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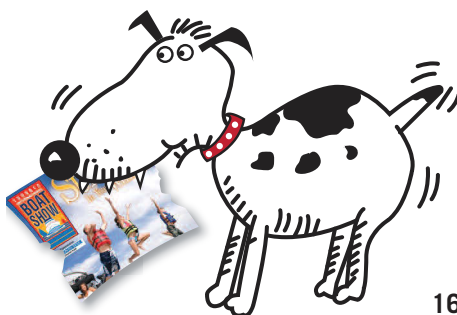
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On the Cover:
Marc Duhamel (right)
and Jamie Dewar (left)
of Legend Boats.
Photo by Andy Adams.

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Will Positive Economic Conditions Translate into Boat Sales?

GENERALLY, we seem to be seeing an improving economic picture on an almost global basis, and a solid looking 2014 ahead for Canada from many perspectives...but will these positive economic conditions translate into boat sales?

As I write this, I'm at the 2014 Miami International Boat Show and the opening industry session was held by GE Capital where several of their senior people took to the podium, ending with Rob Poderefsky who delivered a similar, but even more positive economic outlook than GE's John Peak gave during the industry breakfast at the Toronto show in early January.

The team at GE Capital are saying the industry in the U.S. should achieve 8% growth in 2014 and they are thinking it could be even better. But, they also warn us of volatility ahead that could change the picture suddenly.

The Toronto show opened just after the worst ice storm in 30 years, resulting in power outages for up to 250,000 people in Toronto and record snowfalls. Still, when the doors opened, the crowds on the first Saturday were impressively heavy, a good sign indeed. Then Sunday was noticeably lighter and weekdays were simply quiet.

The second Saturday was rockin' again and the last Sunday was not bad but when the dust cleared, the truth was that the weather was never a problem, everyone had gotten their power back and show organizers reported that 72,289 came through the turnstiles. This attendance was an 11% decrease over 2013, although that year was the highest in the previous five years.

Boat dealers told us that they were selling boats in Toronto, but who were the buyers? If they were show-goers and walk-ins, we're very pleased. If these people were mainly existing customers, then it's a less positive picture.

Only days later, at the Vancouver International Boat Show, the crowds seemed to be really strong at the in-water displays at Granville Island Maritime Market and Marina, but I was told there was perhaps a bit less traffic at BC Place.

The post-show press releases indicated that onsite sales and leads generated at the two venues forecast a positive 2014 for Western Canada's boating industry. Upwards of 31,338 people attended the 52nd Vancouver Boat Show but again that was down slightly from 2013's attendance of 32,644.

We need to continually be attracting new people into boating to make up for baby boomers and older people who are retiring and moving out of boating.

We recently read the latest Scotiabank Global Auto Report.

The report said, Canadian passenger vehicle sales climbed 4% last year to a record 1.74 million units. Western Canada led the way, but every region posted higher sales in 2013, with six provinces reporting record volumes, according to the latest Scotiabank Global Auto Report.

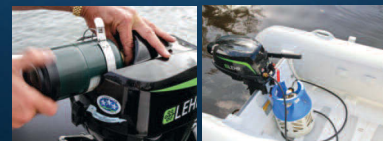
"We expect purchases to climb to a record 1.76 million units in 2014, bolstered by a strengthening global economy and continued low interest rates," said Carlos Gomes, Scotiabank's Senior Economist and Auto Industry Specialist. "New vehicle affordability in Canada is at the best level in two decades, partly linked to manufacturer incentives, and consumer confidence is expected to strengthen as the pace of job creation picks up."

The Harper Government just announced their new budget and the good news seems to be that there is potentially already a balanced budget and that the Harper Tories are setting up for the next election to announce a surplus in 2014 as they head to the polls hoping to hold onto to power for another four years.

So there's another source of positive economic news...but again, will this translate into more boat sales?

Let's hope that continued low interest rates, strong housing and the momentum of a record year for the auto industry should give us a good shot at a strong 2014!

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Everything That's Old Is New Again!

Help Your Customers
"Rediscover" Relaxing Weekends

BY ANDY ADAMS

EVERYONE AGREES that we want more people to get involved in boating, but to attract them, I think it's important that we help our customers rediscover how to relax and enjoy their weekends!

Until we have a bonfire of smart phones and iPads, our work lives are going to reach out and spoil our fun at every opportunity, so we need to find ways of making our recreational time at the college (and out on the water), as valuable and memorable as we can. A sailboat can be a great escape.

Since the Vikings, mankind has gone out sailing on the water, reveling in the sense of peace and tranquility and enjoying the feeling of adventure and escape that goes with sailing your own boat. The wind and waves come and go, the time passes and the stress and pressure of the office are left far behind.

I recently heard someone say that the great thing about riding a motorcycle, is that when you're riding the motorcycle, the only thing you can do is ride the motorcycle! The same seems to be true when you're out there sailing your own boat.

If you're a marina operator or other professional in the marine industry, it makes sense to encourage your customers

to have sailboats, particularly affordable, convenient and easy-to-sail Canadian-made boats like the models from C&L Boatworks; the CL14, CL16, CL11 and the CL Echo 12. It's a way to enrich the vacation experience, transporting your customers back to a less hurried and less stressful time.

WHAT'S DIFFERENT ABOUT A C&L SAILBOAT?

While there are lots of sailboats on the market, few have enjoyed the longevity and enduring success of the C&L line.

C&L Boatworks is a small business, located in Fort Erie, Ontario and owner Dave Ventresca and his people serve a large and loyal group of owners across North America and the Caribbean, some of whom have been sailing their C&L boats for as many as 45 years.

That's right—the CL16 has been in production since the 1960s and today, the repair and parts business is actually the larger part of C&L Boatworks. Just about every CL16, CL14 and CL11 part is backwards-compatible for 45 years!

For a boat dealer, that means that if one of your customers needs to replace a damaged sail, a rudder, a centre board, or even the whole mast or boom, parts and service are just a phone call or email away. It makes a used CL very attractive too.

These are hand-laid boats, made one at a time with time-

proven techniques and lasting quality.

C&L Boatworks actually makes a few other models as well. They are the Code 40 and the high-performance skiff the Stealth, but the most versatile models are the CL14, CL16 and CL11.

The CL11 is a great boat for kids, an affordable cottage boat and an easy place to start sailing, and also is a great row boat. The CL14 is probably the most versatile because it is big enough for a couple of adults, or a parent with a couple of kids and the 14 is light enough to launch off a beach or a dock. Both models have remarkable stability due to their beamy double-chined hull, which gives novice sailors confidence when starting out and performance when they have upgraded their sailing skills.

