

JUNE 2013

Boating INDUSTRY

CANADA

MARINE BUSINESS MONTHLY

SARA ANGHEL

NMMA CANADA AND
DAY ON THE HILL

Suzuki's Amazing
EFI PORTABLES

Marinelite Windows
CUSTOM GLAZING



SETTING THE STANDARD FOR BOAT DOCKAGE, HANDLING, AND STORAGE



Kropf Conolift Marine Equipment



- ▶ Versatile and efficient open frame design
- ▶ Simple operation with hydraulic frame adjustment
- ▶ Maximize efficiency with full remote control and optional sailboat and cradle packages
- ▶ Self-propelled and towable models from 3 – 100 tons capacity
- ▶ Mobile lifts with optional remote, four-wheel steering, and hydraulic sling positioners
- ▶ Storage stands and trailer tugs also available

Kropf Marine Floating Dock Systems



- ▶ Complete stability based on rugged steel pipe floatation
- ▶ Epoxy coatings on all steel surfaces for extended service life
- ▶ Extensive experience in northern ice conditions
- ▶ Floating breakwaters for basin protection
- ▶ Complete project support including design, fabrication, and installation
- ▶ All systems built to order to suit your exact requirements

FACTORY PRICING ON ALL SALES
DELIVERING VALUE SINCE 1977

CONTACT US FOR ALL YOUR MARINE NEEDS
North America 1.888.480.3777 Worldwide 705.378.2453
www.kropfindustrial.com info@kropfindustrial.com
1 Quebec Drive, Seguin ON P2A 0B2

PUBLISHER
Mark Collett
markcollett@kerrwil.com
250-706-0156

MANAGING EDITOR
Andy Adams
aadams@kerrwil.com

ASSISTANT EDITOR
Terri Hodgson
thodgson@kerrwil.com

CONTRIBUTORS
Andy Adams, Tim Edwards, Ken Harrison,
John Morris, Matthew Wienold

ADVERTISING SALES
Greg Nicoll
gnicoll@kerrwil.com
416-620-9373
John Armstrong
johnarmstrong@kerrwil.com
905-330-4837
Ian Gilson
igilson@kerrwil.com
905-719-5152
Mary Nicoll
mnicoll@kerrwil.com
905-535-2866

SALES ADMINISTRATION
Lynn Lortie
lynnlortie@kerrwil.com
705-527-7666 X221

CIRCULATION
Elissa Campbell
elissacampbell@kerrwil.com
705-527-7666 X224

ART DIRECTOR
Petra Dueck
pdueck@kerrwil.com

PRODUCTION MANAGER
Doug Blessin
dougblessin@kerrwil.com

WEBMASTER
Rory Green
rorygreen@rogers.com

*Boating Industry Canada is published by
ADASTRA MEDIA INC in association with
KERRWIL PUBLICATIONS LTD.*

KERRWIL
your marine market resource

EAST COAST OFFICE
538 Elizabeth Street
Midland, Ontario L4R 2A3
Tel: 705-527-7666 Fax: 705-527-7662
www.kerrwil.com

WEST COAST OFFICE
2328 Stafford Avenue
Port Coquitlam, BC V3C6K6

PUBLISHER/COO Mark Collett
VICE PRESIDENT Greg Nicoll
CEO John Kerr
DIRECTOR Brad Marsh

*Boating Industry Canada is published six times
annually. To subscribe, go to: www.boatingindustry.ca*



The contents of this publication are the property of Kerrwil Publications Limited and may not be reproduced in whole or in part without prior written consent. We encourage letters to the editor, submissions and query letters from writers and our readers. For material to be returned, please include a stamped, self-addressed envelope.

Occasionally, we allow the use of mailing lists to firms offering products and information that we feel may be of interest to you. If you do not want your name made available, please return your mailing label to us marked
DO NOT RELEASE.

Send all address changes, post office
returns and subscription inquiries to:

BOATING INDUSTRY CANADA
538 Elizabeth Street, Midland, ON L4R 2A3
Tel: 705-527-7666 Fax: 705-527-7662
E-mail: elissacampbell@kerrwil.com

CONTENTS

VOLUME 10 ■ NUMBER 3 ■ JUNE 2013



Features

PROPULSION

15

Suzuki DF20A – High Tech Tender or Fishing Power? Our Editor takes the newest offering from Suzuki for a test drive.

By Andy Adams

MANUFACTURING FABRICATION

16

Marinelite Windows – A tour of Marinelite's factory reveals the extent of Anthony D'Eon's inventiveness.

By Tim Edwards

IMPACT

22

Sara Anghel and NMMA Canada – It's All About Impact – Insightful and intelligent navigation of the Canadian boating industry through sometimes choppy political waters.

By Andy Adams

THE BOAT SHOP – NMEA

26

Report from Canada – A Vibrant and a Promising Future – A snapshot of Canada's marine electronics industry.

By Ken Harrison

THE BOAT SHOP – ABYC

28

Thermal Appliance – Standards based questions are contagious making Thermal Appliance and more specifically Liquid Petroleum Gas (LPG) Systems, one Hot Topic.

By Matthew Wienold

Departments

Insight.5

Industry News.6

New Products12

Ad Nauseam.18



On the Cover:
Sara Anghel, National
Marine Manufacturers
Association, NMMA.
Photo by Andy Adams



RBC Royal Bank

Get more customers on the water faster.

RBC® retail marine financing provides industry-leading approval time, direct deposit funding, and superior service and advice from specialists who understand your business.

Over one-third of Canadians bank with RBC Royal Bank®, and our state-of-the-art online dealer locator at rbcroyalbank.com/dealer makes it easy for prospects to find you.

To learn more, talk to your RBC relationship manager.



Advice you can bank on™

BY ANDY ADAMS

'Weather' Or Not We Have A Good Season

THINGS HAVE BEEN FEELING A LOT BETTER lately in the United States. The Dow Jones has broken through the 15,000 mark, the TSX is over 12,500, some of the employment numbers released by the government have been very encouraging and we've recently seen a fair bit of American data that says the big market to the South is doing fairly well.

We share some data from Boating News Net which is an American monthly economic report from the NMMA which features industry and general economic indicators.

Their May 2013 report started by noting that according to advance estimates, GDP grew 2.5% in the first quarter, up from Q4's 0.4% growth. The pickup primarily reflected upturns in manufacturing inventory investment, consumer spending on household utility services, and exports.

(Source: Bureau of Economic Analysis)

Consumer confidence rebounded in April to a 5-month high of 68.1, beating estimates, as short-term outlooks dramatically improved. Yet, the Expectations Index has fluctuated widely month-to-month since the end of last year, largely reflecting uncertainty generated by the fiscal cliff, sequestration and their impact on jobs and incomes. Prior to the recession, consumer confidence had averaged above 100 points.

(Source: Conference Board)

The official U.S. unemployment rate reached a 5-year low 7.5% in April, largely reflecting a decline in the employment participation rate to lows last seen in 1979. While more discouraged workers had stopped looking for jobs in April, the measure is still relatively low. Taking into account discouraged workers and those that are employed part-time but are available for full-time work, the unemployment rate becomes a 4-year low 13.9%. Over the past 12 months, 2.1M jobs were added to payrolls, averaging 173,000 jobs/month.

(Source: Bureau of Labor Statistics)

Finally, we continue to hear reports that U.S. housing prices are rising in many markets, restoring the strength and confidence of American consumers. And as always, when America starts buying again, Canada benefits.

But whether or not we have a good season is always a matter of the weather isn't it?

Temperatures throughout much of Canada have been below seasonal norms which means that a lot of our customers are more concerned about staying warm than they are about avoiding sunburn!

It's still early in the year but from where we sit, whether or not we have a good season is likely to be more a matter of getting a hot summer than it is about having a hot economy.

Andy Adams - Editor



Guiding mariners for over 100 years.

Local inventory

Six locations across the country.

Local expertise

Technical teams provide immediate expertise and repair.

Local customer service

From installation to warranty support and maintenance.

The CMC advantage

CMC understands what you need. Every day. Here in Canada.

Your Marine Electronics Expert

Esterline
CMC Electronics

1-800-661-3983

email navcommsales@cmcelectronics.ca

www.cmcmarineelectronics.ca



Attendees from all Industry Segments Create a Successful 2013 Recreational Boating Day on the Hill

FROM SARA ANGHEL, EXECUTIVE DIRECTOR/ VICE PRESIDENT GOVERNMENT RELATIONS, NMMA CANADA

THE SECOND ANNUAL Day on the Hill was a success as more than 25 industry leaders met with Parliamentarians to address key issues such as water access, trade barriers and regulations. On May 1, 2013, NMMA Canada, together with members from across all sectors of the Canadian recreational boating industry including the regional MTAs, gathered on Parliament Hill creating a more unified voice to advocate on behalf of the industry's approximate 4,400 Canadian marine companies. This year's reception was co-hosted by Members of Parliament David Tilson, Dufferin-Caledon; Barry Devolin, Haliburton- Kawartha Lakes—Brock; and Mike Wallace, Burlington. These elected officials have been especially supportive of the marine industry and understand the economic impact that recreational boating has in Canada.

