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On the Cover:

With a face only a mother (or a fisherman) could love, Asian carp pose an imminent threat to the Great Lakes and numerous other North American waterways. Scientists and government authorities estimate their establishment could have a \$9 Billion dollar economic impact. Read the shocking stories starting on page 6.



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Advice you can bank on™



BY ANDY ADAMS

Info Insights and Storm Boats

THE THEME OF MY REGULAR COLUMN in *Boating Industry Canada* is “Insight.” In every issue we bring you, our readers, valuable ideas or insights about our industry.

We are pleased to announce that there is a great session of “insights” planned for the Toronto International Boat Show and you are invited. Mark your calendars!

The “State of the Canadian Recreational Boating Industry” session will be held on Tuesday, January 15, 2013 and *Boating Industry Canada* has the privilege of partnering with the National Marine Manufacturers Association (NMMA Canada) and GE Capital Commercial Distribution Finance (GE CDF), in a morning of business and research insights.

I will be on the podium introducing the day’s agenda and presentations including the 2012 Economic Impact Study and other valuable and timely market research insights from both the NMMA and GE CDF. These sorts of insights can really help you develop a plan for success in 2013.

In the morning sessions on Tuesday, January 15th, you will also have the NMMAs Annual Hall of Fame presentation; make sure you find time in your schedule for this. A hot breakfast buffet is planned, but there is limited seating.

Watch for your personal invitation or announcements in Newsweek about how to get a ticket. For more information, go to: www.boatingindustry.ca or www.nmma.ca.

Next—as we head into Canada’s boat show season, we wonder, is there a used boat storm coming?

Following the devastation that swept the coastlines and inland marinas in New York, New Jersey and along the Eastern seaboard when Hurricane Sandy hit in late October 2012, we wonder if the Canadian market needs to brace itself again for an influx of used boats from the United States.

Jack Pady, Governor and Past Chair of the Boating Ontario Dealers Association, told us that a few people would immediately get in the truck and head south to pick through the rubble hunting for bargains. He didn’t see this having a big impact though.

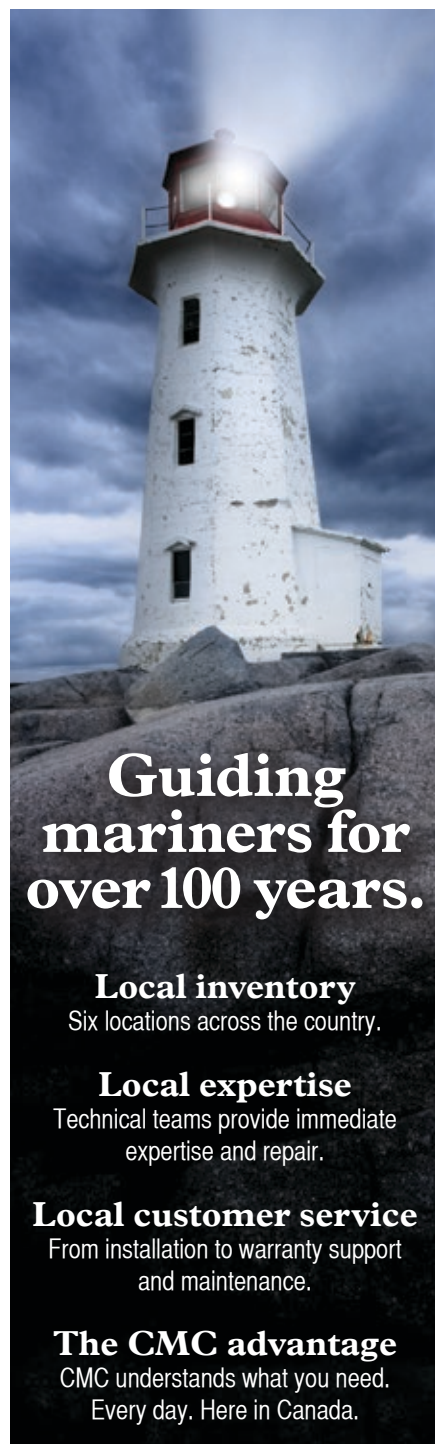
Jason Crate at Crates Lake Country Boats wrote us, saying, “Over the past year or two Canadian buyers have more-or-less gotten wise when it comes to salt-water boats. We still see the odd one come up from the USA but the numbers are a small fraction of what they were a few years ago. Buyers are far more educated today and the horror stories that have circulated through the boating community about the perils of buying a salt water boat have definitely curtailed this activity. When the Hurricane Sandy boats hit the auction block some unscrupulous or unwitting individuals might be tempted to buy them and try to refurbish them for resale, but I don’t think buyers will be fooled. Also, I believe Canadian and American insurance underwriters are now maintaining a shared database of written-off boats, much like in the auto industry, so those boats will probably be uninsurable in Canada anyway.”

In British Columbia, Len Baronit at Yacht Sales West felt there would probably be no Hurricane Sandy boats in his market.

There are sure to be large numbers of insurance write-off boats, but we think it will not be a big issue. The issue Jack Pady considers the real challenge is the fleet of our own Canadian boats from the 1970s that just won’t go away!

Maybe we’ll talk about that in the January 15th sessions at TIBS—watch for your invitation to sign up!

Andy Adams - Editor



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It may look crazy to see so many fish in the air but this is actually what happens when a boat with an outboard motor approaches a school of Silver carp.

Asian Carp

Talk about “Impact!” How does \$9 billion sound?

BY ANDY ADAMS

THAT’S THE ESTIMATED economic impact across the entire Great Lakes commercial and recreational fisheries currently under threat from the invasion of Asian carp.

On Thursday, November 8, 2012, an impressive number of municipal, provincial, state and federal representatives and scientists all came together for the “Asian Carp Public Forum.” It was held in the historic Palais Royale on Lakeshore Boulevard in Toronto. As if we needed reminding, the view out the windows was a wide open Lake Ontario vista under sparkling sunlight.

The lake was gorgeous; the carp were ugly, although not as ugly as the numbers.

During a full day of panel discussions and presentations by a wide range of people who are all authorities in their fields, some shocking and ugly numbers came out.

Suitable spawning conditions to support Asian carp exist in up to 57

ivers in Canada, and many more in the United States.

Extensive wetlands are available for nursery habitat for young Asian carp—they need swampy areas to reproduce.

If as few as 10 adult females and 10 adult males get into the Great Lakes, they have a 100% likelihood of establishment—these few Asian carp are all it takes to establish their species in a new habitat.

Following the introduction into a single lake, these species would be expected to spread to other lakes within 20 years.

Lake Erie was said to be the most valuable freshwater commercial fishery in the world. It’s also the ideal habitat for Asian carp. During the presentations, one of the speakers described Lake Erie as an “Asian carp Mecca.”

The Great Lakes marine industry, in Canada as well as in the United States, is very much under threat.

As a new invasive species, Asian

carp has the ability to greatly disrupt or even displace important native species of fish; it isn’t just fishing and fishermen who will suffer.

If you’ve never seen the videos on this, when you’re finished this article you should go to YouTube and search “Asian carp jumping.”

The Asian carp we are concerned about are actually four different species; Grass carp, Black carp, Bighead carp and Silver carp.

Silver carp are the ones that jump.

When frightened by something like the sound of an outboard motor approaching, Silver carp jump out of the water, but not just a few inches. They can jump three metres in the air!

Think about that. They can jump almost 10 feet in the air and if you are in your boat coming along at 30 m.p.h. and one of these big 20-pound Silver carp were to actually hit you, you could be badly injured or even killed. You might



top: This is no trophy fish. It's a big Silver carp; the species that jump. Imagine if this hit you as you were driving in your boat!; **right:** Could you tell the difference if the Juvenile Grass Carp was in your bucket full of bait minnows? A few mistakes could put Asian carp into the Great Lakes.; **bottom:** As filter feeders, Asian carp can take in 20% of their weight in food daily.



Emerald shiner

Colour/Markings: Silver with green iridescence
Length: 7.5 to 10 centimetres is common bait size
Keel (ridge on underbelly): Absent
Scales: Intermediate to large
Eyes: On line extending from tail to snout



Juvenile Grass carp

Colour/Markings: Pale grey to gold colour, scales show prominent dark edge, giving a cross-hatched appearance
Mouth: Terminal to slightly downturned
Length: 5 to 10 centimetres
Keel (ridge on the underbelly): Absent
Scales: Intermediate to large
Eyes: On line extending from tail to snout.

Juvenile Asian carp illustrations © Emily S. Damstra
 Common minnow illustrations – Joe Tomelleri

lose control of the boat. The boat itself might be damaged and a 20-pounder is no big deal.

Here come some more numbers:

Asian carp are successful invaders that have already replaced native species in areas of the Mississippi River and its tributaries.

At present, Asian carp represent more than 50% of all the fish by weight in some parts of the Illinois River.

Asian carp can grow more than 25 cm in their first year.

Asian carp typically weigh 2 to 4 kg (5 to 10 pounds) but they can reach more than a metre in length and can weigh up to 40 kg (90 pounds)!

They can eat up to 20% of their body weight in plankton each day—they are filter feeders.

As if that weren't bad enough, they reproduce rapidly. They can spawn three times a season and females lay a large number of eggs.

So, how did they get here?

People brought them in deliberately.