The CL16 is a bigger boat for bigger waters. It carries more people in comfort with its teak benches and it has been the overall top-seller with almost 3,000 built - most still sailing. There are active groups racing CL16s at the school and club levels and there are some fleets in cottage country as well. With its spacious enclosed rear lazarette and under-foredeck storage it is also a great day-sailor for family outings.



Company owner Dave Ventresca seen in their display at the 2014 Toronto International Boat Show.

Photo: Andy Adams

HOW TO CREATE A FLEET ON YOUR LAKE

If you are not a sailor yourself, you may not know how engaging and enjoyable a little friendly racing can be. It's great fun to have a group of people all sailing the same boat because people talk about their boats, they learn from each other, they're



The CL boats are all available with such features as Harken equipment, coloured hulls and more.

Photo: C&L Boatworks

evenly matched and the fun is in the sailing experience more than it is in the equipment.

Seeing a whole fleet of CL16s or CL14s out on a Saturday morning is a beautiful sight and it attracts attention. Having a new sailboat on display at your marina will also attract attention, and in some cases, an impulse purchase. Even a new CL16 can be had for just \$13,000 with the other models all priced even lower. It is a credit card transaction for many of your customers, and they are more likely to go for it if you facilitate their sailing experience with education and support.

You may not know this but Sail Canada, Canada's national organization for sailing and the people who field Canada's Olympic sailing team, are also the number one on-the-water training organization for sailing. They are National and there are provincial sailing associations all across Canada too.

The Sail Canada website is <http://www.sailing.ca/en>. From the home page, there is a button called Education & Training, then a button for Dinghy Instructors. That reveals the whole database of qualified, registered Sail Canada instructors available to teach sailing - through your marina.

This may not cost anything either. Use a launch ramp, park or other public area, just make your marina the communications hub.

Go to the www.sailing.ca website and enter your location to search for instructors available in your area. Sail Canada instructors will have met various levels of training (check their

resume), are registered with the Sail Canada Association and depending on their own qualifications, can even get third-party liability insurance for running a small sailing school.

This can be a great reason for families to come to your marina every weekend!

We think there's a great business opportunity here and you can do it around an all-Canadian built line of sailboats. You even get a nice bit of history and tradition as well as brand recognition and loyalty.

We have recently noticed a resurgence of interest in more traditional boats and upscale models to. A certain segment of well-heeled buyers seem attracted to the enduring values of a traditional boat. The C&L models are built the same way as in years past, but with modern materials and cutting-edge hardware and rigging, such as Harken bearing blocks and North Sails.

THE C&L IN C&L – A LITTLE HISTORY

In the 1950s in Mahone Bay, Nova Scotia, Henry Croce and Ken Lofthouse [the C and L in C&L] were the importers of a sailboat called the Wayfarer which was made out of wood and built in the UK. In the late 60s, there was a strike and the supply of Wayfarers was cut off. Croce and Lofthouse were temporarily left without a business so they created a new 16 foot sailboat in fibreglass to replace the wooden Wayfarer; hence the CL16 was born in all fibreglass construction.

In 1970 at the Toronto International Boat Show, the new fibreglass CL16 took off, the CL11 was introduced and the company also moved into the Greater Toronto Area where there was a lot of boat building activity.

In 1972, an associate of Croce, Anne Waterhouse and her husband David partnered with Bob May to buy the company. They continued making the CL16 [about 500 that year!] as well as picking up the Sandpiper S565 pocket cruiser.

The CL14 was introduced in 1973 and during that heyday of sailing, there were big racing fleets of CL16s in many places across Canada, Michigan and the Eastern USA. In 1982 the company purchased the design for the Echo 12 from Skene Boatworks in Ottawa, Ontario and that particular boat is still used extensively for the Navy's Cadet training program as well as by camps and clubs for their sailing school fleets.

Another boat manufactured by the company was the Code 40 in the late 1970s, a design originating in Quebec. The Sandpiper with cuddy cabin had a run of about 1100 of them built by the time the model was mothballed in 1992. C&L Boatworks still produces and supplies OEM fibreglass parts, sails and hardware for this model.

In spite of the amount of time that has passed, an enthusiastic owner group continues to hold annual regattas in different areas around Ontario and Quebec and sail their Sandpipers.

There are many sailboat builders in the market, but few have been the "durable brand" that C&L has proven to be.

In 1993 Waterhouse and May sold the company to long-time C&L dealer Tom Oleksiuk, who brought the business to



BRIDGE PORT DRIVES

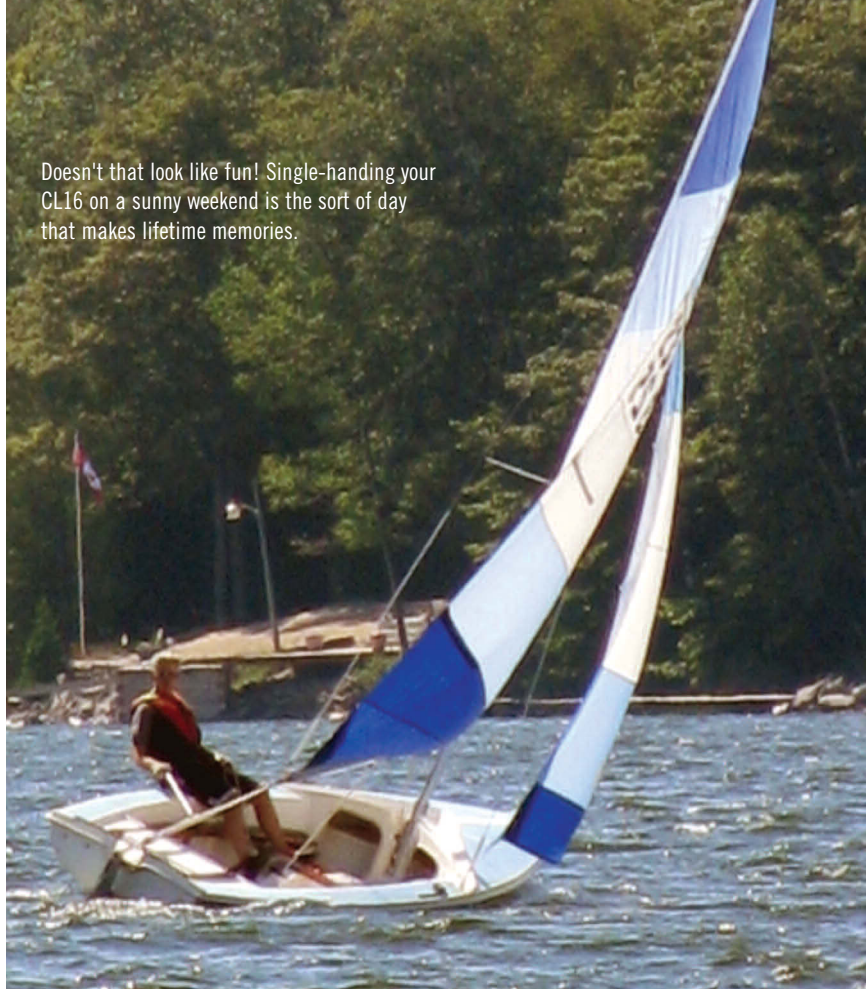
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Doesn't that look like fun! Single-handing your CL16 on a sunny weekend is the sort of day that makes lifetime memories.