Attendees met with Members of

Parliament (MPs), cabinet ministers, senior staff from ministers' offices and senior departmental staff from Transport Canada. These meetings included Louis Levesque, Deputy Minister of Transport; Steven Fletcher, Minister of State (Transport); Andre Hannoush, Policy Advisor Office of the Minister of Transport; Marc-Andre Plouffe, Chief of Staff Minister of State (Small Business & Tourism); and Jonathan Aitchison, Policy Advisor Office of the Minister of Industry. The meetings also included MPs from across Canada including four from the Western Provinces, three from the Atlantic Provinces, two from Quebec, one from Manitoba and seven from Ontario. Several more MPs from each region attended the reception in the evening, giving NMMA members an opportunity to mingle with those outside of whom they met with earlier that

day. The teams also attended Question Period in the House of Commons and had the opportunity to watch Prime Minister Stephen Harper respond to questions from the Opposition.

The event provided an opportunity to share results from the new NMMA 2012 Canada Economic Impact Study with those on Parliament Hill and proved to be a critical element of the industry's advocacy efforts in building an accurate understanding of the Canadians who make up recreational boating and the positive economic impact boating has across the country. Attendees brought with them to their meetings on the Hill a summary sheet highlighting key facts from the Economic Impact Study, the Canadian Statistical Abstract and a 2012 survey conducted by Discover Boating Canada.

ANDY ADAMS

✦ The Honourable Vic Toews, Minister of Public Safety; Merv Tweed, Member of Parliament for Brandon-Souris, Patricia Nelder of AMTA and JF Rioux from Yamaha Canada.



Mid-Canada Marine and Powersports Dealers Association

2013 Spring and Summer Status

BY KIM WOZNIAK, ASSOCIATION MANAGER

With spring starting little late in our region and snow and ice taking forever to disappear, boating season has taken a little longer to get started. Despite the cooler weather, dealers report that they saw an increase in dealership activity a few weeks before the May long weekend and have been busy since.

The 2013 boat show was very successful with an increase in both attendance and sales over the previous year. Total 2013 sales set a new show sales record, being the highest total sales at one show in the history of the Mid-Canada Boat Show.

The MMPDA held the first annual Powersports Show in February and plans are in the works for a 2014 show that will take place next April.

Show Manager, Jim Flood, has decided to step away from show management to focus solely on his boat business, Bowline Yachts. The MMPDA would like to thank Jim for his many years of dedication to producing our trade shows and commend him on successfully enhancing and growing the boat show over the past 20 plus years and in getting the first Powersports Show off the ground. The MMPDA has contracted the services of Dave Amey and Associates who will be taking over production of both the boat and power sports shows for 2014.

MMPDA members had the opportunity to participate in the Customer Service Excellence education program which ran from November 2012 to February 2013.

A total of 48 managers and 85 staff took part in the program resulting in positive feedback and a request from participants for additional training. The MMPDA Education Committee is now working on a continuation of the program for 2013/14 and will be focussing on an extension of the customer service excellence program combined with telephone etiquette; time management; and how to manage the impact of price in your customer's decision.

The MMPDA Government Relations committee continues to work on issues that impact our industry with a decision being made this year to focus on "access", both land and water. We have made a connection with the Canadian Federation of Independent Business in hopes that they will be able to offer some assistance and direction in this regard.

We continue to promote our industry career opportunities through participation in career fairs, career presentations and trade shows. To further promote industry careers the MMPDA is now offering annual bursaries to deserving graduates of the Winnipeg Technical College Motorsport Technician Program; the Red River College Outdoor Power Equipment Technician Program; and the three-year Marine and Outdoor Power Equipment Technician apprenticeship program.

With summer upon us, dealers are looking forward to a busy season. ■

The 2012 Economic Impact Study reveals that Canada's core recreational boating industry contributed an estimated economic impact of \$5 billion, total revenues of \$8.9 billion, and 67,000 jobs throughout Canada last year. The "core" recreational boating industry consists of boat and accessory manufacturers, boat and accessory dealers, marina operators, repair and maintenance shops, schools and boat clubs, and various other related companies.

The Day on the Hill closed with an outdoor reception under a tent on a warm sunny day, reminding everyone that the kick-off to the Canadian boating season was near. PWCs were brought into the courtyard to create a visual impact on Parliament Hill.

NMMA Canada looks forward to another successful Day on the Hill in May 2014. ■

Water and Canals a Big Deal in Ontario

Boating Ontario

BY AL DONALDSON, EXECUTIVE DIRECTOR BOATING ONTARIO

THE RECENT ANNOUNCEMENT by the Minister of The Environment, Peter Kent that he was freezing the lockage charges in the canals at the 2008 levels until 2017 was good news for the recreational boating industry and tourism operators along the canals. Unfortunately, the operating personnel on the canals are still faced with serious financial cutbacks which are forcing them to reduce operating hours on the canals as well as manage the canals with fewer people. Boating Ontario is attempting to work with management of the canals to help them obtain the necessary expense reductions imposed upon them by the finance department. The new Executive Director of Waterways for Parks Canada is attempting to find

new ways of generating revenues for the waterways and increase the economic impact of the waterways on the communities they serve. Without adequate funding this is a very challenging job.

Rumours continue to circulate that the Federal and Provincial Governments will come forth with some assistance for marina operators who have been very hard hit with the low water levels at the end of 2012 and the beginning of 2013. The Mayors group who has worked very hard to communicate the plight of the marina operators is to be congratulated for bringing this issue to the attention of the Federal and Provincial Politicians. We hope to hear something positive from Ottawa and Queens Park in the near future.

Is Summer Finally Here?

With the late start of summer caused by the cold weather and heavy rains this spring, we find most dealers in Ontario about a month behind on the delivery of boats sold at the boat shows over the winter. We are not complaining about the rain; it is certainly needed in some parts of the Province. The late delivery is however causing cash flow issues for dealers. Hopefully, with the warm weather appearing to at last be here, deliveries will start to roll and cash flow will soon pickup. The weather office is calling for fair weather in June, July, August and September which should make for a great summer for boating. Boating Ontario is looking forward to promoting "Welcome to the Water" and welcoming new participants to the Discover Boating program at events throughout Ontario this summer. ■

Take Advantage of New "Welcome to the Water" Materials and Attract more Customers to Your Next Event

BY TRACEY HART, DIRECTOR OF MARKETING, DISCOVER BOATING CANADA

Discover Boating Canada announced an updated event toolkit for industry to take advantage of this summer. "Welcome to the Water" event materials allows your business to increase awareness of your next summer event, and create opportunities for your business by welcoming more people to the boating lifestyle.

These materials are designed to add on to your existing events such as Customer Appreciation Days, Open House BBQs, Yacht Club Social Events, and so on. It's up to you whether you adapt your events to feature your boats or use your customers' boats to create a social event on the water. You can use our event checklist as a starting point

and add your own activities to your Welcome to the Water event. We suggest anything from hands-on training and boater education, safety and skills seminars and obviously opportunities for those non-boaters to spend some time meeting other boaters and experiencing life on the water at your event.

By creating a "Welcome to the Water" event you can order complimentary themed banners, invitations, emails, web buttons, press releases, an event checklist, even social media content to help market your event and tie it into the national Discover Boating program's Welcome to the Water campaign. The event templates have been designed so

that you are able to easily download templates, add your company logos and details to promote your event.

A key objective for any Welcome to the Water event is to encourage existing boaters/customers to extend a warm invitation to their non-boater friends, so that they can experience a fantastic day on the water, courtesy of you and your organization.

Customizable templates are now available for you to download through the toolkit in both English and French online at DiscoverBoating.ca/tools and fr.DiscoverBoating.ca/outils.

Please contact Tracey Hart at thart@nmma.org with any questions. ■



Nautical Fest: the largest water celebration throughout Quebec



BY YVES PAQUETTE, SENIOR PROJECT DEVELOPMENT OFFICER,
ASSOCIATION MARITIME DU QUEBEC, AMQ / QMA

Trying out water sports has never been so easy or accessible! On July 6th and 7th, the Quebec Marine Association (QMA) invites you to the Nautical Fest—a unique celebration held throughout Quebec—on lakes, rivers and of course, the St. Lawrence. During this weekend, more than 60 marinas, ports of call, clubs and schools, will offer free fun water activities in a festive and friendly atmosphere.

Everyone will be invited to discover the wide range of water sports offered in Quebec.

Experience boating, canoeing, diving, flyboard, kayaking, kite surfing, Jet Ski, paddling, rabaska, sailing, stand up paddle board, water skiing, wakeboarding, wind-surfing, yoga paddle board and more.

ENJOY FUN ACTIVITIES

Take part in family activities, strolls along the water, boat rides, canoeing, kayaking and rabaska trips, introduction to navigation (for kids and adults), flyboard demonstrations, marina open houses, boat parades, small cruises, friendly races, interpretive tours and more.

MEET NAUTICAL ENTHUSIASTS

Talk with representatives from nautical associations, clubs, cruise lines, schools, marinas, ports of call, as well as water safety experts and dealers.

So on July 6th & 7th come have fun on the water! No experience necessary—all you need is a big smile.

ABOUT THE NAUTICAL FEST (FÊTE DU NAUTISME)

At its first edition in Quebec, the Nautical Fest aims to demonstrate how practicing water sports in the province is easy and accessible. It also aims to promote and showcase our maritime heritage as well as the majestic St. Lawrence River and its tributaries. In addition, the formula of the event has its origins in France, where the Fête du nautisme was established in 2000 under the leadership of the Federation of Nautical Industries (the 2012 event was attended by more than 547,000 visitors and 240 000 practitioners in addition to benefiting the still very active support of many sports federations and national institutions).



