market and Marina is well underway. If feedback from this year's event is any indication, February's show promises to be another success! The 2013 show will take into consideration the new BC Family Holiday and run Thursday, February 7th through Monday, February 11th.

## BCMTA WORKING CLOSELY WITH GOVERNMENT

The BCMTA continues to liaise with government departments, serve on government committees and advocate for industry issues at regional, provincial and federal meetings. Specific updates will be available in the next column.

*Kim Barbero - Executive Director*

## ALBERTA MARINE DEALERS ASSOCIATION (AMDA)

As reported in the April issue of "Across Canada" in Boating Industry Canada magazine, the membership of the AMDA has decided to make applications to the BCMTA associate members of that organization, rather than continuing to go it alone.

At the present time, there is still an Alberta Marine Dealers Association, but the group has not enjoined with the BCMTA en masse.

The AMDA's Rob Dawson informed us that the association membership status may still be under consideration by the BCMTA. However, we were informed by Kim Barbero, Executive Director at the BCMTA that currently, the Alberta Association is not a BCMTA member. She did state that the former members of the Alberta Association are welcome to join BCMTA as Affiliate members. That invitation has been extended.

Tim Martin also informed us that the National Tech Standards Program is in progress and on-target for a draft to be ready for review before TIBS 2013.

*Timothy Martin - Vice President*

## MID-CANADA MARINE AND POWERSPORTS DEALERS ASSOCIATION (MMPDA)

### EXCELLENT SALES IN MANITOBA

Mother Nature did it again! She blessed our region with fantastic summer weather, resulting in some of the best sales figures seen in several years. Aluminum boat sales have been the leader, closely followed by fiberglass.

Northern Manitoba experienced record-breaking heat this year resulting in a virtual "sell-out" of personal water craft!



## TV MEDIA EXPOSURE FOR FISHING

Fishing tournaments in northwestern Ontario have been very well-attended with many younger people participating. This new interest from the younger generation is paramount to the future of the marine industry in this region. We look forward to a whole new generation of boaters and fishers!

City TV Winnipeg, a division of Rogers Media, was on hand to film the KBI fishing tournament in Kenora, ON, as well as the LOWISA, an international sailing race. Both events were featured on Breakfast TV, City TV's morning show.

While MMPDA members enjoyed brisk sales over the summer, the work of the Association continues. The Education Committee is working on the development of a member education program that focuses on customer service for the entire dealership. The Association contracted Comack and Associates to develop the program and conduct a needs assessment survey to provide members with valuable information that will assist them in improving their individual businesses. The needs assessment will also present much needed information regarding the type of education that members would like to be offered by the MMPDA, as well as how members perceive the value that they receive from the Association. We look forward to rolling out the program late 2012/early 2013.

## "ON THE WATER" MINI-SHOWS PROMOTE PARTICIPATION IN BOATING

A number of dealer members participated in "On the Water" mini-shows, which are held at the Pony Corral Pier 7 restaurant in Winnipeg. The owner of the restaurant is a huge supporter of the MMPDA and boating in general. Patrons of the restaurant have the opportunity to view the latest watercraft and participate in a demo cruise on the Red River. This type of hands-on activity promotes boating and generates leads for participating dealers. These events also promote boating on the Red River, which is an integral waterway through the province of Manitoba. Water access, i.e. launches and docks, continues to be an issue, however, one that the MMPDA

is committed to working on.

With summer 2012 behind us, the MMPDA is looking forward to off-season events like the AGM and Member Dinner in November, Powersports Show in February and the Boat Show in March.

*Kim J. Wozniak -  
Association Manager*

## BOATING ONTARIO ASSOCIATION

### BOATING ONTARIO SUMMER OF 2012

Recreational boating for most people in Ontario's watercraft business has been quite positive for the summer of 2012. Great weather combined with an early start to the season kept the marinas ▶

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and dealers busy for most of the season. The boat shows were generally busy this year starting the sales season off in a positive manner. Pontoon boats are once again leading the way in sales although most categories did well. Used and brokerage boat sales have also been strong.

### **BOATING ONTARIO LOBBIES TO KEEP THE TRENT AND RIDEAU LOCKS OPEN**

At the Boating Ontario Association we have kept busy trying to convince the Federal Government and Parks Canada that shortening the hours on the Trent Severn and Rideau Canals in an attempt to reduce costs is a recipe for disaster. We strongly believe that the number of jobs and tax revenues lost will far outstrip the cost savings.

Recreational boating on both of the waterways will suffer if the government reduces the number of hours the locks remain open during the season. The government cannot close these two waterways as they must maintain water level control within the entire canal systems. Our members are willing to explore ways to save money through cost-saving measures, but reducing the hours is not one of them.

### **SOME CANADA CUSTOM OFFICIALS REFUSING TO ISSUE E99 PERMITS**

We have found some serious problems with Canadian Custom officials refusing to issue E99 permits to U.S. boaters that allow them to leave their boats in Canada over the winter for repairs and maintenance. The officials insist that U.S. boaters must pay HST of 13% on boats left in Canada. Needless to say many of the U.S. boaters are making plans to leave Canada. This effort will cost Canadian marinas many millions of dollars in lost revenue in 2013. We encourage the Government to review this policy before it is too late and the Americans have gone home permanently. With border issues, the high dollar, terrorism, and inflated Canadian fuel prices we have enough challenges attracting U.S. resident boaters to visit Canada without any help from our

friendly customs agents.