Back in the 1960s and 70s, Asian carp were brought from Asia to North America by people in the aquaculture industry. In particular, there are fish farms in Arkansas and Louisiana where these fast-growing, filter-feeding fish both "cleaned" the water and were also a kind of aquaculture "cash crop."

They are bottom feeders with big mouths that devour and process all kinds of material as they swim along. They could be used as a cheap protein source for products like pet food but it turns out, some people like to eat these fish.

The first mistake was the big one: Asian carp should never have been allowed into North America. Their characteristics would've clearly warned the scientific community that there was a danger of Asian carp becoming an invasive species.

In the Great Lakes, we had already

learned about sea lampreys in the 1950s when those invaders did such staggering damage to our native fish species. Although you don't hear about them anymore, we still have a problem with sea lampreys. They have not gone away; they have just gone out of media attention.

More recently, we were hit with the Zebra mussel problem. Again, Zebra mussels are filter-feeders and have no predators to help control their spread. They have steadily filtered out the plankton and tiny particles of nutrition from the waters of the Great Lakes and other important bodies of water in Canada, especially in Ontario.

Invaders take away the food sources needed by infant and juvenile native species.

Next big mistake: believing there was a manageable risk.

To me, letting Asian carp into our country in the first place was a colossal



Make no mistake, these can be big fish. But they are bottom feeders that filter plankton as they swim, taking the microscopic nutrients out of the water that the fry of native species rely on.

mistake and a major failure of government to “govern” in the best interests of all our citizens; you can’t be sure you can prevent live fish from getting out into the wild.

Predictably, there actually was a flood, the aquaculture ponds over-flowed and Asian carp spilled into the Mississippi River. It happened.

From there, Asian carp spread north toward the Great Lakes up the Mississippi, the Illinois and through a host of other tributary rivers and lakes, but they are temporarily stopped a hundred and twenty miles or so south of Chicago due to a lack of suitable spawning areas.

In 2002, the U.S. Army Corps of Engineers (USACE) constructed an electric fish barrier in the Chicago Sanitary and Ship Canal (CSSC) that connects the Great Lakes to the Illinois River through the Chicago-area waterway system which in turn connects to the Mississippi River.

In terms of a natural spread of the species in the wild, this connection provides the aquatic pathway of greatest concern for Asian carp to enter the Great Lakes.

The initial fish barrier was used as a demonstration project to study the design’s effectiveness. Now, two additional barriers have been designed to operate at higher power levels. In the Asian Carp Public Forum of November 8, 2012, the speakers expressed that they have confidence in the barriers to keep the Asian carp from migrating toward Lake Michigan.

Basically, this barrier “shocks” the fish and they turn back to avoid the pain.

To give them credit, the Obama administration formed the Asian Carp Regional Coordinating Committee back in 2009. Led by the White House Council on Environmental Quality’s Asian carp director, the Asian Carp

Regional Coordinating Committee now includes the U.S. Army Corps of Engineers, the Coast Guard, Fish and Wildlife Service, U.S. geological survey, U.S. Environmental Protection Agency, the National Oceanic and Atmospheric Administration, Department of Transportation, Department of Fisheries and Oceans Canada as well as government agencies in Ontario and all eight Great Lakes states. This includes the Great Lakes Fishery Commission and the Metropolitan Water Reclamation District of greater Chicago.

In 2012, the Obama administration announced an update to the Asian carp control strategy framework and the city of Chicago. That outlines an aggressive, multi-tiered strategy including monitoring, barrier upgrades, research, development of long-term controls, harvesting, enforcement and outreach.

In their Budget 2012, the Harper

Government has apparently offered up \$17.5 million for this, which sounds to me like Canada is covering the tip after the United States picks up the bill, but at least it's something.

Still, all these efforts pale in comparison to the scope of the \$9 billion economic impact Asian carp can have on the Great Lakes if they get in.

The biggest failure: raising Asian carp is still legal.

We stood up at the Q&A and asked if it was still legal to possess and raise Asian carp in commercial aquaculture and apparently it continues to be legal in certain states.

Then, legal businesses in those states ship Asian carp to markets around the continent.

So, in spite of all the huge and costly programs and infrastructure our governments are spending tax money on, private sector aquaculture businesses can still load up a tractor trailer full of Asian carp and send them down the highway!

How can we control the spread of Asian carp if they are legally shipped live, to restaurants and markets?

The other issue that experts raised in the Asian Carp Public Forum is the odd question: when is dead, dead?

Many jurisdictions, including the Province of Ontario, have wisely banned live Asian carp and there are fines that can reach into the thousands of dollars for persons or businesses found to be in possession of live Asian carp.

Two anecdotes came out at the Asian Carp Public Forum. First was a story that a bin loaded to the top with Asian carp, but no water, travelled 14 hours in summer heat and still the fish were alive and began swimming again when returned to water.

The second story was about a load of frozen Asian carp. When the fish were

placed in a bucket of water, they thawed out and again, began swimming. So, when is a fish dead?

Obviously, there would be no danger if the fish were eviscerated, or gutted before being transported.

Unfortunately, the markets, especially the restaurants, want their fish live. And guess what? To date, eight companies have been fined a total of \$105,500 in the GTA for possessing live Asian carp and there are more people charged with cases before the courts now.

Most disturbing: one company has been caught and charged twice now!



It's incredible to see how high and how far these fish can jump. There are countless YouTube videos of Asian carp literally jumping into boats.

The hitch for enforcement officers is that to prosecute, the fish have to be found live.

Yes—Canadian Border Services Agency can seize shipments of live Asian carp and they are well-trained and on the look-out, but this is the world's longest undefended border. It just can't be airtight.

A final anecdote from the Public Forum was about a hauler from Arkansas who got a frantic call from his dispatcher. "Turn around! You have live Grass carp on the truck and they are illegal in Michigan. The fines are huge! Drive to

a place where you can dump them into a river or pond," were his instructions from the company.

Apparently, the driver saw this as an opportunity and instead, he drove to an aquaculture operation he knew about and tried to sell the (commercially desirable) fish for cash!

Incredibly, Federal inspectors were on the premises and the driver was caught, charged and is now in jail. But what are the odds that this will happen again?

Worse, when the truck was confiscated, they discovered that a bin of legal live catfish also contained a few Asian carp that got scooped in.

Perhaps the highest risk is that bait fish raised in a southern U.S. facility might have juvenile Asian Grass carp mixed in with Emerald shiner minnows or other species. In a huge bucket of bait, who would spot a few Asian carp?

My conclusion: immediately ban raising Asian carp in North America. Compensate the aquaculture operations—that's fair and would be cheap.

Legislate significant fines for individuals to possess live examples and huge fines for markets and restaurants to have live specimens. Make transporting even small quantities a major offense commensurate with the potential for Great Lakes

and related environmental damage and finally, find a way to encourage commercial fishing concerns to aid government operations to strip out and destroy all the Asian carp from the wild, hopefully without resorting to poisons. Those are being discussed.

The environment and our industry is at risk now, but with huge efforts and your vocal and emphatic support, there may still be time to put the genie back into the bottle.

Call your MP and your MPP immediately to express your concern. Make an impact today! ■

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There's no business like show business! Boat show business that is...will you make the most of your opportunities this year?



It's Show Time

There's no business like boat show business...

BY JOHN MORRIS

YES, WE'VE BEEN THERE, done that and we really do have the T-shirt, but like so many marketing elements, the boat show is changing. The show may not appear to be very much different from the previous 20 or 30 shows but within it, our individual roles are evolving far beyond what they were.

The whole meet-the-public process remains and the opportunities haven't changed much at the show, but an individual's approach to planning and executing must evolve as the communications landscape changes. Like everything

else we do, the Internet and email have drastically altered the game; although the old school remains well-attended, the new paradigm can't be denied.

If you're looking for a more contemporary name for your boat show booth, why not contemplate "pop-up" in the spirit of "pop-up high fashion shop" or "pop-up pouterie" to lend a sense of glamour to the whole endeavour.

That's not a bad way of looking at it in any case. As we head into the boat show season, consider your presence at the show as an independent small business,

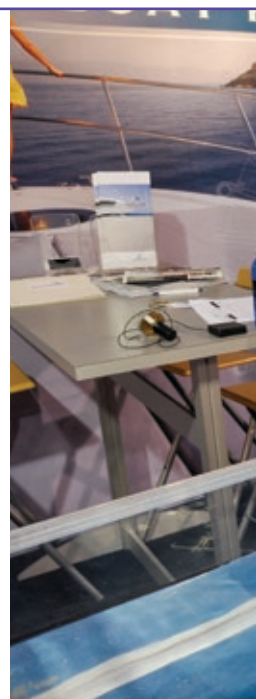
a mini-company, or a storefront. It really needs to be a productive storefront, the same as a shop on Main Street.

I get it; the idea of not being at your local boat show is an unlikely one, but why not independently assess the boat show aspect of your overall business as its own profit centre. You can assess your ROI and determine that (hopefully) it was a worthwhile exercise.

To calculate the genuine costs of the show, there are a number of expenditures, both financial and non-financial, to assess. There's more to consider than ▶



ACR's booth defines their space and has a very clear "door" to the store.



just those days at the show; pre-show marketing is a critical aspect of the entire process, and those activities are crucial to the success of the venture. As well, those pre-show efforts have costs associated with them that need to be included in the mini-business model. Post-show, there is the obvious lead follow-up, but hopefully you will have added to your contact list and must therefore re-visit your ongoing contact initiatives.