ABOUT THE QUEBEC MARINE ASSOCIATION

Founded in 1996, the QMA focuses on the advancement of pleasure boating. Through its programs Quebec Nautical Stations, Eco-Marinas, Marina Rating and Boating Safety, it has become a must for nautical tourism, sustainable development, upgrades of the nautical infrastructures and safety awareness. Each year, the association publishes the Nautiguide, a reference greatly appreciated by boaters, and organizes the Boat and water sports as well as the Montreal in-Water Boat Show held in the Old Port of Montreal. In addition, the QMA offers many services to nearly 9000 members and corporate boaters.

www.fetedunautisme.ca. ■

New Volvo Penta Dealer in the GTA Handles All Models 12 to 900 HP

TORONTO YACHT SERVICES is now an Authorized Volvo Penta dealer for warranty, service, parts and also for engine sales and installation for the full range of Volvo Penta gasoline sterndrive engines, diesel stern drives, Volvo Penta saildrive, and inboard diesel from one to 13 litres (12 to 900hp).

Of particular interest to owners with newer power yachts, Toronto Yacht Services will handle Volvo Penta IPS of all types from twin to quadruple installations. Toronto Yacht Services will also be providing mobile service from Toronto to Hamilton.

For further information, visit: www.torontoyachtservices.com. ■



➔ Toronto Yacht Services is now an Authorized Volvo Penta dealer.



ICOMIA Standard: Graphical Symbols

BY BARBARA FOUNTOUKOS, COMMUNICATIONS MANAGER,
INTERNATIONAL COUNCIL OF MARINE INDUSTRY ASSOCIATIONS

THE INTERNATIONAL COUNCIL of Marine Industry Associations' (ICOMIA) Technical Committee, in co-operation with ICOMIA member organizations and the ISO Small Craft Committee, is preparing to publish the latest ICOMIA Standard, on 'Technical Guidelines for Graphical Symbols'.

This latest ICOMIA Standard is a voluntary technical guideline to provide the recreational boating industry with a single source of graphical symbols and pictograms currently used successfully throughout the industry as a supplement to the available ISO and national graphical symbols standards. The

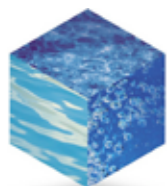
anticipated use of this guideline is for small craft of up to 24 m length of hull and is intended for use on recreational boats only, as use of these symbols and pictograms is not a substitute for international or national requirements.

The outcome of this guideline is to create a symbols database, for which interested parties may develop and submit symbols for use. Several qualifications will govern the submission of symbols to the guideline as they are intended to be used on products, components and in manuals, and be for identification and/or safety and will, where possible, meet the requirements of size and line width as

per ISO 11192 and ISO 7000 and colour palette in accordance with ISO 3864-1.

"Due to ISO's lengthy five-year revision pace it has proved difficult in the past to update the ISO Graphical Symbols Standard and keep it up-to-date with the development of new symbols and pictograms" says Udo Kleinitz, ICOMIA's Technical Manager, "the ICOMIA Standards route gives us the flexibility to update symbols as and when they are available".

ICOMIA has published over 20 of its industry recognized 'ICOMIA Standards', for more information please visit www.icomia.org. ■



AMTA
ATLANTIC MARINE
TRADES ASSOCIATION

Hobnobbing with MPs....

BY PAT NELDER, EXECUTIVE DIRECTOR, ATLANTIC MARINE TRADES ASSOCIATION

On May 1st, AMTA Executive Director Pat Nelder joined the National Marine Manufacturers Association (NMMA) Recreational Boating Day on the Hill. It was an opportunity to present the recently completed Canadian Recreational Boating Economic Impact Study (EIS) and affirm the significant revenues, nearly \$9 billion, generated by the core businesses of recreational boating. The group which was split into several teams met with several Members of Parliament from across Canada, promoting the substantial value of our industry and to discuss issues specific to the various regions.

The team that AMTA was in also had the representatives from the Mid Canada Dealers Association and Yamaha Motors Canada. The team visited MPs Sean Casey and Wayne Easter from PEI and Merv Tweed from Manitoba. Atlantic Canada information from the Economic Impact Study was presented to the PEI MPs. According to the new EIS, despite having only 5% of the Canadian population, Atlantic Canada has 12% of the Boating Industry in Canada. The brand new Recreational Boating Economic Impact Study will ready for distribution at the beginning of June 2013.

CBC HALIFAX VIDEO – LUNENBURG YC BRINGS MORE TEENS INTO SAILING

Pat Nelder at the Atlantic Marine Trades Association also sent this video link to the CBC Halifax site where broadcaster Colleen Jones visits the Lunenburg Yacht Club to investigate a new high-school sports program that brings more teens into sailing.

It seems that in spite of the famous sailing heritage throughout Atlantic Canada, a significant number of teens have never had the chance to experience sailing first-hand.

Watch what happens when they get out on the water: <http://youtu.be/KktAlZH7p4Y>. (CBC Sail All Feature). ■

GE Capital
Commercial Distribution Finance

LIKE A BANK:
WE CAN LOAN YOU MONEY.

UNLIKE A BANK:
OUR DEEP INDUSTRY EXPERTISE
IS HELPING BUILD BETTER,
HEALTHIER BUSINESSES.

At GE Capital, we're not just bankers, we're builders. With more than 50 years of marine industry expertise, we understand that building a better business takes more than just working capital. It requires *human capital* – *intellectual capital*. Our proven approach to lending and advanced online reporting tools are helping businesses dive deep to make faster, more informed decisions. Whether it's wholesale inventory financing or the access and depth of GE's real-world expertise, you'll have the *right capital* for the right job – today and in the future.

Stop just banking. And start building.

Call our Marine professionals today at 888-609-5550.

www.gecdf.ca/boatingindustry



imagination at work



facebook.com/GECDf



[@GEInventoryFin](https://twitter.com/GEInventoryFin)



RAIL MOUNT FOLDING BASES PROVIDE CONVENIENCE AND VERSATILITY

Perko has introduced a navigation light mounting base that folds, adds versatility and helps simplify the operation and care of a boat. Perko's rail mount bases offer full fold-down convenience and fit 3/4" diameter horizontal rails, with other sizes available through special order.

Perko's Figure 1628 perpendicular rail mount base attaches in a transverse direction to the railing, so that any attached light folds at a right angle as well. For applications that require a lateral fold, Perko offers the Figure 1627 axial or in-line rail mount base. This base mounts in the same direction as the railing, so that any attached light folds parallel to it.

Both Perko rail mount bases are constructed of durable black polymer and include necessary clamping/mounting screws for installation. So, make sure your navigation lighting is securely mounted and clearly visible this season. Visit: www.perko.com. ■

WIRELESS SYSTEM ENABLES STEERING FROM ANYWHERE ONBOARD

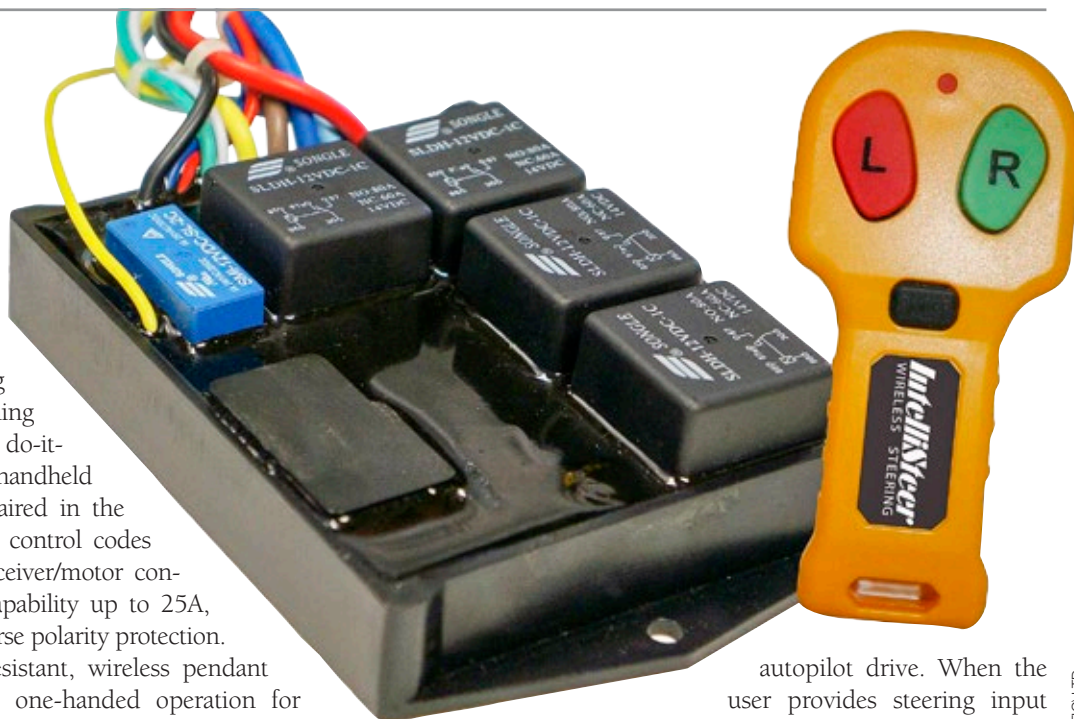
New Intellisteer wireless steering packages from Canada Metal (Pacific) put steering control into a handheld pendant.