Fort Erie. At that time Dave Ventresca joined the company as a young man.

Historically speaking, the boom in sailing was over. None of the staff from Pickering wanted to move to Fort Erie and basically, Tom started over with the existing tooling. He continued to produce the C&L line, concentrating on the CL14 and CL16 and Echo models for club and camp trainers, and later invested a huge amount of money in the development of the high-tech, high-performance Stealth skiff, but he lacked the resources to establish the Stealth as a bona fide racing class internationally before he passed away.

ENTHUSIASTIC OWNERS KEEP C&L SAILING

The good news is that Dave Ventresca is still a young man who is passionate about sailing and boatbuilding, committed to running the business and he's making a living supplying parts and service to the existing fleet of CL boats as well as producing new boats for the cottage and club markets.

Although he does some advertising in Canadian Yachting magazine and a few other publications, his most potent marketing tool is the group of current and past C&L boat owners.

The company first established its website back in 1995 and there is a very active Owners Group Forum with more than 800 CL owners ready to jump in at any time to answer questions from sailors and potential and CL boat buyers. They offer the advice that could only come from an experienced owner and the kind of new owner support that no dealer could afford to supply.

The CL16 may be a 46-year-old design, but everything that's old is new again. The membership in the CL club, the Owners Forum website, the camaraderie amongst owners, the chance to build a fleet of affordable and fun sailboats on your lake, and most importantly, a way to help people rediscover how to relax and enjoy their weekends through sailing, is something that we think marine industry professionals across Canada should warmly embrace! ■

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Duhamel & Dewar, Second Generation - Continuing A Legend

BY ANDY ADAMS

THE ATTRACTIVE young woman turned to her male companion and said, “I think we should get this one. The price seems good. It already comes with everything....and we’re ready to go.” Everyone in her group of friends nodded their approval as they walked away from the Legend Boats display at the Toronto

International Boat Show this past January.

Once again, the Legend marketing approach was effective.

As somebody who has been around the industry for many years, the thought of the Legend display, shoved far away in the southeast corner of the Direct Energy Center, well out of the mainstream of

traffic, brings a smile to my face.

WHAT A BRILLIANT SET UP!

Marc Duhamel and Jamie Dewar actually have a lot of square footage for their Legend Boats display and they bring a big selection of products to the show. The boats are jammed in tight but that’s

all right. Mainly, it's about the interior features and if people want to see their boat at a distance, there are great pictures in the Legend Boats catalogue and online. More on that later.

All of the company sales and marketing people are on the floor at the Toronto show so that they can meet the public, field their questions first-hand, and they are there to learn from their customers, as much as they are there to sell. As Marc Duhamel said, "All our people are actually boaters themselves, so they bring personal experience to the discussions and we're always looking to our customers for their input and ideas too."

Duhamel and Dewar have taken advantage of the design of the Direct Energy Centre building to use some of the interior meeting rooms adjacent to their display, dividing those up as sales offices just like a big car dealership. At almost any time during the show, you could walk in and find two or three of the individual areas were occupied by groups of customers, and on the weekends, every space was full.

They are there to sell boats and sell boats they do!

The Legend Boats' stated mission is to create memories. To have such an impact on the boat buying public, Marc Duhamel and Jamie Dewar have developed a unique mix of products and services, marketed in a unique way. It's evolved over many years and their approach to the boating industry is consistently successful, season after season.

We sat down with Marc and Jamie to find out more about how Legend Boats continues to grow and prosper.

GETTING INTO THE BOAT BUSINESS

We started by asking Marc where their catalogue originated. He took us back to the early days of the business which was started by their fathers, Vic Duhamel and Carl Dewar.

Together, the two friends opened a tire shop in 1968 in Sudbury, Ontario. As the business became better established, the men got into the recreational vehicle industry and needing more space, moved to Whitefish, Ontario just

outside of Sudbury in 1976.

In early 1977, a sales rep from the former Grew Boats company said that they should also be selling boats and the first Grew boats arrived in Whitefish in 1978. In 1979, the two men bought a nearby marina which had the regions' Mercury dealership.

In the ensuing years, as their success grew, many boat brands approached Vic Duhamel and Carl Dewar to also sell their boats. Because Whitefish was not a convenient location for people to visit, Vic Duhamel and Carl Dewar realized that they had to rely on advertising to move the products.

It didn't take long for the power of advertising to benefit Vic and Carl, but at the same time, they realized they were building the business for other people selling those boat brands as well.

CREATING THE LEGEND BRAND

It was a bold step but they decided to launch their own brand of boats. They contacted some of the builders who were currently selling boats to them and they laid out the plan to create their own brand of boats.

After discussions around the dining room table, the name 'Legend' emerged as the top choice and the new brand was born. Working with the existing builders where they already had established relationships, the two men created their own set of specifications to differentiate Legend Boats from other boats and at approximately the same time, they launched their catalogue.

THE CATALOGUE

We asked Marc and Jamie to tell us more about the 'Catalogue' approach.

Jamie began by explaining, "Our mission is to 'create memories', so the catalogue plays a leading role. The catalogue starts with our full range of models, giving each one its own spread with very complete information, presented as a full package including trailer, and starting with a smaller motor to help achieve the most affordable price of entry. Then we come to a weekly or monthly price that the customer can manage."

Marc added that the catalogue comes

out in both English and French and that they are distributed throughout their dealer network. He smiled when he told us, "Here at the show, we see other dealers hiding their catalogues and handing them out carefully, only to qualified buyers. We never hide our catalogues. There's a big stack of them right here. We want everyone to have one."

Marc continued, "We've seen people walk in to our dealership as many as 5 years later, carrying their old catalogue. They've obviously been dreaming of their Legend boat all those years and they're finally in a position to buy it."

The clearly displayed pricing probably has a lot to do with it. The price makes it real. It seems that the printed catalogue has real longevity and Marc explained that it's a key buying tool.