The trend toward consolidation within the marina business appears to be ongoing in Ontario with some of the larger players in the industry continuing to acquire marina properties. A number of locations have closed and been converted to other land uses. At the present time the cost of waterfront land combined with the requirements for environmental controls and other government regulations prevents the entry of very many new marinas into the marketplace.

### **BOATER ASSIST PROGRAM LAUNCHED**

Boating Ontario successfully launched the Boater Assist Program throughout Ontario at the beginning of the 2012 boating season. An agreement with the Canadian Automobile Association (CAA) was signed to market the program to the public. Boating Ontario continues to seek service providers to assist with the Boater Assist Program.

*Al Donaldson - Executive Director*

### **NATIONAL MARINE MANUFACTURER'S ASSOCIATION CANADA (NMMA CANADA)**

NMMA Canada is pleased to report that boat dealers, retailers and distributors are now eligible to join NMMA as associate members. This announcement comes as a result of the recent changes to NMMA in the United States. On behalf of all our members and staff we send a warm welcome aboard to our first NMMA Canada dealer member, Allan Mestel of True North Yachts! NMMA works closely with many dealers across Canada and it only makes sense that we begin to align our efforts further.

### **CALL FOR NOMINATIONS - NMMA CANADA'S HALL OF FAME**

Nominations are now being accepted for the 2013 NMMA Canada Hall of Fame. Recipients of the NMMA Canada Hall of Fame include those who have, or those who continue to

generate substantial and lasting contributions toward the advancement of the marine industry.

The Hall of Fame honours individuals whose achievements are synonymous with the pursuit of quality, innovation and perfection within their respective spheres of expertise. The recipient of the award will be announced in January at the Toronto International Boat Show.

The nomination form includes listing specific reasons why the candidate should be considered such as any supporting materials or endorsement detail. The due date for submission of nomination forms is October 15, 2012. To be eligible to submit a nomination, one must be an active member of NMMA. Please mail or email your nomination to Sara Anghel, Executive Director, NMMA Canada, 14 McEwan Drive West, Unit 8, Bolton, Ontario, L7E 1H1 or email sanghel@nmma.org.

### **NMMA LAUNCHES NEW EXPORT DEVELOPMENT PROGRAM FOR CANADA AND THE UNITED STATES**

NMMA recently announced it has launched a new Export Development initiative that expands and formalizes its existing international efforts and offerings for members. The new program helps NMMA members better connect with emerging international growth opportunities and realize untapped potential in the international market.

NMMA has managed international pavilions at shows around the world on behalf of members, including the successful American and Canadian pavilions at METS, and has worked to help grow exports of American- and Canadian-made recreational boating products.

The focus of the new Export Development program is creating and implementing a comprehensive program that works with NMMA members to target both established and long term emerging international markets through counseling, training, group pavilions at key international boat shows and relationship building. In addition, reverse trade missions would



supplement the proactive and more vital efforts of attending international shows and will further solidify relationships made overseas.

This past winter, NMMA applied for funding from a government program lead by International Trade and Foreign affairs. The program is called Global Opportunities for Associations. It is designed to assist Canadian manufacturers to reach international markets in an effort to promote Canadian-made goods abroad. NMMA was notified that we were successful in our application and as such we will assemble a few trade missions to some international shows which could include Istanbul, Dusseldorf and Dubai. If your company is interested in exhibiting at any of these shows, please contact Sara Anghel at [sanghel@nmma.org](mailto:sanghel@nmma.org) or 905-951-4048.

*Sara Anghel - Vice President*

## DISCOVER BOATING CANADA

### DISCOVER BOATING'S 2012 MEDIA CAMPAIGN

Discover Boating's 2012 national bilingual media campaign ran from April 30th to August 15th, utilizing a strategically targeted combination of specialty television, online display and search engine marketing campaign, and social media activation.

Discover Boating's national broadcast buy was from May 14th to June 17th and was negotiated show by show to ensure a targeted and effective campaign generating more than 51 million impressions. The online search engine marketing campaign focused on three key areas: the DVD Order page, the new Boat Selector Tool and new Beginner's Guide to Boating webpages. Results to date have seen a 39% increase in direct referrals from the DiscoverBoating.ca Boat Selector Tool to manufacturer sites and this trend continues to grow.

## SOCIAL MEDIA

Discover Boating Canada's Facebook efforts are utilizing the new Facebook Movie Maker application to drive consumer engagement and encourage sharing of the Discover Boating message. The Movie Maker app was used to create 225 consumer-generated Welcome to the Water videos supporting and growing the reach of the Discover Boating brand online. To quickly add this app to your business Facebook page contact [thart@nmma.org](mailto:thart@nmma.org).