Intellisteer offers push-button steering at trolling speeds for freedom while fishing or cruising. Designed for do-it-yourself installation, the handheld unit and receiver can be paired in the field from over one million control codes to enhance security. The receiver/motor controller has a motor drive capability up to 25A, overload protection and reverse polarity protection.

The ergonomic, water-resistant, wireless pendant with lanyard offers simple one-handed operation for steering from anywhere aboard. To preserve battery life, it automatically turns off if not used for 30 minutes.

A range of Intellisteer models support a wide variety of steering systems. For boats already fitted with autopilots, the Intellisteer Standalone System provides a simple and cost-effective wireless steering upgrade.

It is designed to be wired between a course computer and



autopilot drive. When the user provides steering input with the handheld pendant, it overrides the autopilot and activates wireless jog steering control from anywhere onboard. When there is no wireless steering input from the user, control is returned to the autopilot, which then operates normally.

To learn more about Intellisteer and how it can make your boating more enjoyable, visit: www.canmet.com. ■

AMERICAN TECHNOLOGIES NETWORK CORP. INTRODUCES NIGHT SCOUT VX

American Technologies Network Corp., makers of military, law enforcement, security and outdoor night vision and thermal applications, have introduced the Night Scout VX; ATN's newest addition to affordable, quality night vision devices for camping, hiking, birding, boating or home defense.

The Night Scout VX night vision binocular is compact and lightweight and features ATN's proprietary Total Darkness IR System. Even if the user is in total darkness, with the aid of the infrared illuminator, the Night Scout VX cuts through the darkness providing a bright clear image. Using a dual image tube system that provides for depth perception, the user experiences the visual world around them just as they would by using a pair of binoculars. Several image tube configurations are available for any budget or performance demand.

Features include 5x magnification, easy-to-use digital controls, long-range Infrared Illuminator, IR indicator and low battery indicator. The unit is also water and fog resistant. Visit: www.atncorp.com. ■



DIGITAL MAPS PDF MAPS APP FROM AVENZA

Here's an easy and affordable way to discover digital cartography, especially if you are a boating enthusiast, divers and other outdoor recreationalists are taking to the water.

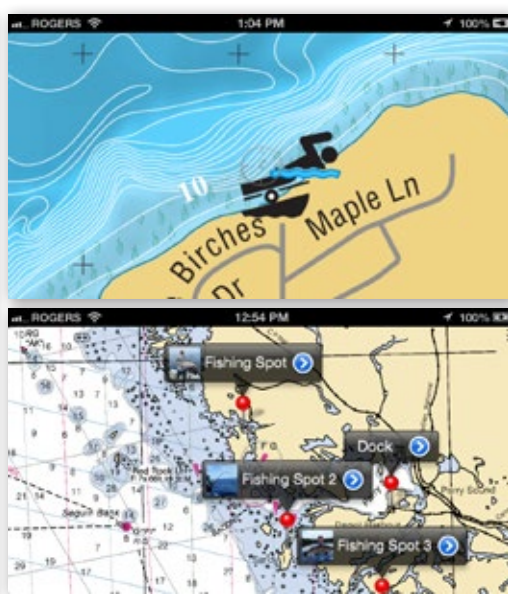
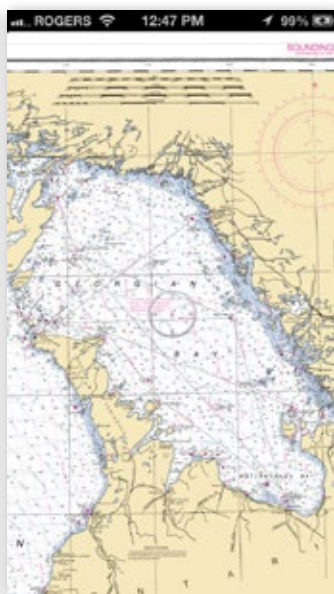
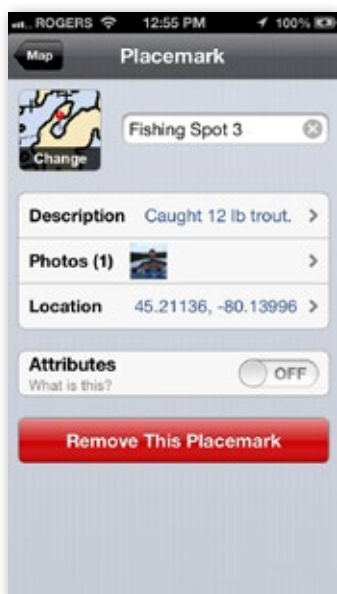
Whether it be to the sea, the lake, river or docking near a tropical island, novice and more adept aquatic navigators will appreciate the simple app to explore the waters and track their bearings without the need for internet in Avenza's PDF Maps app.

The PDF Maps app is a free download and provides boaters and other water recreationalists sounding details, landmarks and obstruction features depending on the map, as well as the ability to drop waypoints on a location with latitude/

longitude coordinates along with images and descriptions for future visits.

As long as it's used with a GPS-enabled device such as an iPhone, anyone can track and record their movements at sea (or lake/river). Did you have a great trip? Email your map with recorded coordinates to others when you're back on land, and let them visit the exact same spots you discovered!

The possibilities are endless, and map suggestions come in every day from water enthusiasts and nautical map publishers about maps they are interested in using. If it's not on there already, PDF Maps app welcomes the opportunity to hear from consumers especially in the summer! ■



AN ORDER A DAY ENTERS YOU TO
WIN BIG
 WITH MERMAID MARINE
ALL YEAR LONG
 40th Anniversary Celebrations

Each day you place an order,
 You will earn a ballot for a chance to win
 the Grand Prize!



Plus Monthly Draws for

Ipad Mini's
 Garmin GPS
 \$500 Gift Cards



Upcoming monthly draws



Pick Your Prize!

Over \$30,000 in Prizes and Giveaways!



PH: 1-800-565-0231 WWW.MERMAIDMARINE.COM

Valid for Canadian Mermaid Marine Dealers only
 Contact Mermaid Marine for rules and regulations

PORT CREDIT BOAT SHOW

August 23-25 2013 Port Credit Harbour Marina, Mississauga, On.



CELEBRATING
23
 YEARS
 PortCredit
Always On. Always Electric!

- **NEW & USED** ● **POWER & SAIL** ● **LARGE & SMALL**
- Explore 100's of Makes, Models, and Sizes of Power and Sail Boats.
- Search through the Consignment Tent for Used Treasures!
- Land Displays ● Live Entertainment ● Speaker's Tent

portcreditboatshow.ca



PORT CREDIT
 HARBOUR MARINA

Suzuki DF20A

High Tech Tender or Fishing Power

BY ANDY ADAMS

I SOMETIMES THINK that the marine industry has forgotten how important small motors are. A great little engine can help kids to fall in love with boating, take anglers out in the early morning and power the tenders that belong to bigger yachts.

For a lot of cruising families, the “little boat” offers almost as much pleasure as the big boat, taking them to shore, around the marina, out for supplies, or off to visit friends.

But a cantankerous old outboard can be a real spoiler.

So, we're delighted to report that there's a great new high-tech tender solution from Suzuki. It's their DF20A and it has groundbreaking “little boat” technology. The short shaft manual start version is under 100 lbs., [also available as the DF15A in a 15 hp version!] does not require a battery and yet it has computerized electronic fuel injection!

We were anxious to drive one of these and we went to Marsh's Marine on Georgian Bay where the crew mounted a brand-new Suzuki DF20A on a heavy old fishing boat and said, “Try that”.

The boat was rated for a 40 and yet this 20 hp started easily, was remarkably quiet and planed the big boat off with surprising ease.

The EFI worked perfectly with the manual start, firing up with one tug of the cord. Electric start is a 10 lb option for this 97 lb engine. The DF20A and DF15A are quickly becoming big favourites with anglers for the smooth trolling speeds and unique in their class optional power tilt and trim. Suzuki's Lean Burn technology promises excellent fuel economy for greater range too.

We should pause on the power tilt and trim aspect because that's brand new and a big surprise. Suzuki Marine has taken the DF15A and DF20A one step

further by offering optional power tilt. This feature will allow skippers to easily raise or lower the motor with the touch of a button. The tilt button is located conveniently on the tiller handle of the outboard, or can be mounted remotely.

This is great news for boaters who run a kicker motor on their bigger boat. The kicker motor may be difficult to access on the transom, so the convenience of power tilt is a significant benefit.

We asked Mark Marsh about the new DF15AT and DF20AT and how his many fishing customers at Marsh Marine in Georgian Bay were reacting to these new engines. He told us, “These Suzukis are opening up a whole new market for us. They are competitive in weight and cost while being the only 15 and 20 horsepower outboards on the market with power tilt and electronic fuel injection.”

Visit: www.suzukimarine.com. ■

Marinelite Windows

Innovation in design and manufacturing

BY TIM EDWARDS, EXECUTIVE
DIRECTOR, NOVA SCOTIA
BOATBUILDERS ASSOCIATION

FISHING AND BOATBUILDING, are the main industries in a region of southwestern Nova Scotia known collectively as the Pubnicos. Along with the hundreds of brightly coloured, seaworthy fishing boats is a collection of long-established boatbuilders, and a variety of businesses—many family owned—that supply marine equipment and materials.

Among these businesses, tucked away off a side road in Middle West Pubnico is Marinelite Windows, designers and manufacturers of custom windows for commercial and pleasure boats.