"The wealth of information is there to make it easy for the potential buyer to make a purchasing decision at their own pace. There's company history, selling information, and these are real specifications, for example including the weight of a full tank of fuel and accessories in the published weight, so the customer really knows that they can tow the boat safely with their car or van. The pricing is very clear—down to every single option."

THE INTERNET

We asked Jamie about the catalogue what impact the Internet has had on their marketing in recent years.

"It's huge" Jamie explained. "I don't know any buyer who does not use the Internet to learn and plan even smaller purchases like a TV or something. Our goal for the coming year is to continue to refine our Internet marketing and how it integrates with the catalogue and our dealers."

Marc added that social media was increasingly important to them as well. Facebook really helps to develop more of a relationship with potential buyers and existing customers.

Jamie said that, "With the Internet and social media, we can really create more memories and use a wide range of tips and tools to create added value, helping us build our relationships with customers. In fact, we look for opportu-

nities to build relationships on a proactive basis. We actually follow the Internet looking for people who are experiencing challenges or problems with their boat, or with boating and we try and pitch in and help.”

We asked them how all the elements work together.

Jamie said that whether it's print, television, radio or the Internet, the goal is to drive buyers to the web where they can track the responses and where they have the opportunity to actually interact with them.

At the same time, Marc explained that you need a strong dealer network to

toon boats that are distributed by more than 50 Legend dealers across Canada.

Both Jamie and Marc emphasized the fact that Legend also owns and operates two of their own dealerships in Ontario. They continue to operate the original business in Whitefish, Ontario and that location has expended many times over the past 45 years. The company is doubling the size of the facility again right now.

Some years ago, they also opened Legend Boats in Barrie, Ontario which now includes a 15,000 ft.² showroom fronting on the northbound Highway 400 where literally thousands of people

ward in our mission of creating memories for our staff and our customers.”

Memories - and we mean good memories, come when people have a positive fun experience and having a properly and completely equipped boat, motor, trailer and accessories package solves a lot of problems.

Prior to 1987, people used to have to piece together their boat, motor and trailer separately, pricing each item individually. This was difficult, time-consuming and often frustrating for the customer. Legend made it easy by putting the entire package together and offering it all out one simple low price.



“It was a bold step but they decided to launch their own brand of boats. They contacted some of the builders who were currently selling boats to them and they laid out the plan to create their own brand of boats.”

really make it work.

Jamie added that the Internet can help customers get to a dealer where they can get a catalogue and get their questions answered in person.

Marc added the important point that the industry is shrinking. From a demographic perspective, the pool of buyers is shrinking and the whole industry needs to realize that creating a new customer is very hard.

CREATING NEW CUSTOMERS AND KEEPING OLD ONES

Today, Legend Boats is one of Canada's largest boat companies. They are not a boat builder per se, but the way that they express their unique approach to potential customers is to say that every Legend Boat model is ‘designed by Canadians and built for Canadians’.

It's an extensive line of products. Legend both designs and manufactures 25 models of aluminum fish and ski and cruising boats and 20 models of pon-

pass by on the way north to cottage country every week.

During our interview, both Marc and Jamie explained that managing their own dealerships, helps them to gain first-hand feedback and input on what the customers really like (or may not like) about their boats.

Marc also explained that it gives them a testing ground to execute their new dealership business systems and to share their proven process and successes with their other dealers all across Canada.

This past year, the expansion of their head office in Whitefish was a major step ahead. Legend has waterfront property where their employees can enjoy the outdoor scenery of the Vermilion River and at the same time, Jamie explains that, “This allows us to create the ultimate customer experience, because we can offer our customers on-the-water training in boat handling, care and maintenance, and in boat launching and trailering. This new facility is a step for-

Although package pricing has become an industry standard, Legend remains the only Canadian boat company that shares all of their pricing in their catalogues and on their website.

At the recent Miami International Boat Show, NMMA President Thom Dammrich noted in his show opening address to the industry, that MSRP pricing can be a major hurdle for potential buyers. Some brands have shown MSPR prices on big boats of as much as \$700,000 followed by “Boat Show Sale Prices of \$500,000.

Clearly this shows a lack of pricing integrity and has to be very confusing to consumers. Who could see that and feel they are being treated fairly?

Legend Boats was the first Canadian boat company to publicize their upfront, no hassle prices in their catalogue, on their website and in all of their advertising, making it both easier to buy a fully equipped boat and at the same time, giving the customer the assurance that they

We've covered a lot of water in 75 years.

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got the best price.

They have amassed an impressive string of "firsts". Legend boats was the first to use the thicker .100gauge aluminum across their entire boat line.

They pioneered the use of a rounded glass windshield while other manufacturers continued to use cheaper square windshields with flat panes of glass. Legend invested in the more modern, aerodynamic look and this has now become an industry standard.

FISHING AND INNOVATIONS

They developed a wide range of design features and user conveniences, especially in their fishing boats. Legend was among the first in the industry to introduce a comfortable rear bench seat that converted into an extra-large rear casting deck. They called it their EZ-flip, rear Extenda-deck ConvertaBench. They are better at designing things than they are at naming them, but you get the idea!

The same kind of innovation and

thinking has helped them to create their pontoon boat "SmartDeck" that is a triple purpose rear deck that transforms the back of a pontoon boat from a lounge area to a full-fledged fishing deck in under 10 seconds and also includes a large built-in pop-up change room underneath.

The ideas never seem to end and maybe that is because Legend Boats has been designing boats and talking to their customers continuously since 1987. Marc made the comment that there are other boat companies whose name has

been around longer, but many of those brands have changed hands, gone out of business and come back into business in different locations and with different people. Duhamel and Dewar remain a two family-owned and family-run business and that alone speaks volumes about their business style and success.

The impact their product development and marketing has had on bringing new people into boating is significant and Marc and Jamie seem to be totally on track to continue the Legend their fathers created. ■



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The NMMA Canadian Recreational Boating Statistical Abstract provides the industry with one common set of numbers to reference when assessing the Canadian recreational marine market. It is an invaluable tool for our industry in understanding the economics of boating and getting a comprehensive look at how all segments of our industry are faring. It is the only one of its kind available in Canada.

Highlights from the 2013 Canadian Statistical Abstract (data tabulated from October 1, 2012 – September 30, 2013) include:

Retail sales of new boats and outboard engines totaled \$2 billion, a two percent decrease compared to the previous year.

Pre-owned boat retail sales declined two percent from 2012.

Aluminum pontoon outboard retail sales increased 12 percent and accounted for 27 percent of total metal outboard boats sold in 2013.

Inflatable boats experienced the second largest increase in retail sales after aluminum pontoons, with a sales increase of eight percent in 2013.