How do we measure the ROI? The pre- and post-show email communications are critical to the success of your show efforts and there are costs associated, even if "list" tools like Constant Contact ratchet down the headaches and

time commitment. Do an honest budget for these aspects, recognizing that survey stats in the show world indicate that more and more effort is going into email, direct marketing and various PR efforts.

Once you get to the show, be aware of the number of "hats" you need to wear.

Multi-tasking has a personal cost and so many principles just cannot let go. You're the *Marketing Director* for this pop-up endeavour—in charge of the planning and organization of your show presence and the overriding direction of your efforts. What boats do we want to focus on? How will we cultivate goodwill and add to our contact list (and details like what means to use when gathering

contacts—business cards, ballots for a contest, a computer kiosk with or without incentives)?

How do we maintain relationships with existing customers who just want to say "hello" because after all, those customers are solid gold and even their low-key demeanor may secretly be rooted in two-foot fever? Each of these items is worthy of significant discussion and each of them is capable of scuttling your efforts and reducing your ROI.

Then, you're also the *Operations Manager*, not to mention the *HR Guru*, taking care of details which include: booth look and staging; lighting and equipment; staffing and management of



The Seakeeper Gyro booth at the Fort Lauderdale show had a model boat with a scale gyro system quickly demonstrating their product benefit to passers-by.



The German boat builders had a self-contained booth with unique outfits for the team and a way to "invite" customers in. This shows what can be done with imagination.

that staff (schedule, booth etiquette, training, uniforms/outfits or dress code); brochures, business cards, samples, giveaways, duct tape and other supplies. Is your electronic equipment (computer, A/V) working and is there a back up plan for when they don't?

On top of everything else, you're the *Sales Manager* with ultimate authority for making sales and on top of it all, you are the *Sales Person* welcoming new and past customers and making your own sales—you're likely the leader on the team in that category too. You are also the *Cheerleader* encouraging the line to keep moving, dealing with the show and keeping your staff in the game.

Before the show, at the show, after the show—there are always things to do, budgets to assess and evaluate. As has long been true, the boat show can set the tone for the year or longer. There's nothing new about that except for the many new things. Make a list and check it twice, at least. ■

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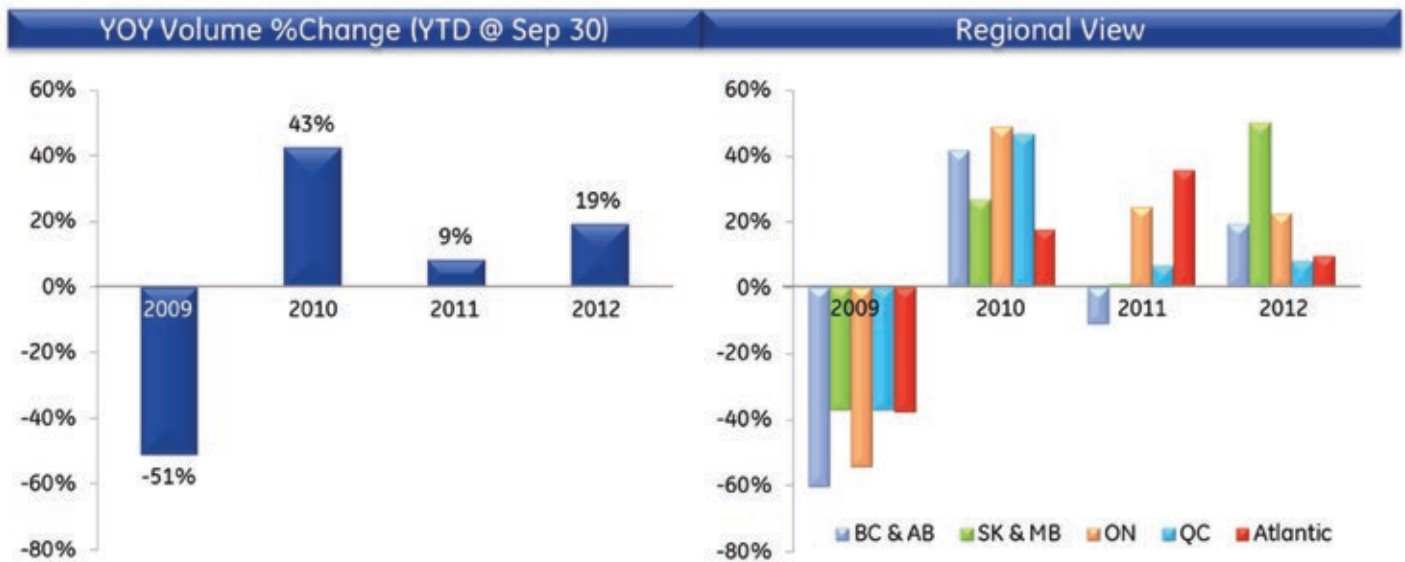
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Spotlight on Canadian Marine Industry

2012 End-of-season update



- There has been a positive increase in orders by Canadian marine dealers.
- A strong 19% increase over last year's volumes is a sign that dealers have gained confidence and are ordering product.
- The regional view of the year-over-year comparison shows that the growth in the west has recovered from a slower 2011 and the rest of Canada is continuing to grow off of previous years' gains.
- Volume has grown across the country, but the 50% increase in Saskatchewan and Manitoba is the highest in the country.

GE CAPITAL, Commercial Distribution Finance Canada (CDF) is pleased to provide you with the new installment in its series of industry reviews. As a lender committed to serving the Canadian Marine Industry, CDF aims to continue to share the developments it observes in the global and Canadian economies and their impact on the Marine industry.

As a result of its long standing and unique position as the leading provider of financial services to the Canadian Marine industry, CDF benefits from access to relevant information on the state of that industry. CDF imparts this information as a means to engage collaboratively with its manufacturer and dealer customers to foster a strong Canadian marine industry.

While economic commentators in

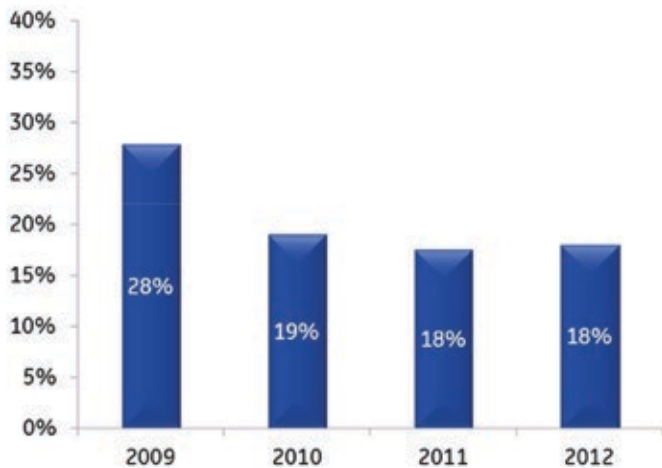
Canada and throughout the globe continue to debate whether the North American economy has recovered from the downturn, Canadian Marine Dealers seem to agree that the recovery is here... that is if their ordering patterns reflect their confidence level.

We have seen a 19% increase in Canadian Marine wholesale shipments through to the end of the month of September over the same period in 2011. Across the country, the increase in ordering is driven largely by Ontario and the Prairies, with Ontario at 22% and Saskatchewan and Manitoba at an impressive 50% over the same period in 2011. BC and Alberta are close the national average at 19%, while Quebec and the Atlantic provinces saw more modest growth at 8% and 9% up over 2011 respectively.

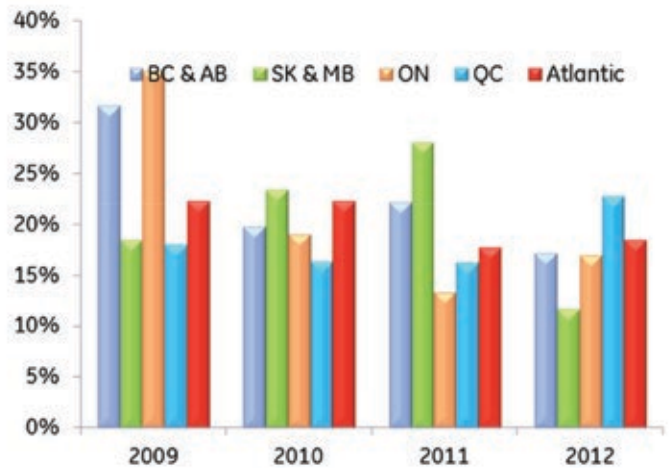
The levels of aged inventory remain the same as last year at the national level. The more insightful look is in the regional breakdown, where we see that the West experienced healthy sell through of aged inventory during the selling season that saw their aged levels drop from 22% to 17% in BC and Alberta and from 28% to 12% in Saskatchewan and Manitoba. The only province with aged levels above the national average is Quebec that is now sitting at 23%, up from 16% in 2011.

CDF 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

% Aged > 365 (YTD @ Sep 30)



Regional View



- The national level of inventory aged over one year old or more remains the same at 18%.
- As you can see the 3-year trend is now flat. CDF continues to work collaboratively with its customers to monitor any situations where the levels become more concerning.

- Regionally, 2012 saw good sell through of product in the West to bring their levels of inventory aged over one year in line and even below the rest of the country.

levels of the inventory remain healthy. And CDF continues to work closely and proactively with its customers to provide enough credit capacity to match their needs.