The brains behind this 21 year old company is local man Anthony D'Eon, inventor, innovator—and businessman.

After learning a trade in car body repair and working in that industry for a while,

✦ Felix D'Eon at the custom glass cutting machine he helped design and build.



D'Eon started installing car windshields for a local company in Yarmouth. While there, he was asked to install windows in a few fishing boats. "At that time, I was using a simple rubber, snap-in type similar to what the local established marine window company was using", says D'Eon.

With increased demand for him to install windows in boats, D'Eon found himself taking business away from the competition, whose owner then seemed more interested in going hunting than servicing his customers!

By now, D'Eon had identified many improvements to be made to the windows that he was installing: the overall design, method of installation, materials of construction, and methods of fabrication. In 1998, *Marinelite Windows* was established with the goal of designing and manufacturing the best marine windows.

Making a fundamental switch to vinyl (PVC) extrusions for the frames, along with Polycarbonate and Stainless Steel hardware, D'Eon spent months designing the various components of his new windows and the tooling to produce them. The result of all this painstaking R&D is the second generation of windows comprising an impressive range of fixed, half-horizontal sliding, vertical sliding, and opening/hinged windows, for 6mm or 10mm laminated or tempered glass, which have been tested in his own shop for weathertightness and functionality under the most gruelling conditions to simulate being exposed to a full gale in North Atlantic.

A tour of Marinelite's factory reveals the extent of D'Eon's inventiveness. Nearly all the tooling and machines used for cutting, bending, drilling,

trimming, glueing, polishing and testing are his inventions, and are built and maintained by the Marinelite staff of six, that includes his wife Christine and son Felix. The design and layout of the shop floor is optimized with productivity and ergonomics in mind, so that custom-fit windows are guaranteed to perfectly fit the intended boat's structure. "Felix played a big role in the design and manufacture of the equipment, and does most of the maintenance" says D'Eon, who is pleased that his son will be taking over the business once he retires.

As a testament to all this, *Marinelite Windows* recently achieved ISO 12216 Certification and are approved for use on Small Fishing Vessels by Transport Canada.

Learn more about *Marinelite Windows* at <http://www.marinelitewindows.com/>. ■

Safety pays... You

Helping your
boaters can help
your bottom line.

BY JOHN MORRIS



I'M GUESSING THAT you're in the marine business because you didn't want to be an insurance salesman. Or a teacher, an auto worker or (heaven forbid) a writer. No, you like boats and boaters. You like talking boats, messing with boats and hanging out with the people who share those interests. I'm just speculating here, but stop me if I'm wrong.

Here's a way to accomplish a lot of those objectives while simultaneously helping those boaters and your bottom line. Here are some topline benefits of working with customers to select, acquire and properly use safety gear.

1. The discussion creates a bond with your customers
2. Safety equipment creates safe boating; a worthwhile objective for everyone in our industry
3. Proper equipment helps make the experience more attractive. Reassure the family by adding to the boat's security and you'll see an increase in usage
4. Regulations demand boaters carry specific equipment and if you are a knowledgeable source of those mandates you will increase your *share of customer*. DON'T let them go to CTC for lifejackets, or flares, or fire extinguishers—there are many purpose built marine models that will serve your customers better and keep them in your store
5. Staying on top of safety equipment means you can offer and sell new items = revenue. That, you can understand.

Step One to serving your customers is PFDs. As we know, the laws have changed and with that, so have usage patterns. Concerned parents have long badgered their kids to wear their PFDs at all times and that objective continues to increase among families. As you know, the relaxation in colour regulations meant kids could have a SpongeBob PFD and that has gone a long way to making everyone happy. And undoubtedly you have all the right products on your shelves, right?

PFDs are becoming on adults too. Many fishing enthusiasts happily wear camo PFDs, racing sailors have adopted inflatables with enthusiasm and cruising boaters regularly wear them, at least when they use dinghies or if the weather turns gnarly. Mustang, Salus and others make many new models and colours that provide better performance, comfort and safety. My own feeling is that the hot new PFD is actually becoming a fashion necessity and they are a fine way to provide customers with a specialty item they just cannot source outside of a marine store.

For years, those orange mini flashlights with a safety pin were called "emergency lighting" but today they are about as current and serviceable as that Pong game mildewing in your basement. There are many new products coming to the market all the time. Take a look at a modern unit like a Navi light 360 Rescue at navinorge.no. It looks appealingly high tech while providing LED quality emergency lighting for hours at a time. Everyone on the boat should have one and at under \$100, why not?

These three categories (mandatory equipment, PFDs and what I call 'normal' personal safety gear) can address the goals indicated above, but a further step is to take you beyond the ordinary into the category of trusted expert. That step involves adding ▶

◀ By stocking proper marine equipment, you keep your clients safe while increasing retention and your sales.

THE WORLDS FIRST PROPANE POWERED OUTBOARD ENGINES



LP5.0



LP2.5

LP9.9



LEHR
Environmentally friendly technology

**WESTERN
MARINE
COMPANY**
Suppliers to the Marine Industry

1494 Powell St
Vancouver, BC V5L 5B5
Phone: 604-253-7721
Toll Free: 1-800-663-0600

**TRANSAT
MARINE**
Specialty Marine Hardware

70 Ellis Drive - Unit 1
Barrie, ON L4N 8Z3
Phone: 705-721-0143
Toll Free: 1-800-565-9561

Contact us for a dealer nearest you



↔ Staying on top of new technology like these units confirms your expertise as the 'go to'.



some specialty safety items to your offering. Some of these may be low volume items, especially for lake-based marine facilities, but including them in your offering demonstrates your commitment to safety and your understanding of the equipment.

First, when was the last time you had a conversation with any of your customers about fire extinguishers? They are required. But isn't it human nature that once one is mounted in the boat, it gets ignored? Encourage your customers to just have a quick look. Are they confident their fire extinguishers are still in operating order?

We recently received new product information for safety products that perhaps are not for everyone, but they are current and potentially very useful. Here's the info—maybe it's for you.

MCMURDO FAST FIND 220 PERSONAL LOCATOR BEACON

The McMurdo Fast Find 220 is a powerful distress beacon providing a direct method of alerting search and rescue authorities where no other forms of communication are available, using the 406 MHz search and rescue satellite communication system,



Your most reliable crew member.

Lanex



YACHTING ROPES

www.stright-mackay.com

For more information contact one of our sales representatives at 902.928.1900 or info@stright-mackay.com



Don't just charge. **Turbo Charge.**

TURBOCHARGE
POWERMANIA

For more information contact one of our sales representatives at 902.928.1900 or info@stright-mackay.com

www.stright-mackay.com



➤ The hot new PFD is actually becoming a fashion necessity.

COSPAS SARSAT. Also transmits a 121.5MHz homing signal.

Waterproof to 10 meters and able to operate in temperatures as low as -4° once activated, the 220 will transmit continuously for a minimum of 24 hours at a powerful 5 watt output. The compact beacon weighs just 5.4oz and measures 1.34" x 1.85" x 4.17". A LED flashlight assists with rescues during limited visibility or at night.

To learn more visit: www.fastfindplb.com/en/what-is-fastfind

DELORME INREACH WINS 2012 DAME AWARD

DeLorme's inReach two-way satellite communication solution has won the 2012 Design Awards METS (DAME) in the life saving & safety equipment category.

In presenting the award, the jury stated, "We felt that the new inReach unit is an important contribution to boating safety, one that has successfully brought together popular modern technologies in order to save lives in the future."

inReach is the world's first affordable two-way communication solution and allows boaters of all types to stay connected when voyaging on waters beyond cell phone range. inReach provides text messaging and email, SOS alerting, message delivery confirmation and remote GPS Follow-Me/Find-Me tracking and locating. The device is compact, lightweight, waterproof, buoyant, impact-resistant and it can maintain satellite signal lock even in difficult GPS environments. In the event of an emergency, the inReach SOS button, which has built-in protection against false alarms, will trigger a distress alert with delivery confirmation and automatically activates remote GPS tracking.

To learn more visit: www.inreachdelorme.com

It's true that not very many boaters head offshore, but many boaters do love to look at gear and in their plans are one day going to head offshore. Very few of your customers are going to own a Wally, but that doesn't preclude them from discussing, ogling and drooling over them. And who knows, one day they could walk into your shop and order one. In the meantime you've shared their dreams and aspirations and their love of boats.

Safety provides an opportunity to make money and win loyalty. At the same time, you can add to your clients' well-being and boating enjoyment. ■

SIX SIMPLE STEPS TO HELP YOUR CUSTOMERS

and capitalize on **SAFE BOATING AWARENESS WEEK**

May 18 - May 24, 2013

Many boaters are not aware of all the legally required and recommended safety equipment that should be on board.

Helping them be more aware can help build your bottom line and be a great service to your customers.

1. **Create** a display of 'legally required' safety equipment to keep your customers legal and safe.
2. **Host** a 'show and tell' session where you demonstrate to your customers the latest in lifejackets and provide guidance on how to properly fit life jackets, especially for kids.
3. **Include** safety articles (free at www.smartboater.ca) on your website and in your customer newsletters, and post information on required safety equipment.
4. **Arrange** a date to have a Pleasure Craft Operator Card course provider be on site.
5. **Run** a weekly safety quiz on your website, at your marina or in your newsletter and offer boating safety related prizes.
6. **Post** and distribute a Vessel and Operator Preparedness CHECKLIST (available at www.smartboater.ca)

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



Transport Canada / Transports Canada
OFFICE OF BOATING SAFETY
BUREAU DE LA SÉCURITÉ NAUTIQUE

www.csbc.ca



Sara Anghel with Barry Devolin, MP Haliburton-Kawartha Lakes—Brock

It's All About Impact BY ANDY ADAMS

IN 2007 AND 2008, the board of directors at the old Canadian Marine Manufacturer's Association, (CMMA) saw the potential impact of forthcoming industry regulation.