An estimated 15 million Canadian adults, equating to 44 percent of the population, went boating last year.

One free copy of the Abstract is available to all NMMA members to download on nmma.ca.

Interlux Offers Free AntiFouling DIY Guide

The choice and use of antifouling paints is one of the most common and complicated issues for boat owners. Antifouling 101, a comprehensive, free guide from Interlux®, exposes the many myths and demystifies the many misunderstandings about antifouling paints.

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Click here to download a copy of Antifouling 101. More info: www.yachtpaint.com/usa



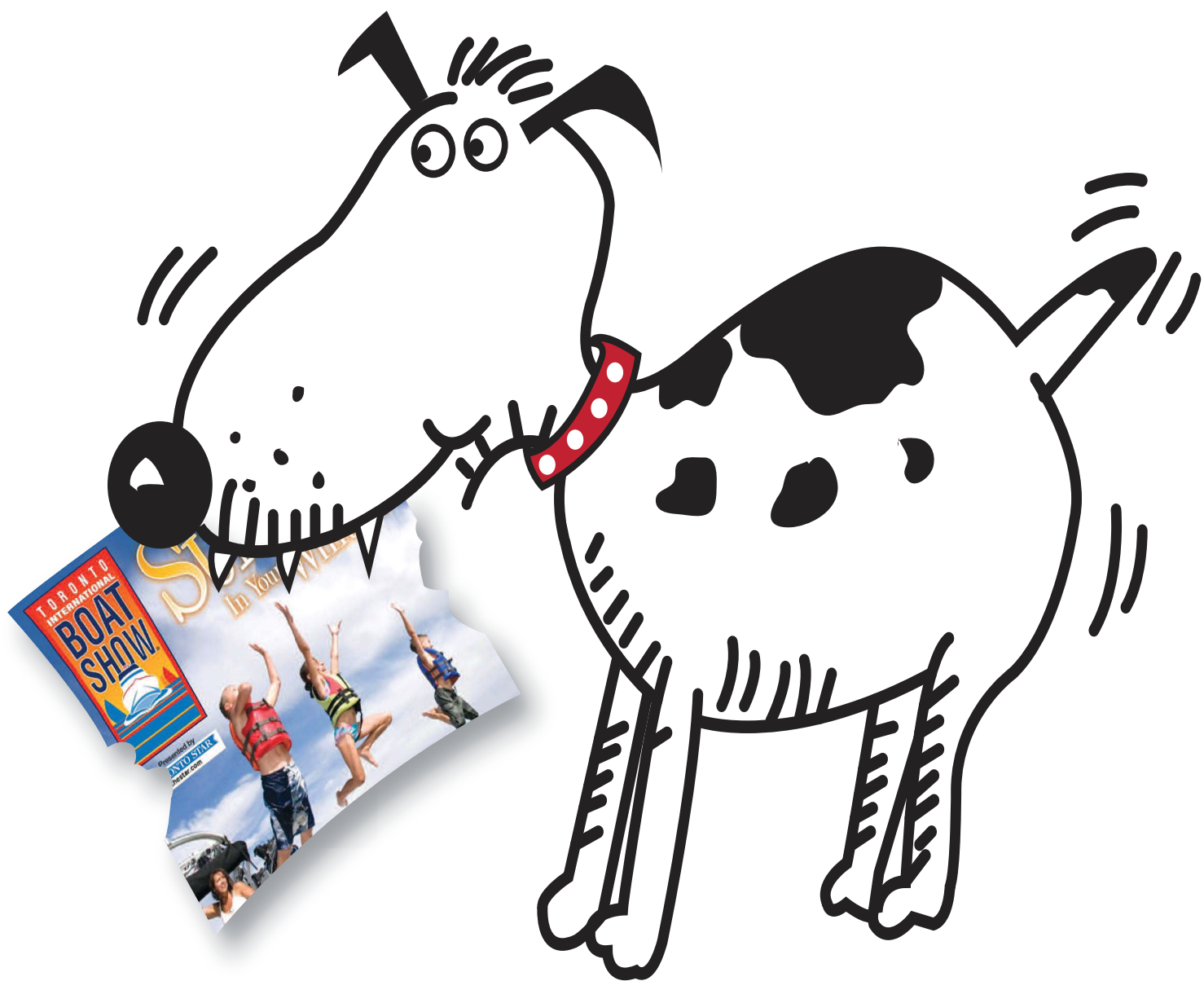
Visits to Discover Boating Centre up at Toronto show

Discover Boating reports more than 1,800 show attendees visited the Discover Boating Centre at the Toronto International Boat Show this year, a 22 percent increase over last year. This was largely due to increased awareness of the Centre through marketing and PR efforts. On the west coast, the Discover Boating Centre at Granville Island was busy throughout the Vancouver International Boat Show offering free boat rides to show-goers.

The increase in attendance to the Discover Boating Centre may also be attributed to the new interactive touch screen offering, which was popular at the Toronto and Vancouver Boat Shows. The interactive screen helped show-goers navigate Discover Boating's boat selector to find the best boat types that match their interests, location, and budget.

One visitor to the Toronto Boat Show purchased a new boat after visiting the Discover Boating Centre at the 2013 event and returned this year, noting it "was the best decision they had ever made as a family" and thanked the Discover Boating staff for helping them get started.

Lessons from the **Boat Show**



OKAY, CLASS. What did we learn at this year's Boat Show? I don't see a lot of hands....

But Prof Adnauseam, the message was not clear. Some dealers did well, some did badly. I'm confused.

We're all confused, Andy, but a top student like you should be able to see some patterns and draw some conclusion about the state of the marine industry today.

BUT PROF, MY DOG ATE MY BOAT SHOW PROGRAM....

Wandering the halls of this year's TIBS and chatting with exhibitors and consulting the official release indicate two contradicting primary results. 1. Attendance was down, as it has been in recent years but 2. Sales were good, as they have been in recent years. What does this seemingly counterintuitive information tell us?

FOR SOME, LESS IS MORE

More than a few exhibitors welcome sparse crowds. Their contention is that the serious customers show up while the folks looking for something to do while the zoo is closed don't overrun the boats. That makes it easier for the genuine shoppers to view the boats, makes it easier for the sales team to identify serious visitors and keeps the boats clean.

Although interest among Canadians in boating in general is booming according to NMMA Canada's The Economic Impact of Recreational Boating In Canada; 2012 that indicates that about 35% of Canadians participate in boating, the people who are buying boats appear to be a breed apart from the public at large. Anecdotal, it would appear there is a watershed between the majority of people who love the look and excitement of boats (almost everyone) and those who actually are prepared to open their chequebooks (not everyone.)