CDF continues to work with many dealers on cash flow forecasting to anticipate potential periods of cash constraint. This exercise is especially important now that the selling season is behind us. We are also setting up many Pre-owned lines for our customers. This is the time of year when some dealers decide to finance the used inventory they have to boost their cash flow situation through the winter. We encourage you to contact your account manager today if you do not have a pre-owned line set up with us.

You can be confident that CDF's proven and ongoing commitment to collaborative engagement with your industry throughout all economic cycles means that CDF will continue to work with its manufacturer and dealer customers to help build a strong and secure Canadian Marine Industry.

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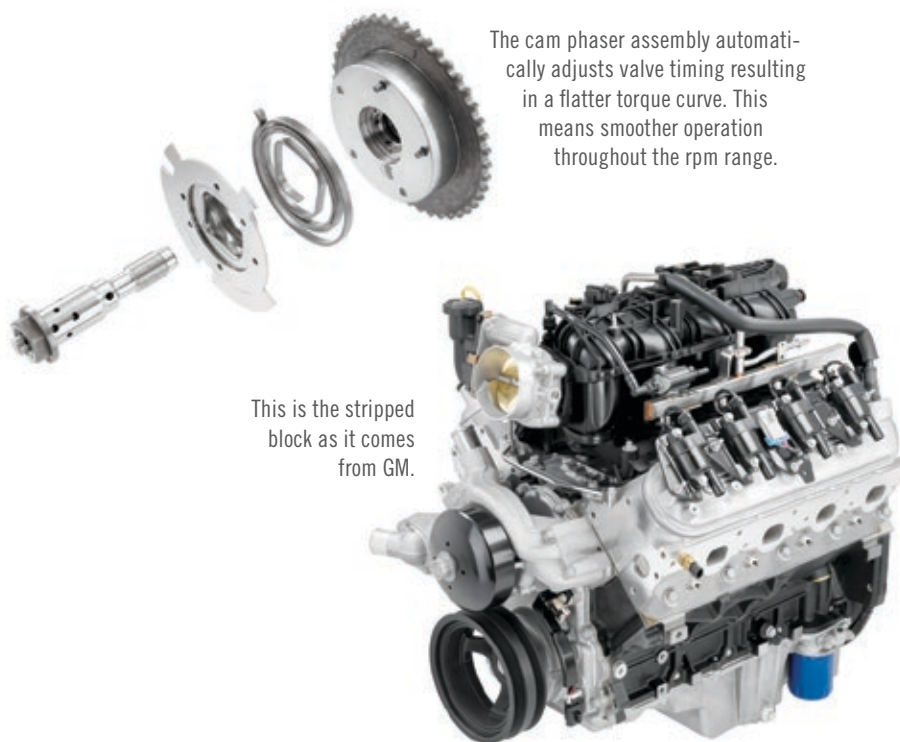
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Volvo Penta's new V8-380



The cam phaser assembly automatically adjusts valve timing resulting in a flatter torque curve. This means smoother operation throughout the rpm range.

This is the stripped block as it comes from GM.

BY GLEN CAIRNS

TO STATE THE OBVIOUS: the last few years have not been kind to the recreational boating industry. However, under the heading of “what doesn’t kill you makes you stronger,” new products are being brought to market that will entice new customers to the table. For Volvo Penta this means introducing the first entirely new engine for the stern drive market in the last 20 years.

Based on GM’s heavy-duty, Vortec 6L block, the same engine found in Chevrolet Silverados and Suburbans, the V8-380, which won the 2012 IBEX Innovation Award, represents a solid

leap forward in performance. There is no question; the trend in power boats is toward more car-like, no hassle operation. Smooth, reliable performance is what sells in today’s market. I recently had an opportunity to speak with Marcia Kull, Volvo’s VP of Marine sales for North America. While it is Marcia’s job to be positive about new products, in this case she is genuinely enthused both by the innovations represented by the new engine and even more so (she’s VP of Sales after all) with the marketplace response. According to Marcia, Volvo realized that to sell the new engine they had to get as many dealers and industry people in the seats for a test drive as possible. In her

words, “The V8-380 needs to be driven to be believed. You need to experience the difference in sound, in speed out of the hole and especially in mid-range acceleration.” OEM market acceptance of the engines has been quick and many of the biggest names in the industry have already adopted the 380, including Regal, Cobalt, Chaparral, Four Winns, Chris Craft and others.

The mid-range acceleration Marcia talks about is the result of several features in the new engine. The fact that the new 6L weighs 270 lbs less than the old 8.1L engine is an important factor in “out of the hole” acceleration. The lighter weight is in keeping with the drive for ever more



SUPPLIED BY VOLVO PENTA



fuel-efficient boats. No matter what you do, moving weight costs money; boats and engines will continue to get lighter and stronger. The low end torque and smooth mid-range operation are largely due to the variable valve timing (VVT). The V8-380 is the first stern drive engine to offer this feature. The bottom line is more power with less fuel burn—12% less according to Volvo. It is this noticeable performance improvement that Marcia says is responsible for the positive customer feedback for the V8-380, which has already exceeded Volvo's sales projections. The target for the V8-380 is single-engine installations on boats up to 30' and twin installations for boats in the 40' range.

Some other notable features of the V8-380:

- Electronic Vessel Control System: With joystick control taking the boating world by storm, the EVC-E model of the V8-380 has E-key as standard and integrated autopilot and joystick control are optional. The controls are designed to be user-friendly for easy maneuvering and fingertip control. Other options include power trim assistant, tow mode and single lever control.
- Freshwater cooling keeps both the engine and the oil at a constant temperature and makes for longer engine life.
- 6,000 r.p.m. top end versus 4,800

TECHNICAL DATA

Engine	V8-380-C-B
Production period	2012-
Operation	4-stroke
Cylinder configuration	V-8
Bore (mm)	101.6
Stroke (mm)	91.9
Compression ratio	9.4:1
Displacement (litres)	6
Power (hp)	380
Max engine speed (rpm)	6,000

www.volvopenta.com

in the old 8.1L engine.

- Engine uses 87 octane fuel, with a maximum ethanol content of 10%.
- The future belongs to sophisticated design and construction—producing stronger lighter, hulls paired with more fuel-efficient engines. Generating more power and torque with less engine, the V8-380 is an excellent example of this trend. ■

Salus Marine Wear

Designing a Successful Future in Canadian Marine Manufacturing

BY ANDY ADAMS

The new building is a substantial investment, but the bright environment and ground-level windows provide natural daylight, making it a great place for the staff.



SITTING IN A COMFORTABLE LEATHER CHAIR in the new boardroom at Salus Marine Wear in Waterloo, ON, surrounded by displays of colourful and beautifully-made lifejackets and PFDs, you might pause to wonder how Steve Wagner originally got his company started.

Did he foresee the market for high-end technical sporting goods in the marine industry? Or was it his dream to establish a new Canadian manufacturing company? What drove him forward in his quest?

Turns out, the opportunity was provided by the business failure of the company where Steve was employed as an industrial designer. He had been working on the Buoy'O'Boy lifejackets business; when that company hit hard times, Steve and his family were forced to make adjustments.

Necessity is the mother of invention! Steve Wagner had gone through to become an industrial designer and early on, he snagged a job with Cooper Sporting Goods designing hockey

equipment. It is important that even then, Steve viewed himself as being in the “needle trade” rather than in the narrower definition of being in sporting-goods. That outlook probably helped him to see possibilities down the road.

He survived several changes. Cooper was bought out by Bauer and when Bauer was acquired by Nike, Steve was still there. Steve put it this way, “I was fortunate to have gotten some very good schooling in top brands during those days.”

Steve grew up in Kingston, ON and

ANDY ADAMS



It's all handled in-house—even the labeling and packaging. There's a warehouse area, loading dock and even a spot to store scraps of foam. These get recycled into ski resort crash barriers, underlay for Astroturf and more.

he developed a real love of the water and of sailing. The Kingston area is famous for sailing and CORK, the now long-running Canadian Olympic Regatta Kingston program. With CORK and all the other sailing activities that flourish in that area, Steve's attraction to activities on the water is no surprise.

In fact, that love of boating was what got him involved with Buoy'O'Boy and in spite of how things turned out there, it played out well for Steve.

When circumstances force you to change plans, you can see it either as a problem or an opportunity. Steve sat down with his family to talk things through and eventually they came to the decision of whether or not to buy a used sewing machine. That \$900 investment was painful at the time, but they made it and Steve got to working in his basement, designing original new products of his own and the ball started to roll.

He was able to use the samples he made as his sales tools. Next, Steve and his wife developed a detailed and

beautifully-written business plan. With that and some solid orders in hand, he approached the bank to borrow the money to get the company going.

You know what happened next.

When he really needed their help, the bank would not loan them anything and his family wound up mortgaging their home for start-up capital. In fact, they actually cashed in all of their RRSP's before taking out a second mortgage! But, start-up he did.

His original designs were very well received, and the quality levels supported the kind of price he had to ask for the products. There was never any intention of competing at the low-end of the market through the mass merchandisers. His enthusiasm was for the sporting goods side of things. Great designs and technical performance were what attracted Steve and from the outset; he made a point of searching out top athletes in his target markets of kayaking, paddle sports and competitive sailing to ask for their input on design.