There was to be new marine engine emission control legislation, tightening safety standards, the (then fairly new) Pleasure Craft Operator's Card program and many other areas where future legislation would have an impact, (possibly a negative impact) on the marine industry. The board decided the association needed a formally trained government specialist to best ensure that the marine industry could have a positive impact on Ottawa.

After an aggressive recruitment campaign, a young woman was hired. That woman was Sara Anghel.

OVERCOMING THE ODDS

Sara was born in Bucharest, Romania and lived there until age five when she and her mother followed her father's footsteps to Canada. Her father had escaped the repression of Communism nearly a year earlier by claiming political asylum during a business trip to Istanbul, Turkey.

Sara began her life with her parents in Canada in 1979. Her parents endured the long struggle that many immigrants experience. Regardless of her parent's former education and talents, they faced a language barrier and both had to take menial jobs to get ahead. However, by the time Sara started school, she was living in the comfortable Yonge and Eglinton

area attending John Fisher Public school.

The dream of owning land and really being part of the fabric of Canada often drives people who come here. Her parents wound up living near Alliston, Ontario. Sara went to high school there and went on to attend the University of Toronto after graduating with honours from high school.

She was very interested in politics. Perhaps that is understandable given her family's experience. She graduated from U of T with an Honours BA in political science, philosophy and ethics and law. Through the time she was in school, she put in a lot of volunteer hours with the Conservative party and her contribution was certainly noticed.

By the time her convocation day came around, Sara had already been hired at Queens Park!

RISING TO THE CHALLENGE

She belonged to the party, believed in their economic agenda and was dedicated to the idea of fiscally responsible politics.

Although she didn't particularly single out any one individual who was a mentor to her, she told us there were many people who had helped her along the way. She gained a wide circle of friends who were also involved in politics and that network is very valuable in her present work.

Her father's guiding principle in life is to follow your passion—do what you believe in and never give up until you accomplish what you set out to do. Eventually, her father was working at

Boeing and her mother worked as well. They instilled in Sara the important values of finishing school, sharing the family's work ethic and following through on projects.

Sara's own sense of responsibility and initiative did not go unnoticed.

In particular, Jim Wilson, MPP was someone she had volunteered for and she wound up working in his office. Over time she gained his trust and by the age of 28, Sara was named his Chief of Staff at the Ministry of Northern Development, Mines and Environment, managing budgets and projects worth millions of dollars.

Sara commented that some important keys to getting ahead in life are to speak well, write well and stand up for yourself. Her core belief about politics is that politicians are there to do the right thing and to help their constituents.

Sara holds her principles high and that has served her well. Working in politics, one must be very mobile. She worked her way through a series of growing opportunities beginning with the Minister of Health, followed by Natural Resources. She then moved onto Energy and finally became Chief of Staff for the Minister of Northern Development, Mines and Environment.

Perhaps her most challenging assignment was as the Crisis Communications Manager at the Ministry of Energy.

In all, she served in the Ontario government for over seven years before leaving the public sector for a position with Direct Energy in their Government and Regulatory affairs department. This led her to the position of Vice President of Government Relations for the Ontario Energy Association before deciding she wanted a new challenge. She applied for the opportunity to work with the National Marine Manufacturers Association, NMMA in 2008.

Sara Anghel has now been in the boating industry for over five years—probably the industry's toughest five years since the Great Depression!

On the family front, Sara and her husband Frank Marzari have a six-year-old daughter named Angelica Marzari. It was actually Frank who introduced Sara to boating, spending time in both Muskoka and Georgian Bay at family cottages.

Now, they have become a trailer boat family and the whole family loves that, especially her daughter.

Sara is very focused on her family and says she is especially lucky to have so much support from her husband and parents when her hectic travel for NMMA duties takes her away from home many days of the year.

She shared her personal observations on boating. Sara feels that it's time to really get into the issues that the industry is facing. It's a very friendly environment and has a wonderful ▶

family feel. Sometimes it's hard to break into an environment that's a bit of an old boys club, but the energy industry was very much that way and Sara was very successful there.

DELIVERING RESULTS

One of the most important points is her relationship with Thom Dammrich the president of the National Marine Manufacturers Association in North America.

Through the NMMA, Sara has a huge support network that we in Canada don't always see. The NMMA has offices in

both Chicago and in Washington as well as their Canadian office so while we may only see two or three people, there is a well-funded staff of 90 in the organization and the American arm supports the Canadian organization with direct financing as well as a wealth of resources. Sara comments, "Thom Dammrich is an amazing leader. He has led the industry through the worst downturn since the Great Depression and come out with sales up again in 2013."

She comments that when she joined NMMA Canada in 2008, the industry was just heading into the recession and in some

ways she feels it's been very hard in that environment to have the kind of impact that she wanted.

On the other hand, the association made the decision to sell their ownership of the Toronto International Boat Show and the good side of that is that it's allowed the NMMA in Canada to focus on advocacy and market development for the industry.

Sara is able to really concentrate on the small boat builders and other marine industry manufacturers, helping them to build the export markets. They applied for an international trade grant and they're always on the lookout for opportunities that their member manufacturers can access.

Having the Canadian dollar at parity with the U.S. compared to our historically lower exchange levels may have harmed Canadian manufacturing, but having a strong lobby presence in Ottawa has assumed new levels of importance.

That was the impact she was hired to have and success has come through political savvy, patience, long-term networking and the steady NMMA support.

She had been hired to build a better bridge and she began a long journey with little boating background. That didn't matter. She had friends and connections at all levels of government and her knowledge of the complicated and multidimensional operation of government has served the industry well.

She consistently attends the Canadian Marine Advisory Council (CMAC) to ensure the industry's issues and concerns are heard. ▶



▶ Sara Anghel at the Eurasia Boat Show with Osman Cakiroglu, Trade Commissioner responsible for Transportation with the Canadian Consulate in Istanbul, Turkey, February 2013.



Sara takes her team of NMMA Board Chairperson, Donald Dubois, Princecraft boats and board member Marc Duhamel, Legend Boats to Parliament Hill to meet with Ministers and Political staff.

Immediately after joining NMMA, Bill 221 had been introduced by a senator who seemed to have a strong dislike for personal watercraft. It was intended as a PWC ban and the bill had reached a second reading. The senator was planning her retirement and it is not uncommon for a departing senator to get their bill passed under such circumstances.

With vitally important support from Senator Comeau from Atlantic Canada, Sara was a part of getting the bill defeated and Canada's PWC business is alive and well today. It could have been different.

Sara spoke at the committee hearing, Senator Comeau asked the right questions, Sara got the positioning right and a crisis was averted.

Around the same time, Sara engaged with Environment Canada as there was frustration within the industry about the lack of consistent engine regulations between Canada and the U.S.

Several key engine manufacturers flew up from the U.S. including John McKnight who works for the NMMA. Thanks to their resources and Sara's knowledgeable approach, the emissions control regulations are now largely aligned between Canada and the United States.

This greatly facilitates the cross-border movement of products and levels the playing field.

Thom Dammrich's vision for the NMMA always included Canada because our market is very important in the greater scheme of things.

Now, we have a Regulatory Cooperation Council (RCC) which is a program developed by President Obama and Prime Minister Harper. It's designed to make cross-border trade between our two countries easier.

You may be surprised to learn that Sara Angel actually does a pre-budget submission which is submitted to federal finance Minister Jim Flaherty on behalf of Canada's marine industry, every year. In a past submission, Sara pointed out the fact that it was imperative for our industry to align boat construction standards between Canada and the U.S. This submission together with the work of the officials at Transport Canada who liaise with Sara on a regular basis has seen the specific mention of recreational boating and life jacket standards in the RCC.

An important success that Sara has achieved recently came from her submission of a special export development business plan in 2012. On behalf of the industry, she applied to the department of International Trade and Foreign Affairs for funding through the Global Opportunities for Associations program. She was successful and the government awarded a grant to NMMA to coordinate Canadian marine manufacturers in an export program enabling them to attend and exhibit at both the Dubai Boat Show and the Eurasia Boat Show in Istanbul.

This is particularly notable because it was our industry's first success in being recognized by the government as a group who merits their help.

This success has already generated some actual results as well. Sara originally got six companies in the accessory manufacturers business connected with seven to ten new distributors and at least two of them now have export deals through this one initiative.

Sara plans on applying for additional funding next year to expose Canadians to other markets.

In another initiative, NMMA was awarded a Transport Canada grant to promote boating safety through the Discover Boating program. They were able to gain \$7500 to build a greater awareness of boating safety.

More recently, Sara is enjoying perhaps the most successful initiative so far in the form of the recent publication of the NMMA's new Canadian Statistical Abstract, a substantial and detailed research picture of the marine business in Canada.

The data in the Canadian Statistical Abstract can benefit Canadian firms in many ways. It is vitally important industry information that has never been available previously.