Product is even more critical than ever. Boat buyers are more knowledgeable and today, unlike just ten years ago, everyone does their research online before they ever venture into the marketplace. And why not – every boat model and all its detail is available, prices are available, consumer opinions, expert reviews and flattering pictures are there for the pursuing, even when it's -30 with windchill.

Welcome to boat show 2.0 (forgive the cliché, please) with smaller crowds of more informed consumers. Many come ready to purchase, others are the boaters of the future and they need to be addressed on their terms.

STRATEGIES FOR THE POST TRANSFORMATION WORLD.

First, let's look at the folks who are there to acquire a larger boat. This sales process may take more than a year even, but if you can cull the committed from the tire-kickers, you can deal with them in a winning way. A simple differentiate might be weeknight vs. weekend traffic, although there's no guarantee.

Manage accessibility and make visitors feel special. The

show's Sailfest raised platform for larger sailing craft (in place for a few years now) is a genius move – once you're up there looking at the boats, you leave your shoes off and continue your tour. Walking through even five boats the consumer solidifies their tastes, likes the dark wood better than the light and the transverse cabin rather than the longitudinal and by the time they come down from the platform, they have picked a favourite. Then it's out to the Keg and that love matures further over dinner.

Perhaps the vendors of cruisers could replicate this experience. Sure it would shake up the show and it would call for unprecedented cooperation – hold it, there is a precedent!

Staff with your best when the crowd is thin. While the crowd may be sparse, the quality may be high. The brands that sold well according to the TIBS wrap-up communication indicate that bigger units are selling, with higher price tags. The people making that kind of decisions have undoubtedly done their homework and may have detailed, sophisticated questions they want answered.

On to runabouts, pontoon and fishing boats. Is there a difference in the shopping pattern of boaters looking in that category? Since the boats are smaller and there are so many of them, the consideration each boat receives can be fleeting.

"Oh, how do you go to the bathroom if you're on that one?"

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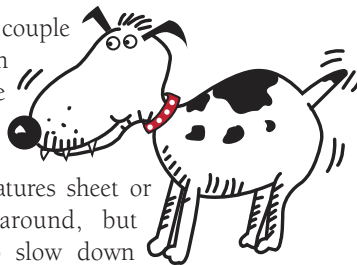


Conseil canadien de la sécurité nautique
Canadian Safe Boating Council

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National Search and Rescue Secretariat
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Secrétariat national Recherche et sauvetage

We would like to acknowledge the financial support of the Government of Canada for this initiative through the Search and Rescue New Initiatives Fund (SAR NIF).

I heard one member of a buyer couple query. I'll bet that's a common question. Some models have appropriate enclosed marine heads – do consumers know which ones? It may be on a features sheet or demonstrated during a walkaround, but will you get that far? How to slow down the process?



Again, perhaps the solution is grouping like boats. Put the Legend pontoons with the Princecraft – is this blasphemy? Some brands offer a complete range of boats from wakeboard boats to 40-foot bridge cruisers. Do the interests/demographics of everyone who looks at a boat transcend the entire line? Not likely. Does every salesperson know every boat in a brand's line – no, some are specialist with on the water experience. Beneteau sells large power yachts and large sail cruisers.

Interested would-be buyers seem to be coming to the show in roughly historical numbers, as evidenced by the many dealers who just came off a very successful show. But in some ways, it's the third group of show visitors that are the most important. These are casually interested people, the possibly new boaters of the future. They come for a variety of reasons – something to do, the glamour of boats, maybe maybe we will get one some day (if we win the lottery) and so on. Some come to let their kids see the waterskiing squirrel. But they are here rather than at the Eaton Centre and they are at least somewhat interested in boats.

"But prof, my dog ate my boat show program"

Class, this is the toughest assignment. How do we take this group and crank up their enthusiasm? The TIBS people acknowledge "despite the show delivering unprecedented advertising and publicity," attendance was down. It wasn't likely the weather – the period of the show was actually a bit of a respite from this year's merciless polar vortex and there was no blizzard to fight.

Discover Boating had increased numbers, Charley Zhou's tours for Canadians of Asian background did well. The Lake boomed and looked great on the follow-up Rick Mercer report. But it's clear more needs to be done. Young greeters? A tour of entry-level boats? Contests? Seminars? Publicity? Lower admission process? The TIBS people have tried most of these and more. Is there an antidote to the so-called shrinking of Canada's middle class?

Here's your homework assignment. 1. How do we treat buyers of big boats better? 2. How do we present our smaller boats in a way that engages passers-by? 3. How do we light up potential new boaters? Your ideas and work are due next January – next year's TIBS runs Jan 10-18 2015. You'll be graded by tens of thousands of show visitors. ■

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Do Your Customers Understand

Towing &

for Recreational Boaters?

The editors at Boating Industry Canada recently became aware of the subtleties and complexities around towing and salvage and the fact the few recreational boaters are likely to know the difference. Also, in the situation where a recreational boater is stranded by an engine failure, running out of fuel or other mishap, they may be upset or panicked and can say the wrong thing to a potential salvor. We turned to Drew Robertson of Skippers' Plan Insurance to help us all better understand this situation. The properly insured recreational boater is likely covered in either situation but those without comprehensive coverage could be in major trouble even in a minor mishap. Here is what Drew told us.

ANDY ADAMS - EDITOR

Salvage

BY DREW ROBERTSON

RECREATIONAL BOATERS rely on the Canadian Coast Guard to render assistance in emergency situations, but if there are no lives at risk, the CCG does not leave the dock. A boat that suffers damage on the water is therefore more likely to receive assistance from a commercial salvage operator. The assistance provided by a commercial operator can range from a simple, inexpensive tow to a full-blown salvage operation with the salvors being entitled to a significant monetary award. Understanding the difference between a tow and salvage can save your customers a lot of problems. Informing your customers of the differences and how they need to manage a situation is the best way to ensure we have a happy and secure boating customer.

WHAT IS A SALVAGE OPERATION?

The maritime law of salvage dates back 3,000 years and has remained fairly consistent over time. The law exists to recognize and reward an individual who risks themselves and their property to save the marine property of others. To be considered 'salvage' the following three conditions must apply:

The boat must be "in peril". The classic example is a damaged boat at risk of sinking or one that is on the rocks. This can also apply to situations where there is no immediate danger, but there is a reasonable chance of future harm. An example is a vessel that runs out of gas with a storm approaching.

The salvage must be voluntary. This means the salvor has no legal obligation or duty to render service. A naval vessel saving a boat is not entitled to a salvage award.

The salvage must be successful. A salvage award is not earned unless they save the boat, or a portion of it.