Steve has a thoughtful and gentle way about him and clearly people respond to his questions and his genuine interest in their passion. The ideas and performance insights that enthusiasts have shared with him regularly enter the Salus product line up.

As important as those ideas are, what really drives the success of the Salus Marine Wear products is Steve's design philosophy. He says, "We're consumer-driven versus manufacturing-driven and our vests are meant to be worn."

Prior to the 2004 Olympics in Greece, where Salus supplied the vests for the Canadian Olympic Sailing Team, Steve met with the athletes. He held a pizza and beer night to gather input from the racers and to get them talking about their vests. He asked what they liked and what they didn't, what ideas they had to improve their life vests and the performance of that equipment. The team provided him with a lot of valuable input.

"They have to be perfect," Steve said, "and I always remember that 'market ▶



Steve continues to reinvest in the company and this line of embroidery machines is hard at work stitching in Salus logos.

share is borrowed.' The competition is not standing still."

That dedication to design evolution through user-feedback and constant improvement has earned Salus Marine Wear two CASBA awards. These are Canadian Safe Boating Awards and winning one of these is quite an honour.

Steve's first win was for an innovation in the rounded edges of his designs and the second was the introduction of the Bijoux Baby Vest, a very innovative product that immediately turns a baby's face up when thrown into water.

In our meeting, Steve explained that, "Our mission is to make a PFD comfortable to wear. It's a piece of sports equipment and we cater to what we call the 'constant wear' market. These are people like kayakers, sailors and children—in many cases where it's mandatory to wear a PFD anyway and our vests have to be light, cool and comfortable. They have to facilitate movement. They may have design features like loops, pockets or hand-warmers. And, they must still be effective as a personal flotation device. Kayakers and dinghy sailors know

they are going in the water, they just don't know when. Our vests have to be comfortable in the water and out."

Steve continued, "We have no preconceived notion of what we're trying to accomplish because we're not just designing a PFD. We need something a person is going to want to wear. We start with a clean sheet of paper. When we designed the Abacus vest 13 years ago people were amazed. By the way, that design is still going strong."

Steve approaches the design issues by first saying, "Let's question the status quo." That was how he came up with the Bijoux Baby vest.

"We've now developed our SAR (search and rescue) vest that we are selling to police and fire departments and at this stage, almost all water rescue departments in Ontario now have Salus vests. These have 100 Newtons of buoyancy in order to float two people—essential in a rescue situation. The success of that product has SAR organizations asking us for a whole rescue suit and we're introducing a new one in

the spring of 2013," Steve told us of his current projects.

With a steady pace of successes, Salus Marine Wear is "growing organically" as Steve said. "The markets are finding us. Another example is our fire department throw bag. It has a special collar that lets you accurately throw 80 feet of line and still repack it really fast."

In a clever marketing move, Salus Marine Wear launched their Naya line of products four years ago as a new brand that could be a bit more cost-competitive without compromising the values and the qualities people have come to expect from the Salus-branded line.

We like the idea of organic company growth. After all, it started in Steve's basement and while it was a business born out of necessity, the original design philosophy that guided him to the Abacus vest continues to drive the success of the organization over the years.

But it is the team of people that keep the success growing.

Steve did the design development for many years but now Andrew Gardner, a



The Bijoux Baby Vest is a CASBA Award winner and a great example of the innovation at Salus Marine Wear.



This is the Abacus vest that really established Salus Marine Wear in the marketplace.

This is the SAR (search and rescue) vest that Saus is selling to police and fire departments and their new for 2013 Rescue Suit.



competitive sailor and industrial design graduate, has been doing much of the design work for the past four years.

From the outset, Ruth Ziegler has been a critical part of the business bringing 32 years of experience in the needle trade with 30 of those years in marine. She worked on a Gerber machine when we were there, using a computer program to cut out all the shapes of material needed and then nesting the shapes together as tightly as possible to minimize waste.

Kristy Murray handles accounting and bookkeeping while Leanne Reeve handles customer service and the warehouse. The larger team of people are on the shop floor doing embroidery, assembly and sewing, packaging and labeling. In a 32-person company, everyone is important but some have a magnified impact on the results.

If Ruth can nest the pieces together to save one inch of material, it is really 100 inches. This is because on the high-quality materials used in Salus Marine Wear vests, they lay out and cut 100

sheets at a time!

Leanne and Kristy have a similar impact; instead of manufacturing and shipping their products to a few mass-merchandisers, Salus vests are sold through a network of 300 retail outlets, some doing as much as \$60,000 a year in Salus products while others sell just a few.

Salus is the Official PFD supplier to the Whitewater Kayak Team.

The Bijoux vests are also sold through baby stores. That's a great way to get a family introduced to the design and quality of Salus products, but it is a lot of work serving so many customers. The shipping, customer service and billing aspects are all big challenges.

On the other hand, there is strength in numbers. Having so many customers gives Salus stability, depth and enables the company to have the resources to

take on sudden big orders too. The Department of National Defense recently placed a significant three-year contract and Salus had the resources to deliver.

The company has demonstrated a flair for marketing and elegant communications materials as well. Salus is latin for safety. Bijoux is French for tiny jewel, their Nimbus children's vest was named by Steve's daughter, Carlie, after Harry Potter's flying broom.

The design and photography in their catalogs and on their web site are elegant and worthy of a far larger organization, but there has never been a compromise in those materials either.

The creativity and design excellence has lead Salus to introduce their Skippy dog vest, hiking straps and trapeze harnesses for competitive sailing, the product list grows every year as Steve Wagner and the group at Salus Marine Wear continue to design a successful future in marine manufacturing and they are doing all the PFDs and vests in Canada, employing Canadians and serving our domestic market. Well done Salus! ■

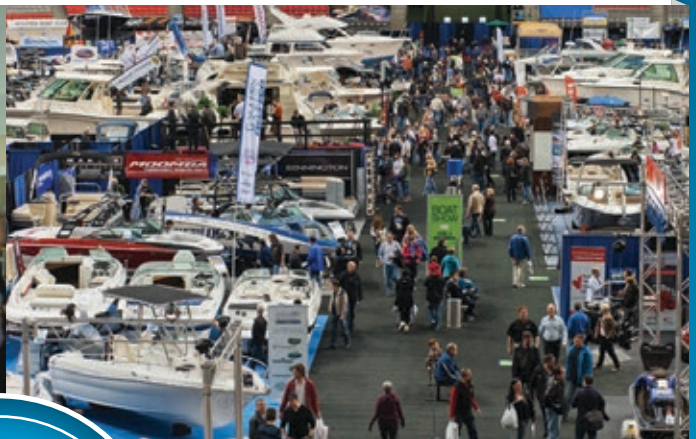
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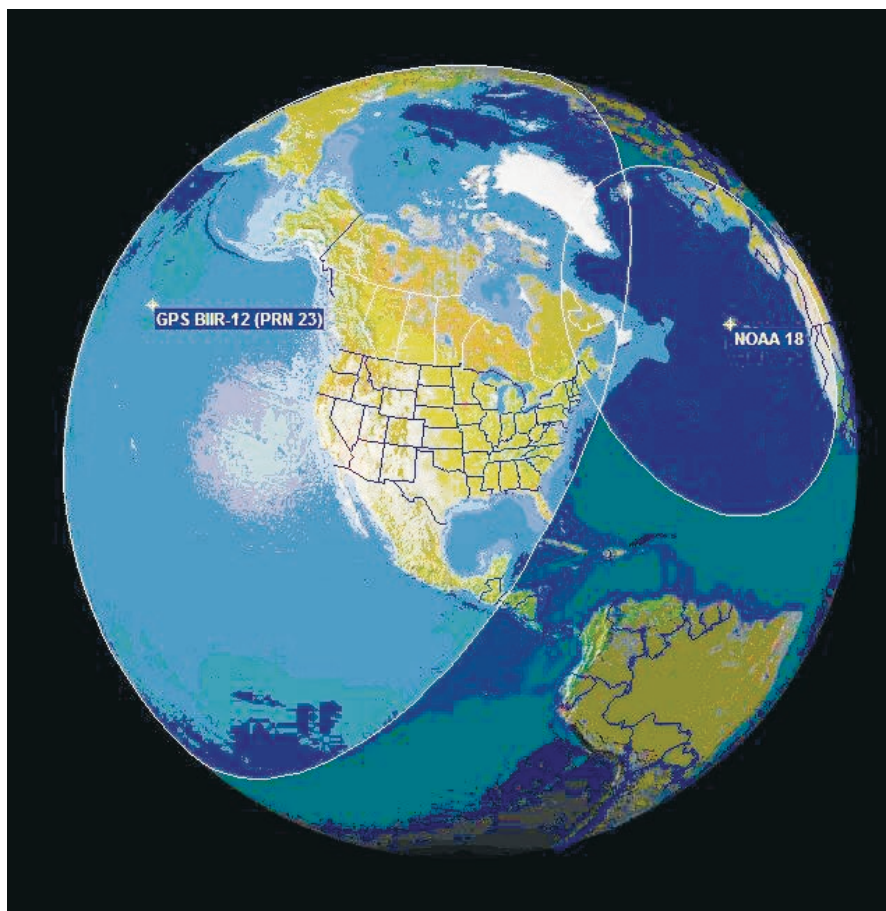
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A New Satellite Search and Rescue System is on the Way

A true story about LEO, GEO and MEO



THE COSPAS-SARSAT SEARCH AND RESCUE satellite system was a victory for all sides in the Cold War. In 1979, the United States, the Soviet Union, Canada, and France signed a document in Leningrad establishing the Cospas-Sarsat program — a project using U.S. and Soviet weather satellites in polar Low Earth Orbit (LEO) as a platform. With technology developed by Canada and France, beacons on land or sea transmitting a five watt signal in the 406 MHz band could be detected and located. The satellites would also be able to detect 121.5 MHz signals of the older beacons that were originally designed to be received by overflying aircraft. By this time, many aircraft carried beacons in the form of 121.5 MHz Emergency Locating Transmitters (ELT), and some ships and boats carried 121.5 MHz Emergency Position Indicating Radio Beacons (EPIRB).