A perfect application of the NMMA's national position is reflected by the Strategic Planning session that Sara organized in 2011. It encompassed all of the Canadian industry by inviting representatives from every Marine Trades Association to a day-long planning session. A facilitator provided by GE Capital helped the group work through the core priorities of advocacy and market growth to bring more people into boating. They also touched on technical training and issues around access to water for potential boaters.

These core priorities gave Sara her marching orders for the industry for the next 24 months. Advocacy while a core of what NMMA does every day became even more focused as the group asked for a new economic impact study to be prepared so we'd have strong and updated figures to take to Parliament Hill.

And that brings us to another key success! There's always something going on. Most recently, Sara led a substantial industry group in the second annual Recreational Boating Day on the Hill. The 2012 event was the first of its kind for our industry in Canada.

This event brought together the NMMA's board members and a select group of key industry stakeholders for face-to-face meetings with the most significant government decision-makers during a one-day trip to Ottawa.

Several of Sara's strongest relationships came into play and in collaboration with Boating Ontario and Barry Devolin who's the Member of Parliament for Halliburton and the Kawarthas, the right things must have been said to the right people.

A BRIGHT FUTURE FOR BOATING

Shortly after this second-ever Recreational Boating Day on the Hill, Peter Kent, Minister of the Environment announced a freeze on the Trent Severn in Rideau Canal systems lock fees, one of the key things Sara's NMMA group had been lobbying for.

In addition to all the many initiatives we've already discussed after we had finished the interview, Sara found out that MP Dan Albas of Okanagan-Coquihalla made reference to his meetings with members of NMMA in the House of Commons during a debate on Bill S-12. Bill S-12 is an Act to amend the Statutory Instruments Act and to make consequential amendments to the Statutory Instruments Regulations.

In the debate, Albas referenced the meetings from the first annual Day on the Hill with NMMA Canada members who raised concerns over undesirable barriers to trade. Albas said:

"Last year I was visited by representatives of the National Marine Manufacturers Association. One of the challenges expressed by the Canadian marine manufacturing industry is the difficulty they have in meeting different regulations in different markets that they need to access. As members have heard before, I have said anything we can do to help Canadian industry access these markets, whether that means increased intergovernmental co-operation or collaboration, is a good thing and something I believe we should look at and support."

Another excellent example of the impact Sara is making!

Sara also attends the American Boating Congress (ABC) which is organized through the NMMA's Washington office. This is a really big event and this year Congressman Paul Ryan from Minnesota, Mitt Romney's former vice presidential running mate was a speaker.

Sara found it interesting that Paul Ryan was actually talking



➤ Sara Anghel walking the Dubai International Boat Show, March 2013 to gain market intelligence for Canadian manufacturers.

about the idea that the U.S. should adopt Canadian corporate tax measures to benefit business.

Although she is a Canadian, Sara works at the ABC to learn more about the U.S. issues and to bring back knowledge to benefit our Canadian industry.

Manufacturers and increasingly, marina operators and dealers are starting to look to the NMMA to support the entire industry in concert with the regional marine trades associations.

Despite the backdrop of the major economic downturn in our industry since she joined the NMMA, Sara has amassed an impressive string of successes. Above all however, the most important would have to be the careful and steady building of key relationships with Canada's government. MP Barry Devolin who was one of the speakers at the Industry Breakfast during the Toronto International Boat Show's this past January, pointed out to the audience how effective Sara had been in putting the best interests of our industry forward.

She has already had important impact on the regulatory environment we all work with and we can look forward to continued progress across the whole marine industry in the future as Sara Anghel continues to build the NMMA's reputation and profile.

For additional photos of Sara and the NMMA's Day On The Hill visit www.boatingindustry.ca. ■



➤ Marine electronics is always a hot topic at the boat shows. The Canadian market is very active.

Report From Canada

A vibrant market and a promising future

BY KEN HARRISON

MANUFACTURERS' REPRESENTATIVE Ken Harrison has been NMEA's International Director since 2008. Based in Ontario, Canada, he has played a key role in helping to expand the technical knowledge of his Canadian colleagues by promoting the value of training offered by NMEA. Currently, there are 57 NMEA members from Canada. We asked the International Director to provide a snapshot of Canada's marine electronics industry and to tell us how he got involved.

NMEA INTERNATIONAL DIRECTOR

I started in the recreational marine industry back in the earlier 1980s at what was then the largest marina in Canada, on the southern shore of Georgian Bay. Some 29 years later things have certainly evolved and changed from my early beginnings at a marine chandlery selling basic electronics alongside rope, paint and other accessory products. Back then it was a big deal to sell a \$300 VHF, autopilot, Loran-C or depth sounder. Radar was certainly at the high end and chartplotters were unheard of.

From there I graduated to working with a marine distributor. It was during that time that I was more exposed to marine electronics and this ultimately led me in the direction that would take me to the present day. My experience selling the first chartplotters by Datamarine in the late 80's evolved into GPS, colour displays, LCDs, multifunction displays, network systems and much more.

I joined the NMEA when I ventured into being a manufacturers' representative back in 2006. I realized there weren't a lot of Canadian dealers that

were members of the NMEA and had any exposure to its training and education courses. It was then that I pressed my case to the NMEA and was accepted as a Board member. From there, full of excitement and determination, I launched an assault promoting the NMEA and what it had to offer to the Canadian marine industry and ultimately to where we are today.

STRONG MARINE MARKET

Canada is the world's second-largest country by total area, and its common border with the United States is the world's longest land border. The country extends from the Atlantic to the Pacific Ocean, and northward to the Arctic Ocean, with the Great Lakes and St. Lawrence River in central Canada. One could easily say we are a maritime country. While we are large in

ANDY ADAMS

geography, we are modest in population with only 34 million people.

While Canada may have a smaller population compared to other countries, we have a robust and vibrant marine industry. The recreational marine sector alone generates \$2.8 billion annually in new and pre-owned boat sales. Depending on the region, this varies from a simple 14 foot aluminum fishing boat to a 50-60 foot powerboat or a 36 foot sailboat. When you add in electronics and accessories and factor in the commercial fisheries, ferries, tugboats and deep-sea markets, this quickly becomes a dynamic area for Canadian economy.

Most electronics-only dealers are in either the West Coast/British Columbia region or Atlantic Canada. This is mainly due to longer year-round boating because of shorter winters and the larger concentration of commercial markets. The other regions of Canada—Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories, Ontario and Quebec—are seasonal markets limited by the onset of the winter months. The industry gets a kick start with the annual boat show season starting with the Toronto International Boat Show (third largest in North America), followed by Montreal, Vancouver, Halifax and regional expositions such as Eastern Canada Fisheries Show, which caters to the commercial fishing markets.

The Canadian Coast Guard is the country's number one participant in the NMEA MEI (Marine Electronics Installer), NMEA 2000 and AMEI (Advanced Marine Electronics Installer) education courses. They fully grasped the understanding that training and keeping up with technology are key areas that produce many benefits from having well-educated personnel. We have also seen the vast majority of technical dealers sign up for the courses, both the younger generation as well as the more experienced dealers and technicians who want to upgrade their current skill sets.

Up until now most dealers in Canada relied on community colleges, technical

schools and the military to source any new technicians they may require, and this in itself has posed a problem for the industry. The lack of younger technicians who are willing to choose marine electronics as a trade has become an ever-increasing problem. Current marine electronics dealers in Canada average more than 50 years of age and struggle with who will fill their shoes.



➔ Incredible advances! This is an iPhone controlling a Raymarine MFD and an iPad simultaneously.

SOURCING PRODUCTS

Even though Canada is situated directly above the US, we tend to have a mixed bag for how dealers source products here. We have only one truly all-round marine electronics distributor and a number of other companies that are traditional marine distributors that sell some electronics along with other marine accessory product lines. We also have technical dealers that source from US-based vendors (usually international companies with warehouses and sales based in the US) that directly import into Canada.

Some dealers also have accounts with US-based large distributors as suppliers. Since we are so close to the American market geographically, the Internet plays a very important role on how and where a dealer sources product. Margins have become very thin and there is the constant battle to stay competitive. Some dealers have gotten very savvy at becoming importers from the US or other markets. Others source product through Canadian suppliers. Most times they pay a premium to be able to pay in Canadian funds and not have to deal with import costs.

WEATHERING A BAD ECONOMY

When the economic crisis hit in 2008, Canadian marine businesses certainly felt the effects but did not experience the same pain from turmoil in the real estate and banking industries that our neighbours to the south did. That said, we were still very much affected by this and did see a dramatic slowing in the recreational markets. Even today we have not fully recovered.

There is a saying here: "When the USA sneezes we catch a cold." While the market has been good compared to that in the US, I doubt we will ever see the level of business enjoyed previous to 2008. While new boats sales may be down, refits and upgrading of vessels have played a far more important role in electronics sales in Canada. The market is looking for value in purchased products as well as products that are feature rich. There's no doubt we see more and more of the "smart phone" concept creeping into what the market demands. People want flexibility and expandability; we see this in the level of acceptance of the NMEA 2000 standard, both in recreational and commercial markets here in Canada.

BRIGHT FUTURE

I feel that these newer, more dynamic technologies will drive a younger workforce to choose the marine electronics industry as a career in the future. NMEA is certainly poised to help drive this, with the current and ongoing development of their education courses, as well as further developing NMEA 2000 and the recently announced OneNet Ethernet standard.