## WEBSITE UPDATES

Boat Selector: A fundamental tool on DiscoverBoating.ca that addresses user needs and refers them to boat brand websites. The refreshed design and imagery streamlines the user experience, migrates out of Flash, and sends traffic to boat brand websites and plans for portability to sites outside of DiscoverBoating.ca. To date, Discover Boating Canada has sent more than ▶

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162,000 referrals to manufacturer websites via these boat detail pages.

**Accessories Section:** Visitors can search categories of accessories, manufacturers and websites, as well as create their personal accessory wish list. Those researching the latest products or looking to upgrade are re-directed to accessory manufacturer websites. North American accessory manufacturers contributing the full accessory funding model fee receive a premium posting in the section's search site. A French adaptation will be launched in the next fiscal year.

## PR

To date more than 100 media hits in newspapers, magazines, online and on television and radio news have been secured for Discover Boating Canada. We have recently secured on-the-water experiences with national media outlet, The Weather Network, as well as with bloggers and freelance journalists.

## BEGINNER'S GUIDE TO BOATING

The Beginner's Guide to Boating brochure distributed through Marine Trade Associations through their event initiatives. Consumers can also order a physical copy through [DiscoverBoating.ca](http://DiscoverBoating.ca), expanding the use of this piece as a lead generation tool with leads funneled through the Discover Boating Lead System. Dealers are welcome to order free copies for their use directly through Discover Boating by contacting Tracey Hart at [thart@nmma.org](mailto:thart@nmma.org).

## CANADIAN STAKEHOLDER TOOLKIT

The hub of industry news and resources for the Discover Boating campaign has been revamped. [www.DiscoverBoating.ca/Tools](http://www.DiscoverBoating.ca/Tools) and [fr.DiscoverBoating.ca/Outils](http://fr.DiscoverBoating.ca/Outils) offer Canadian adapted free web resources and promotional materials for stakeholders, background on all facets of the industry-wide campaign, links to the Discover Boating Lead System (DBLS), and more are now available. All industry stakeholders are encouraged to visit the site regularly for the latest Discover Boating news, tools and resources.

*Tracey Hart - Director of Marketing*

## L'ASSOCIATION MARITIME DU QUÉBEC (AMQ)

### THE IN-WATER BOAT SHOW DOCKS AT THE OLD PORT OF MONTREAL

A unique opportunity to experience more than 100 boats took place from the 7th to 9th of September. The third annual Montreal In-Water Boat Show was held at the Old Port of Montreal and during the event, the public had privileged access to the basin of the Port d'Escale of the Old Port. The visitors could admire and try over 100 models of boats of all types, including large luxury yachts and all of this was with free admission.

Presented by the Québec Maritime Association (QMA), the Montreal In-Water Boat Show attracted over 12,000 visitors in 2011. Because the show is in water, the event is different from all other nautical exhibitions in the province. This year's show impressed the public with expansive luxury yachts of 45 & 60 feet—which is exceptional because interior shows have neither the space nor the ability to present boats of this size in Québec. In addition, visitors saw the boats in action, which is impossible in a traditional exhibition. Thus, those interested in learning more about boating could truly feel the real impact of a boat on the water.

### HIGH-TECH COMPLEX NAVIGATION MANEUVERS IN A SNAP

Boaters were thrilled to try a navigation simulator and discover that it is now possible to easily dock a boat using a simple joystick and electronic control systems—all of this without having to perform difficult docking maneuvers taking into account the wind and current. "This type of system is totally revolutionary," says Yves Paquette, head of the QMA. "With these technologies, a person who has never set foot on a boat can now dock using complex maneuvers in a jiffy." The public also climbed aboard and tested a demonstrator boat highly equipped in computer

systems like multifunction displays, radar, depth sounders, autopilots, a VHF system, wireless man-overboard sensors, cameras and marine displays. For more information go to [www.salondubateau.com](http://www.salondubateau.com).

### 2013 MONTREAL BOAT AND WATER SPORTS SHOW

Mark your calendars for the 2013 Montreal Boat and Water Sports Show which will take place from February 7th to 10th at Place Bonaventure. It is the largest show of its kind in Québec with more than 400 boats, nearly 200 exhibitors and an average of 30,000 visitors. It is a unique place to discover exciting water sports like kayaking, scuba diving and wakeboarding.

*Yves Paquette - General Director*

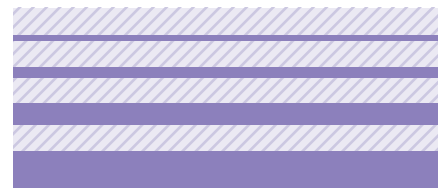
## ATLANTIC MARINE TRADES ASSOCIATION

An amazing hot and sunny summer on the east coast has meant a lot of people have been out boating, both residents and tourists alike and the activities of the association were of reduced importance to the great business climate in the summer of 2012.

The Atlantic Marine Trades Association (AMTA) will hold their Annual General Meeting at the Saraguay House in Halifax, NS on November 22nd and marine industry professionals from across Canada are welcome to register to attend.

Plans are now in full swing for the Halifax International Boat Show which is to be held the 21st to 24th of February 2013 at Exhibition Park in Halifax.

*Pat Nelder - Executive Director* ■





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