If these three conditions are met, the person who does the salvage work is entitled to a salvage award. The service does not need to be provided by a professional tow or salvage operator. A passing boater who renders assistance may also be entitled to a salvage award.

MYTH: A person who finds an abandoned boat and saves it is entitled to full ownership rights.

FACT: The Receiver of Wrecks may arrest or fine anyone who plunders a wreck or interferes with the preservation of a wreck.

AVOIDING THE SALVAGE "SURPRISE"

When receiving assistance, don't assume it is a 'tow' based on an hourly rate unless an agreement has been reached with the towboat Captain. This even applies if receiving assistance from a boat towing company where you have a prepaid towing service contract (for example: SeaTow or BoatUS). Many people have been "towed" to a safe port by one of these companies assuming it was part of their towing contract, then received an enormous bill for a salvage. If there is any actual, or perceived risk, some towboat operators will treat the job as a salvage operation. The worst outcome always starts with the same friendly hail, "Throw me a line and I'll pull you off" that is accepted without question.

Let's consider a situation where the owner of a \$200,000



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Say...isn't that a 76' Azimut? Hard to tell...truth is, this is a salvage job with environmental aspects. The boat was driven down south, left by the owner for a few days, a torrential rain storm hit, the pumps were working full blast and after a while, the batteries failed. So, who cleans this up and what are the costs?

yacht intentionally beaches the boat after discovering a leak. If he called his marina they would charge an hourly rate to fix the leak and pull the boat off. This might cost in the neighbourhood of \$800 for 3 or 4 hours work. A towboat operator may consider the same boat to be in peril because a bad storm is forecast. If no contractual agreement is established, the towboat Captain may perform the same work then charge \$30,000 as a salvage.

There is no obligation to accept assistance from the first boat on site. If time and circumstances permit, the boat owner may choose to make arrangements with another contractor based on an hourly rate. If a customer is presented a contract containing the words "No Cure – No Pay" it is a pure salvage contract. There are also contracts for fixed fee or hourly rate salvage. The only safe course of action is to have a written contract anytime assistance is voluntarily rendered. If it is a tow based on an hourly rate the contract must specify the details.

THE SALVAGE AWARD

The award paid for a salvage depends on many factors including the value of the saved property, the degree of danger, the measure of success, the skill and effort of the salvors, the time spent salvaging the boat and expenses incurred to name just a few. The risk for the salvors is they may spend hours saving a boat only to discover it is a total loss. In that scenario the salvor is not entitled to any award.

SALVAGE & INSURANCE

The person rendering assistance might tell the boat owner not to worry because their insurance will cover any salvage costs. They don't know what insurance boat owner has however, so

it is a mistake to accept their advice. If a boat owner is covered under a homeowner's policy, the salvage charges and pollution costs may not be covered. The boat owner also should be sure there is adequate coverage for salvage and wreck removal that is not capped as a percentage of the boat. To avoid costly mistakes make sure your customers know this information before they need to use it.

Most insurance companies provide 24/7 claim reporting, so the boat owner should contact them as soon as possible. A proper marine insurance policy covers salvage charges and the adjuster is in a better position to negotiate the salvage contract. Salvage charges can be a factor in determining if the boat is a total loss which is another reason to get them involved quickly.

If the boat owner cannot contact their insurance company, there is still an obligation to protect the boat from further damage where possible. The exception being that you should never risk life or personal injury to protect the boat. The reasonable expenses the boat owner incurs to protect the boat are also covered, but the key word is "reasonable". ■

– Drew Robertson, *Skippers' Plan Insurance*

CONCLUSION

In an upcoming issue of Canadian Yachting magazine, we plan to publish a companion article to this one, alerting boat owners to this situation, but it is clearly in everyone's best interest to have well informed and well insured boaters. We hope as members of the industry, you will do your part to bring this to the attention of boat owners you are in contact with.

– Andy Adams - Editor



ABYC and The Westlawn Institute of Technology

Designing Your Future in the Boat Business

I wonder how many of our readers, at one time or another, dreamed of being able to design their own boat? My guess is, everyone!

It's impressive how many of the leading designers in the industry today, include education through Westlawn Institute of Technology in their resume, so we thought Boating Industry Canada magazine should feature some of the innovative thinking and design work that Westlawn graduates have produced.

For those who do not know, the Westlawn Institute of Technology is the not-for-profit educational affiliate of the American Boat & Yacht Council (ABYC).

The first boat we are featuring is a 12 Metre Outboard Power Cat designed by Corentin Bigot. Here is the story of this new yacht, as provided to us by Westlawn.

Andy Adams - Editor

THIS PLEASURE CRAFT was designed for production in series and was ordered by a local shipyard in New Caledonia. The design is ideal for weekend sailing in comfort for a family and friends. She has good autonomy, excellent maneuverability and low draft. These make her the perfect coastal cruiser. The seaworthiness of her catamaran hulls, makes her also suitable for high-seas. Thanks to her lightweight and optimized hydrodynamics, fuel consumption is estimated to 2 liters per nautical miles for a cruise speed of 13 knots.

DESIGN:

The hull shape is drawn from a recently-built 78-foot, wave-piercing catamaran with inverted bows. The aft end of the hull forms are wide to reduce squat. Particular attention has been paid to centering the weights (tanks, batteries etc.), which is crucial to reduce the pitch to handle rough seas.

The interior is designed to fully integrate the outside into the interior thanks to large hull opening ports and a saloon with 360-degree view. The flybridge allows excellent visibility.

Designed for conviviality and to share good times in comfort, she is equipped with two luxurious staterooms including separate showers in each head. The galley is fitted with plenty of working space, a fridge and many storage compartments. The saloon allows flexibility of use for day or night. The exterior deck offers deep storage areas, a large platform for fishing, great access for bathing.

CONSTRUCTION:

The design was fully executed in 3D on Rhino from the hull design to the cleats, to the water piping system, to the structural calculation of the bulkheads. The modeling allows extremely precise assembly of the parts and provides a solid integration of any systems required on board. The 3D process also offers excellent detail in the materials purchasing stage of the project since all the material lists are automatically created,



which represents a gain on the planning for the shipyard.

The hull material selected is the M foam sandwich reinforced with glass and epoxy resin. All bulkheads, frames, and storage areas onboard are made with this material. The joining of all these parts contributes to the overall strength of the structure. This assembly gives excellent rigidity to the hull with low weight.

The flat-panel technology reduces the usage of special tools by the shipyard, reducing the construction time for a semi-custom project without using moulds. The vessel is thus quick to build which can offer a higher profit margin for the builder.