The first satellite launched under the new project was the Soviet Cospas-1 in June 1982. In September of that year, the system recorded its first rescue as Cospas-1 relayed a 121.5 MHz distress signal from a downed aircraft in British Columbia to a ground station in Ottawa, ON. Three persons were rescued. But, the 121.5 MHz frequency is an aircraft distress frequency that uses a simple “wailing” or “whooping” tone. The only information that it provides potential rescuers is that there may be trouble in the location

of the beacon. In fact, more often than not, the trouble was unintentional beacon activation. A lot of time and money has been spent tracking down such false alerts, but the real rescues make it worthwhile.

To take full advantage of the new satellite system, new ELTs and EPIRBs were designed. They use a digital signal containing a message with information that could be used to identify the vessel or aircraft. This information verifies the probability of an actual distress before a search and rescue mission is in full operation. Identification of the vessel or aircraft also helps rescuers prepare for the kind of rescue they respond to. Rescuing the crew of a burning fish factory ship is a lot different than retrieving a sailor from a dismasted boat. This is why registering your EPIRB is now a requirement in the United States, Canada and many other countries as well.

The first rescue at sea involving a 406 MHz EPIRB occurred 25 years ago in March 1987. EPIRBs and ELTs were eventually joined by a third type of beacon called Personal Locator Beacons (PLB). PLBs could be used by hikers, people in vehicles, as well as sea and air travelers wanting a smaller beacon that is easier to carry, albeit at the expense of battery life and the ability to float in an operating position. The Cospas-Sarsat system now counts over 25,000 lives saved. ▶

GPS MEO satellites have a much larger footprint than LEO satellites, ensuring that with a constellation of 24 or more satellites, several satellites will be in view of every point on Earth at all times. GLONASS and Galileo provide similar coverage, so there will be no delay in relaying EPIRB, ELT, and PLB to rescuers once the Cospas-Sarsat system is operational on these satellites.

In spite of the phenomenal success of the Cospas-Sarsat system, there was still room for improvement. The LEO system provides full earth coverage, but the entire earth was never under the footprint of a satellite at any given time. In the worst cases, this could lead to a delay of two hours or so before a beacon was detected by a satellite and the message relayed to a ground station. This issue was partially addressed by the addition of beacon processors on certain geostationary (GEO) satellites. A GEO has a footprint of roughly one-third of the earth's surface, so now a few GEOs in addition to the LEOs provide rapid notification of beacon activations. Unless the beacon is equipped with a GPS processor, it's not possible to determine its location until one or two LEOs pass over or near it.

The Cospas-Sarsat system is about to change. New 406 MHz search and rescue processors will be on board new Global Navigation Satellite System

the beacon to the search and rescue services, the MEO system provides the ability for sending a short digital response back to the beacon. At first this seems like a great feature—the system could send a confirmation of a successful alert back to the beacon. But as discussions have progressed, it has become clear that this is not an easy decision. For one thing, the beacon will now need to have a receiver and some kind of display. This means some added cost and complexity.

Another question is what should be sent. For instance, a ground station could automatically send an acknowledgement that the alert had been received. This might illuminate a light on the beacon. But what would this mean to the person in distress? Depending upon location, weather and availability of ships and aircraft, it may take several hours to complete a rescue. What effect might this have on those in distress if they expect a rapid

The Cospas-Sarsat system is about to change. New 406 MHz search and rescue processors will be on board new Global Navigation Satellite System (GNSS) satellites, such as the U.S. GPS system, the Russian GLONASS system and the European Galileo system in Medium Earth Orbit (MEO).

(GNSS) satellites, such as the U.S. GPS system, the Russian GLONASS system and the European Galileo system in Medium Earth Orbit (MEO). One of the new processors is already in orbit on a GLONASS satellite. Since the full Galileo system will be launched in the next few years, there should be many new MEO Cospas-Sarsat satellites orbiting soon. They will be joined by newer GPS and GLONASS satellites as older satellites are replaced. The LEO system will fade away as those satellites fail.

Existing 406 MHz beacons will work with the MEO system, but the MEO system provides some new advantages and challenges. For one thing, MEO satellites in their higher orbit, cast a larger footprint on the earth's surface, so when the system is complete, virtually every point on the surface of the earth will be in view of several MEOs. A new global earth station system will ensure that any 406 MHz alert will be relayed immediately to a ground station and on to rescuers.

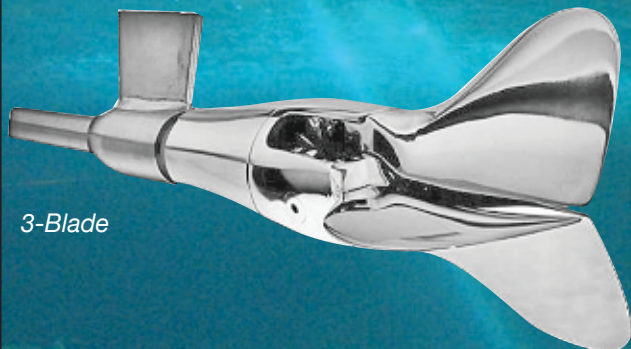
The MEO system offers a new feature—the Return Link Service (RLS). Unlike the present LEO/GEO system, which is a one-way alert from

recovery as a result of the acknowledgement? The acknowledgement might be sent manually when a rescue operation has been started. What effect would this have on those in distress if they don't get a prompt response? Would they think the alert had failed? Would they shut the beacon off and try later? Another idea is to use the RLS to control the beacon in some way. For instance: if a rescue is going to take a long time, the RLS message might be used to shut the beacon off for a period of time and restart it later to save battery capacity. This idea will probably not be adopted, since search and rescue officials would be very reluctant to order a beacon to be turned off in the fear that it would not restart when they need it. The discussion will continue.

No matter what happens with the RLS, the new Cospas-Sarsat MEO system will bring improvements to a proven lifesaving system.

Bob Markle is the President of the National Marine Electronics Association, NMEA and this article first appeared in the *Marine Electronics Journal*, the NMEA member publication. Boating Industry Canada is pleased to be able to share this with our readers. ■

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Marine Trades Association Update

BRITISH COLUMBIA MARINE TRADES ASSOCIATION (BCMTA)

At press time, the BC Marine Trades Association (BCMTA) was organizing the BC Marine Industry Conference, the theme of which was "Business and Personal Growth." It is only fitting with such a theme that the BCMTA honoured one of its own for his considerable contributions to the marine industry—Mr. Dwight Davies, former President of Mustang Survival, was presented with a Lifetime Achievement Award during the event.

A stellar lineup of speakers took stage during the two-day event, which included: an economic overview by GE Capital, a session on how to evolve and grow your business by BackPocket COO, Cameron Herold, tips for exhibitor success by Robin Johnston of Face-to-Face Marketing, a research-based session about how to market and sell to the south Asian community by Milind Shirke of Ethos Communications and how to connect personal and business achievements by Laurie Skreslet, the first Canadian to summit Mount Everest. A panel of BCMTA members shared their strategies for business success and a whole lot more.

BCMTA is particularly grateful for the sponsors who contributed to making this year's conference a success. Their premier sponsor was the BC Yacht Brokers Association (BCYBA). A special mention to GE Capital, which is not only a Silver Sponsor but also co-sponsored Herold's keynote address; Gold Sponsors: Canadian Boat Shows and Mercury; Silver Sponsors: BC Place, Pacific Yachting and Yamaha and Bronze Sponsors: Canadian Yachting, Granville Island Boat Yard/Maritime Market and Marina, Pixelmade, Navis, PMG, Volvo

Penta and Western Marine. Thank you!

Efforts to raise the industry's western profile in Ottawa is underway. The BCMTA is now represented on the National Recreational Boating Advisory Council (NRBAC), a group that provides advice to Transport Canada on issues and trends related to recreational boating. This appointment to the NRBAC is in addition to BCMTA's ongoing efforts at the provincial and regional levels.

Planning for February's show at BC Place Stadium and Granville Island Maritime Market and Marina continues. BCMTA will have a booth at this year's show, which will celebrate the new BC Family Holiday on Monday, February 11th.

Kim Barbero - Executive Director

MID-CANADA MARINE AND POWERSPORTS DEALERS ASSOCIATION (MMPDA)

With another great season under our belts, the Mid-Canada Marine and Powersports Dealers Association is ramping up for a very busy Association year and an exciting show season!

2013 BOAT SHOW

Plans for the 2013 boat show are in full swing with the entire show being sold out. Features of the show will once again include the mega fish tank with professional fishing presentations throughout all four days of the show. The Casting Competition, introduced last year, was a resounding success and a bigger and better event is planned for the 2013 show.