As I approach my 30th year in the marine industry, I look forward to the future and what technology will bring. We live in a dynamic time. Products that we see today were unheard of as little as five years ago. Dealers, with the help of the NMEA and manufacturers, can look forward to the future and what it will bring—as long as they are willing to adapt and accept change. ■

⚡ A DIY disaster—no drain, no remote shut off, no easy access to shut off valve, no pressure gauge, no approved hose and no brains!



Thermal Appliance One *Hot* Topic

BY MATTHEW WIENOLD – ABYC STANDARDS SPECIALIST

CHEESY PUNS ASIDE, the last few weeks have shown that standards based questions are contagious making Thermal Appliance and more specifically Liquid Petroleum Gas (LPG) Systems, one *Hot Topic*. I have on more than one occasion answered the same question multiple times in one day.

With LPG being the dominant cooking and heating fuel for boats in North America, it's easy to see wild fluctuations in how the fuel systems and appliances are installed from boat to boat. Many installations are thoroughly thought out with every safety precaution being made and every detail of the standards being observed. Unfortunately there is no shortage of improperly installed systems as well. The results of improper installations can be catastrophic.

Since LPG is heavier than air, when released into a boat it settles in the lowest spot it can find and will invisibly overflow from one compartment into another through shared airspaces. The slightest spark in that pool of invisible gas will ignite the fuel and the resulting flame travels at 2,800 feet per second and can burn at nearly 3,500°F. So there is good reason to be cautious with this fuel. Much like natural gas in our homes, an odour is added to help notify the user when a leak may be present. For that to be valuable, however, there must be a user on-board the vessel that can recognize something is wrong and shut off the fuel.

The most common cooking appliance installation is the portable rail mounted grill with a 16.4OZ bottle screwed ▶

WALLACE GOUK ANS®



American Boat & Yacht Council

Certifying Technicians by the Standards



Referring Technicians to you!

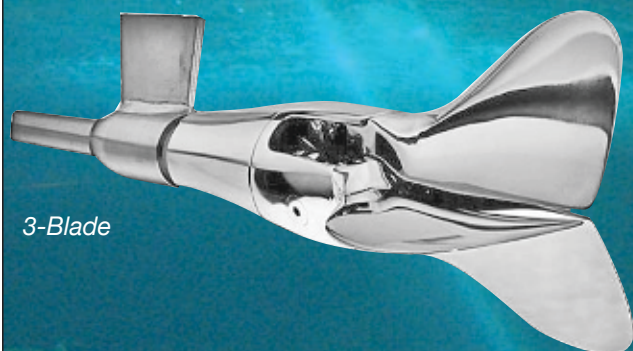
Sign up for your next class
at our website or
locate a technician near you.

place your ad here

Reach 5000 qualified readers

For more information and rates
Contact Mary Nicoll Today!
905-535-2866
mnicol@kerrwil.com

Gori Propeller



3-Blade

- For shafts and saildrives
- Both 2 & 3 blade available
- Lowest drag when sailing
- The champions choice



747 Aquidneck Ave.
Middletown, RI 02842

401-847-7960

Fax: 401-849-0631

sales@ab-marine.com

www.ab-marine.com

CALL US TODAY!

800-801-8922



SteelNor Systems

Packaging Systems & Mechanical
Consultation & Design Services

- Radar Arches
- Spiral Staircases
- Tanks (Water/Black)
- Various Rails
- Muskrat Guards
- Custom Hardware
- Anchor Rollers
- Antenna Mounts

Including repairs to all of the above



David Steele
(705) 527-7887

Mobile: (705) 792-8952

Fax: (705) 527-7817

E-mail: david@steelnor.com

www.steelnor.com

1000 Wye Valley Road, P.O. Box 157
Midland, Ontario, Canada L4R 4K8

into the side. With the simplicity of this installation, any leakage that may occur merely leaks overboard. But did you know that the canisters are subject to the same requirements as the larger permanent cylinders? The capacity of the portable tank exceeds the maximum allowable for interior storage as required in A-30 *Cooking Appliances with Integral LPG Cylinders*.

Looking towards the larger permanent installations, storage cylinders need a dedicated locker that does not share air space with the hull interior and vented at the bottom of the locker draining only outboard (above the waterline). We often see LPG lockers used to store additional items like cleaning supplies, fenders, and mooring lines because of the locker's convenience to the cockpit. A-1 (*Marine Liquefied Petroleum Gas Systems*) strictly prohibits this in order to limit the possibility of the drains being plugged. A-1 goes on to require that all appliance fuel lines must originate inside the locker and be dedicated for each appliance with no connections along the path. A manifold is acceptable to distribute the fuel to multiple appliances, but it must remain in the locker along with the fuel pressure regulator. Finally, when the fuel line arrives at the appliance, a flexible connector is allowed to accommodate gimbaled stoves, but only permanently attached fittings (such as swaged sleeves) can be used. The goal is to minimize the number of connections between the fuel tank and the appliance and reduce the possibility of connections being loosened.

The single most common misinterpretation among LPG requirements is the location of a fuel shut off valve. A-1 requires that the shut off valve be installed in a readily accessible location. Commonly we see a fuel shut off valve at the appliance in an attempt to meet this requirement... however, this is against the requirement that a line be dedicated and continuous. For the shut off valve to be permissible at the appliance, it must be a remote (solenoid) shut off valve. So that brings up the term "readily accessible". In order for a valve to be readily accessible, it must be "capable of being reached quickly and safely under emergency conditions without the use of tools." Most LPG cylinder lockers today meet this intent so long as the boat owner is not storing fenders, a crusty mop and a boat hook on top of the fuel cylinders. A remote shut off is not required, yet it is recommended in installations where the LPG locker is a challenge to get to and it would certainly fall within a prudent mariner's best interest to install one.

Liquid Propane Gas is an efficient and practical fuel for cooking and heating onboard your boat. However the slightest oversight in its use can be devastating. Following the Thermal Appliance committees' guidelines contained in A1, A-3 and A-30 is not just a requirement, but it's a smart decision. If you aren't systems certified, consider taking ABYC's Marine Systems Certification class. Everything from this article and more is covered in the class. ■

**WE ARE THE DRIVE
BEHIND YOUR
Summer Fun**

- All Bridge Port Stern Drives are assembled by Manufacturer Certified Technicians, and to the manufacturer's building specifications.
- Over 200 Cobra, Volvo, and Mercury Stern Drives of all gear ratios are in stock for immediate availability.
- All Bridge Port Stern Drives are sold with a 100% guarantee, backed by our 1 year warranty.
- Bridge Port Drives are an accredited insurance repair facility.
- All components used to build up our Bridge Port Drives are supplied by original equipment manufacturers.

BRIDGE PORT MARINA
434 Couchiching Point Road Orillia, ON L3V 6P8
705 326 7898
www.bridgeportmarina.ca

SELECT. INSTALL. LEARN. ENJOY.

You're outfitting your boat with electronics, you've read the reviews, you've checked out gear at the shows, now you're ready to go. The dream will go better if you get professional help from a trained NMEA dealer to explain the features you need and don't need. He will install and certify your electronics installation to the highest marine industry standards. He will teach you how to use it and be there later if something goes wrong. You get to do the "Enjoy" part yourself.

The National Marine Electronics Association: setting marine electronics standards and setting the bar in excellence for safer boating.

National Marine Electronics Association
800.808.6632 • 410.975.9425 • info@nmea.org

www.nmea.org

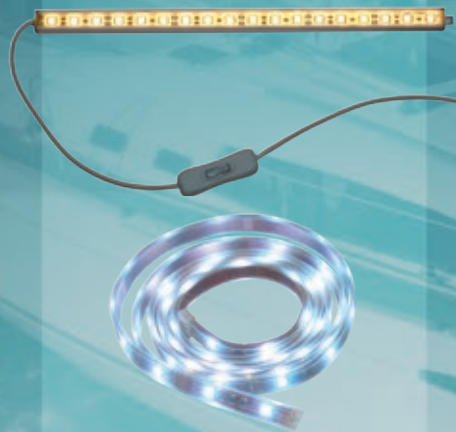
Use our dealer locator to
locate your nearest
NMEA dealer

LED Bulbs



Complete Line of Marine LED Bulbs and Fixtures

LED Strip Lighting



The economical alternative for greatly improved battery life.

- 1/5 the Battery Power
- Easy Replacement/Installation
- UW Fixtures Feature Rugged 316 Marine Grade Stainless Steel Construction
 - Last Up To 40,000 hrs
 - CE and RoHs Approved

LED Underwater Lighting



NEW!
Drain Plug LED
*Easily replaces 1/2" drain plug.
Patent pending waterproof disconnect*



Stocked in Canada  and available through

C.C. MARINE
DISTRIBUTORS INC.

460 Harry Walker Parkway South,
Newmarket, ON L3Y 8E3
Toll Free Phone: 1-800-387-5780
Toll Free Fax: 1-800-617-6121

LuxOr
LUX-OR LED LIGHTING

YAMAHA OUTBOARDS, now available in complete boat packages from over 50 OEM partners.



Yamaha subscribes to one simple philosophy — a quality product creates a satisfied customer. Couple this with an incredible line of PWC's and sport boats as well as the convenience of our outboards available in complete boat packages from over 50 premier partners, and you have a recipe for success. Yamaha has the industry-leading products to help you grow your business.

BECOME A YAMAHA DEALER TODAY

For information about selling Yamaha marine products,
please email: marinesales@yamaha-motor.ca

yamaha-motor.ca