2013 POWERSPORTS SHOW

A few years ago, the MMPDA opened its membership to the powersports industry,

which resulted in a name change, an increase in membership and a slight shift in association focus to include the powersports industry. Over the past three years, discussion has revolved around hosting a second trade show; the MMPDA is proud to announce that the first Annual Powersports Show will take place February 8–10, 2013, at the Winnipeg Convention Centre. Features will include an exciting fashion show, featuring the latest in performance gear and a Show and Shine with prize money awarded to the top contenders. The Powersports Show will be an industry first for our region, with snowmobiles, ATVs and motorcycles all on display in one venue. Excitement is building and we anticipate that the event will be a winner, both for the public and our members. For details visit www.mmpda.ca.

PROMOTION OF INDUSTRY CAREERS

The MMPDA continues to educate the public about our industry and the career opportunities that are available within it. In October, we participated in the Special Area Group for Educators Conference. Having a presence at this conference allows us to interact with educators who work with our future employees, and educate them on what this industry is all about and what it has to offer to their students. To further promote industry career opportunities, the MMPDA hosts an annual career presentation during the boat show. Educators, students and parents are invited to attend the presentation where they can listen to industry personnel and Apprenticeship Manitoba representatives talk about available career opportunities and the Marine and Outdoor Power Equipment Technician Apprenticeship Program. All attendees are given free admission to the boat show, where they are further exposed to this exciting industry.

MEMBER BENEFITS/ MEMBER EDUCATION

Over the summer, the MMPDA conducted a needs assessment. The results indicate some very valuable industry statistics that participating MMPDA members will find useful as they plan the future of their businesses. The assessment also generated useful association-related information that the MMPDA will put to good use as we plan the future direction of our organization. Some of the feedback received from the needs assessment related to education and training for dealer members and their staff. Members were asked what type of training they were looking for and customer service training came out as second only to sales training in dealer responses. Armed with this information, the MMPDA embarked on another large project: developing the Customer Service Excellence Program. This member education program was developed by a team of MMPDA members and front-line staff who worked with a professional educator to develop an affordable, high-quality, industry-specific customer service education program suitable for all MMPDA dealer members. A pilot workshop was conducted in early October, the program was then reviewed/revised, and will roll out to members over the next few months.

ANNUAL GENERAL MEETING

The MMPDA AGM and Member Dinner took place November 14th, at which time members participated in the annual election of board members, were introduced to the new member education program and had the opportunity to network and socialize with industry peers.

Kim J. Wozniak - Association Manager

BOATING ONTARIO ASSOCIATION

With the 2012 boat haul-out almost finished, we can now take a moment to reflect on the overall season. The consensus is that most marinas and dealers had an outstanding spring and summer with both showing increased numbers of used and new boat sales. With the spectacular

summer weather and gas prices being held to previous year's levels, boaters were out and about creating a buzz in the service departments. Although marina operators and dealers generally had a great summer, we do have some issues within the industry that could be and/or could have been very detrimental to many operators and dealers.

On October 19th, we received great news from the Minister of the Environment for Canada, Peter Kent, that the Trent Severn Waterway and Rideau Canal will continue to operate as usual for the entire boating season from the May long weekend to Thanksgiving weekend in 2013. Boating Ontario and its members spent a great deal of time and effort encouraging the government to refrain from closing the systems down early. There may be some changes to the hours of operation within the period, but the waterways will stay open for the full boating season.

Now, let's turn our attention to the low water levels of the Great Lakes. This is a significant issue for recreational boating. We are looking at record lows in many areas throughout the province. Unfortunately, there is little we can do as it is mainly due to Mother Nature and natural occurrences. Boating Ontario will continue to follow the trends in water levels and support members where possible but experts have forecast that the levels will get even lower within the next six months.

Boating Ontario is excited to host our Annual Conference and Trade Show in London on December 2-4, 2012. The theme this year is "Winning Strategies for Success" and we have a full agenda with many industry topics that you won't want to miss. New this year is the Technology Expo. Whether or not marina operators want to admit it, the next generations are all plugged into technology and its fast advancements. We have arranged for several experts to help marine industry businesses connect with existing and prospective customers as well as to operate your business more efficiently. There will be two professional key note speakers: Byron Bolton, CEO of the Westwinn Group in Vernon, and John Peterson, President of Marlow-Hunter Sailboats.

Byron will speak about the winning strategy for success that has allowed his business to expand while everyone else seems to be abandoning the boat manufacturing business in Canada. John will speak of how he successfully managed to rescue Hunter Marine Corporation when its parent company, Morgan Industries Corporation, went through Chapter 11 bankruptcy. Additional topics to be addressed include: leadership planning and succession, Boater Assist Canada, low water levels of the Great Lakes, and the popular Spotlight on Success. We hope to see you in London!

Al Donaldson - Executive Director

NATIONAL MARINE MANUFACTURER'S ASSOCIATION (NMMA CANADA)

Looking back, 2012 was filled with many accomplishments for both the National Marine Manufacturer's Association (NMMA Canada) and the Canadian recreational boating industry overall. Milestones achieved include the release of the first-ever Canadian Recreational Boating Industry Statistical Abstract, the first advocacy day for the industry in Ottawa, a grant from the Department of International Trade and Foreign Affairs to support Canadian marine manufacturers, and the 2012 Economic Impact Study to be announced at the State of the Canadian Recreational Boating Industry Session at the Toronto International Boat Show on January 14, 2013 to name just a few.

This year kicked-off with the announcement of the first-ever Canadian Statistical Abstract, an industry resource that NMMA will continue to update annually. The Abstract has valuable data and research to help you plan and make business decisions. All members are entitled to one free downloadable copy. Non-members can purchase the Abstract for US\$750 at any time. Stay tuned for the 2012 Canadian Statistical Abstract which will be made available in early 2013. Please visit www.nmma.ca for more information.

Another key accomplishment: NMMA Canada took to Ottawa in the spring ▶

for the industry's Recreational Boating Day on the Hill, the first Canadian advocacy day for the recreational boating industry. One of the core functions of NMMA is to advocate on behalf of both its members and the industry. NMMA's Recreational Boating Day on the Hill held on May 29, 2012 raised our industry's profile with our Members of Parliament and Senators and senior officials from key departments like Transport Canada and Industry Canada. It provided our industry an opportunity to tell our story to our country's decision makers and put recreational boating in the spotlight. The event was a success and we plan to hold Recreational Boating Day on the Hill annually in order to build on existing relations and create new ones with our policy makers who need to know the importance of this industry on Canada's economy. It is just one of the building blocks required to address issues that impact our industry such as trade barriers, access to water and tourism development. Working with the government to address such issues helps keep boaters enjoying the water and introducing more people to boating while also ensuring we maintain a healthy Canadian manufacturing climate for our members.

This past winter, NMMA applied for funding from a government program lead by International Trade and Foreign Affairs. The program, Global Opportunities for Associations, works with Canadian manufacturers to assist them in reaching international markets to promote Canadian-made goods abroad. NMMA was thrilled that we were successful in our application and as such we are assembling a trade mission of about seven Canadian companies who will attend the Istanbul and Dubai Boat Shows to identify business opportunities. In November 2012, the office of David Tilson, M.P., announced to the media that the grant was awarded to NMMA Canada.

Finally, the 2012 Economic Impact Study is to be announced at the State of the Canadian Recreational Boating Industry Session at the Toronto International Boat Show in January 2013.

The study is developed in partnership between NMMA Canada and Discover Boating and all of our regional Marine Trades Associations. The objective of the study is to provide an updated snapshot of the economic impact that the recreational boating industry has in Canada. Similar to the 2006 study, it aims at being a tool the industry can use when having discussions with government officials, stakeholders and media.

Look for your invitation to attend the special State of The Canadian Recreational Boating Industry Session during the 2013 Toronto International Boat Show co-hosted by NMMA Canada, GE Capital and Boating Industry Canada. This session will feature a presentation by GE Capital as well as the release of the recreational boating industry's 2012 Economic Impact Study, among other relevant announcements.

Also, in January 2013 at the Toronto International Boat Show, NMMA Canada will meet with our MTA partners from across Canada to continue our discussion on how to address the skilled trades shortage. Our objective is to bring together the core competencies from provincial educational programs across Canada in an effort to create a national standard for our industry. Our goal is to present our idea federally to the Department of Human Resources Skills Development Canada. We recognize the need for training standards and we are working together at all levels to achieve this goal.

Sara Anghel — Executive Director



DISCOVER BOATING CANADA

Discover Boating's Marketing Milestones for 2012, Welcoming More Canadians to the Water.

Heading into the winter months, we look back on a busy spring and summer spent welcoming more Canadians to the water. Some of the milestones achieved include the redesigned DiscoverBoating.ca which features a new and improved Boat Selector Tool. The tool allows for a streamlined user experience, richer content and helpful navigation, making the boat-buying process seamless and fun for visitors.

The Boat Selector Tool now leads visitors directly to external manufacturer websites from *DiscoverBoating.ca*. The revamping of this tool resulted in an increase in visits to manufacturer websites by 50 percent.

Another milestone was the creation of an expanded industry toolkit—have you used any of the free stakeholder promotional materials and joined the movement to welcome more Canadians to the water? As we head into 2013, visit *DiscoverBoating.ca/tools* or *fr.DiscoverBoating.ca/outils* (for the French version) to get access to a variety of free offerings that you can use for your own business. The stakeholder site offers everything from new “Welcome to the Water” point-of-sale materials (window clings and bumper stickers) to webinars, videos for your website, logos, web content, facts and figures and much more.

2012 SOCIAL MEDIA HIGHLIGHTS

On the social media front, Discover Boating Canada generated a seven percent increase, reaching more than 20,000 Facebook “likes.” This growth was achieved by engaging the Facebook community and sharing their feedback, stories and experiences with their friends. In addition, we created quality content that enticed them to interact with Discover Boating. On Twitter, we were able to grow our followers by 33 percent from 2011, reaching over 1,000 followers to date.

Do you tweet? Be sure to follow @DB_Canada on Twitter. Also, be sure to “like” us on Facebook at *Facebook.com/DiscoverBoatingCanada*.

PR RESULTS 2012

Beyond social media and the Web, there was great success in our public relations efforts. Discover Boating generated over nine million impressions securing 111 news stories across the country, an increase by 33 percent in total number of media hits from last year. This included welcoming national media outlet, The Weather Network, to the water in addition to coverage in newspapers, magazines, blogs, television and radio shows across Canada.

ATTENTION DEALERS: FREE "GET STARTED IN BOATING" DVDS NOW AVAILABLE TO ORDER

Looking for a great source of information that will help prospective buyers get farther down the path to purchase a boat at your dealership? Discover Boating offers complimentary English and French "Get Started in Boating" DVDs that you can provide to your customers or potential customers getting started or looking for more information about boating. According to a 2011 participation survey conducted by the National Marine Manufacturers Association, 25.4% of 850 respondents claimed that they have purchased a boat after receiving this DVD. The free DVD showcases different types of boats, basic boating maintenance tips and the benefits of the boating lifestyle and can be an excellent way for you to take part in the Discover Boating initiative. To order, please contact Tracey Hart at thart@nmma.org.

BEGINNER'S GUIDE TO BOATING: AVAILABLE IN BOTH ENGLISH AND FRENCH

The Beginner's Guide to Boating is available for prospective boat buyers to order from DiscoverBoating.ca in addition to being distributed by the Marine Trade Associations through their event initiatives. The guide provides aspiring boaters with helpful information which includes choosing the right boat to suit their lifestyle, hauling and storing their boats and having fun along the way. Educating consumers about how fun and easy it is to get out onto the water can help to bring more aspiring boaters

into your dealership. The Beginner's Guide to Boating is available in both English and French on DiscoverBoating.ca and fr.DiscoverBoating.ca.

BOAT SHOW SEASON IS FAST APPROACHING—CHECK OUT THE LATEST AT THE DISCOVER BOATING CENTRE.

Discover Boating is proactively reaching more consumers at boat shows across Canada. Following the success of the mobile-friendly version of DiscoverBoating.ca launched last year in response to changing consumer behaviour, visitors to the Discover Boating Centre will now also receive a handout utilizing QR code technology. A QR code (see opposite page) allows visitors to use their browsers on their smart phones to directly access the Boat Loan Calculator Tool while they are at the show. This technology feature is in addition to the tried and true boating experts that are available to answer questions for visitors of the Centre. These are simple yet effective ways to improve the boat-buying experience and help more consumers discover boating. The Discover Boating Centre will be at the Toronto International Boat Show, Vancouver International Boat Show, Montreal Boat and Water Sports Show, Winnipeg Boat Show and Halifax International Boat Show.

Tracey Hart — Director of Marketing

QUÉBEC MARINE ASSOCIATION (AMQ)

NAUTICAL DESTINATIONS ARE BOOMING IN QUÉBEC. IS THIS THE BEGINNING OF A NEW CULTURE OF WATER?

With nearly half a million lakes, unique flora and fauna, a rich maritime heritage, and the gigantic St-Lawrence River, Québec is the ideal place to practice a huge range of water activities that are out of the ordinary. Tickling the salmon in a river, hearing the sweet song of whales during a dive, learning how to kite surf, exploring by kayak or canoe some of UNESCO's World Biosphere Reserves, observing marine mammals during a cruise, following by rabaska the ▶

Reserve Your Seat for the STATE OF THE RECREATIONAL BOATING INDUSTRY Session at the 2013 Toronto International Boat Show

This year, NMMA Canada is holding a State of the Recreational Boating Industry Session on Tuesday January 15th, 2013 at the Toronto International Boat Show.

This event is sponsored by GE Capital and Boating Industry Canada. Presentations will include valuable market research insights from both NMMA and GE Capital. These insights can help both manufacturers and dealers develop a plan for success in 2013. This morning session will also include the induction of the NMMA Boating Hall of Fame recipient and a complimentary hot breakfast buffet will be served.

WATCH FOR YOUR FORMAL INVITATION WHICH WILL REQUIRE AN RSVP. IN DECEMBER A FULL AGENDA WILL FOLLOW.



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footsteps of First Nations or just relaxing on a sailboat are some examples. In order to give the population easy access to all water activities, the Québec Marine Association created a program named Québec Nautical Stations (QNS) in 2007. This program links the largest nautical destinations of the province and offers many services to visitors like access to canoeing/kayaking, cruises, excursions, marinas, maritime heritage, fishing, beaches, yachting, diving, wind sports and more. In short—the Québec Nautical Stations are the ideal place for a memorable getaway.

The program now has 10 stations but seven new stations are currently in development. “There is a clear desire in the province from many stakeholders from water activities, cities and tourism to enhance the development and the structure of nautical stations. This is a response to the fact that nautical activities are getting very popular among citizens and tourists which represented an economic impact of \$5.8 billion for the province (25% comes from tourism activities). We believe this is just the beginning of a new culture of water. People want to connect with the St-Lawrence River and its affluents,” said Beatrice Launay, head of the Québec Nautical Stations program.

In order to promote its program, the Québec Marine Association will participate this winter in many boat shows held in Québec, Ontario and the Northeastern United States. Also, the Québec Nautical Stations program will have a large exhibition at the next Montreal Boat and Water Sports Show (February 7th to the 10th at Place Bonaventure). This will certainly give you a taste of adventure!

For more information, visit:
www.nautismequebec.com/QSN

List of actual stations:

Saint-François Lake
Deux-Montagnes Lake
South-Shore
River Richelieu South - Champlain Lake
Saint-Pierre Lake
Québec-Lévis
Rimouski-Mitis

Haute-Gaspésie
Haute-Côte-Nord
Manicouagan

List of stations in development:

Saint-Louis Lake
Eastern Township
Vallée-du-Richelieu
Haute-Saint-Maurice
Temiscamingue
Saint-Jean Lake
Saguenay
Montmagny
Îles-de-la-Madelaine

ATLANTIC MARINE TRADES ASSOCIATION (AMTA)

TRAINING NEWS

AMTA is pleased to announce that the Marine Service Technician was designated as a trade under the Nova Scotia Apprenticeship and Trade Qualifications Act as of September 4, 2012. Following this designation, the new trade regulation was approved by an Order in Council, dated October 2, 2012. Now that this trade is designated, an occupational profile must be developed. Members of AMTA are working with members of the Nova Scotia BoatBuilders Association (NSBA) to provide Nova Scotia's Labour and Advanced Training and Apprenticeship Nova Scotia with information.

ATLANTIC BOATING GUIDE

AMTA is pleased to announce that the 2013 Edition of the Atlantic Boating Guide will be produced and published by Metro Guide Publishing of Halifax, NS. Atlantic Boating, formerly known as Maritime Boating, is Atlantic Canada's premiere boating guide, offering readers all the details they need to boat around Atlantic Canada. Inside you will find the best boating destinations in Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland, along with detailed marina listings and services. This guide includes details on the most popular events in each region along with personal stories and advice from

boaters who know Atlantic Canada's waters the best. AMTA has purchased *MaritimeBoating.ca*, developed by Eclipse Media which is the web-based version of the Atlantic Boating Guide. This site will be refreshed for 2013 with all the up-to-date information contained in the 2013 Guide.

RELAUNCH OF BLUENOSE II

Nova Scotia's sailing ambassador, Bluenose II, was officially relaunched in Lunenburg on Saturday, September 29, during an all-day celebration not surprisingly, in the rain! Work continues on the historic vessel and the masts were put up in mid-October.

ARTHUR MCNEIL

AMTA was very sad to hear of the passing of Arthur McNeil. Arthur was a very important part of the Atlantic Marine Trades Association having been with the Association from its beginning. He was a driving force in the creation of the Halifax International Boat Show as we know it today—industry owned, produced by Master Promotions and a showcase for the recreational marine industry in the Atlantic Provinces. Art was never very far away from the Board of AMTA, either as a Board member or as a committee member. Over the last four years alongside other AMTA members and members of the Nova Scotia Boatbuilders Association, Arthur helped lay the foundation for a new Nova Scotia Apprenticeship Trade: Marine Service Technician, which will recognize the important skills of marine technicians and will help to layout a career path for those wishing to enter the industry. A Board member of the Nova Scotia Yachting Association and a Director of the Bras d'Or Yacht Club, Art will be missed by many.

AMTA Annual general Meeting and Conference, November 22, Saragay House, Halifax, NS

Halifax International Boat Show takes place February 21–24, 2013 at Exhibition Park, Halifax, NS! www.halifaxboatshow.com.

Pat Nelder – Executive Director ■

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