12 Meter Outboard Power Cat - Specifications

Length:	11.98 m (39.3 ft.)
Molded breadth:	5.25 m (17.2 ft.)
Engine power:	2 x 225 HP Outboard Yamaha
Displacement:	7.4 Tonnes (7.3 tons)
Max. Speed:	25 Kts
Material:	Gurit Panels M Foam/Glass/Epoxy

Designer:

Corentin Bigot
Bigot Yacht Design
44 rue de la riviera,
Noumea, New Caledonia,
corentin@cbyd.fr
www.cbyd.fr

Founded in 1930, the Westlawn Institute of Marine Technology is the only nationally accredited distance-learning school of small-craft design in the United States. Westlawn is accredited by the Distance Education and Training Council (DETC), in Washington DC, and is listed as an accredited school by the U.S. Department of Education and by the Council for Higher Education Accreditation. As the not-for-profit educational affiliate of the American Boat and Yacht Council, the mission of the Westlawn Institute of Marine Technology is:

- To provide our students with the skills and knowledge required to build a rewarding career in the profession of yacht and small-craft naval architecture via distance learning.
- To support continued growth of the recreational and small-craft marine community through the development of well-trained, safety-oriented, boat designers developing better products for the benefit of the boating public.
- To provide continuing education to marine-industry professionals. ■

To learn more about Westlawn, please call (207) 853-6600 or visit the Westlawn website at: www.westlawn.edu.



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SETTING THE STANDARDS FOR Maritime Safety and Performance



Rescue rehearsal. Photo courtesy of the Canadian Safe Boating Council.

SUPPLIED BY THE NMEA and BOB MARKLE, PRESIDENT RTCM.

COUNTLESS BOATERS and commercial mariners owe their lives in large part to an organization that most of them never knew existed. Many others who go to sea can thank the same group for helping to ensure that their communications and navigation systems perform as advertised.

That organization is the RTCM—the Radio Technical Commission for Maritime Services. Its primary job is developing technical standards for a long list of marine electronics, from survival signaling devices such as EPIRBs (Emergency Position Indicating Radio Beacons), PLBs (Personal Locator Beacons) and SENDs (Satellite Emergency Notification Devices), to DSC (Digital Selective Calling) equipment, Global Navigation Satellite Systems and various VHF requirements. Additionally, the nonprofit group keeps its government

and non-government members informed about regional and international maritime radionavigation and radiocommunication policy issues, regulatory changes, and technical standards development.

RTCM President Bob Markle says that while the organization is responsible for the standards that manufacturers use to build many of their products, RTCM's contributions might not be obvious to the user. Ticking down a few of those contributions, Markle says RTCM was involved in the original VHF-FM channeling system that is still in use. When DSC was introduced, RTCM developed the SC-101 standard that was used in the US as an alternative to the more complex and expensive radios introduced internationally. Later, RTCM developed a standard for ensuring that those radios could be used in a high-

interference environment.

“Our Maritime Survivor Locating Device (MSLD) standard is designed to provide effective man overboard alerts and location, working with existing AIS (Automatic Identification System) or DSC systems,” says Markle. “One of our newest standards projects is for navigation receivers that will use not only GPS (Global Positioning System), but also the other available satellite navigation systems, for better response and more accurate positions.”

One group that works closely with RTCM is the Coast Guard's Research & Development Center in Groton, CT. R&D Center Systems Analyst and RTCM member Lee Luft says, “RTCM provides a unique focal point for all components—installers, dealers, manufacturers—within the maritime industry, the

US government, and other international maritime organizations, improving safety across the board, from regulatory matters to electronic radio and navigation equipment operation. The work conducted and the standards produced by RTCM provide for straight-forward solutions that enhance functionality and usability of marine devices used by all segments of the maritime industry.

"The letters 'RTCM' are well known and respected beyond the US in the global maritime industry, and their work is reflected within equipment installed from recreational to the largest ocean-going commercial vessels.

"RTCM does not make the marine electronic equipment used on vessels, it makes the equipment used on vessels better. What comes to mind when I think of RTCM is maritime safety—safe navigation, radio and radio distress communications (GMDSS), search and rescue devices, and more."

Over the years RTCM and the National Marine Electronics Association (NMEA) have cooperated on a variety of initiatives as well. "RTCM provides a crucial service to our industry as the responsible body to define equipment performance standards that the US Coast Guard and US National Committee at IEC (International Electrotechnical Commission) refer to in establishing carriage requirements for regulated vessels," says NMEA President and Executive Director Bruce Angus. "Many engineers, operators and regulators contribute to RTCM performance standards, such as DSC radios, electronics charts, EPIRBs, radar and AIS, amongst other navigation and communications systems."

RTCM's impact also extends directly to maritime operations in the field. In 1992, Sandra Borden was a US Coast Guard project manager tasked with identifying solutions that facilitate ships entering and leaving port safely. "I owe RTCM my most appreciative thanks for the professional support that I received implementing solutions to prevent any

more events such as the Exxon Valdez oil spill and also for facilitating stakeholder consensus and ideas for implementing AIS," she says. Now retired from the Coast Guard, Borden is on the RTCM Board.

RECENT RESULTS

Most of what RTCM does happens outside of the public eye, often in meeting rooms in Arlington, VA, where the organization is located, or in other cities in the US and abroad. Special Committees (SC)—15 in all—perform the actual work of creating and updating standards for a variety of equipment. Each committee has from six to 30 active members and often one or more working groups.



Photo: Courtesy of the Canadian Safe Boating Council.

One of those committees is SC-104—Differential Global Navigation Satellite Systems (DGNSS). Markle describes the development of standards for Differential GPS systems as "one of the most dynamic areas of emphasis in recent years."

"When the GPS system was made available for non-military use, the civil signal was intentionally degraded to prevent potential adversaries from having the same accuracy enjoyed by the US military and its allies. This degraded signal was not accurate enough to use for harbor entrance and navigation, so a system of reference stations at known points was developed that could provide corrections to navigation receivers, and thereby improve accuracy to within a

few meters in areas near the reference stations. This system was known as Differential GPS (DGPS), and now with other governments providing satellite navigation systems it's called DGNSS.

"The benefits of DGNSS have been adapted to other purposes for very precise positioning at the centimeter level, and now the biggest applications are surveying, geodesy, and precision agriculture," says Markle. "RTCM's DGNSS standards have been adopted worldwide, and we continue to support these non-maritime uses."

SC-104's chairman is Kendall Ferguson, who is also Senior Principal Design Engineer for Hemisphere GNSS in Stafford, VA. "We recently amended

RTCM 10403.2, the well-known Version 3 standard for Differential Global Navigation Satellite System Services, which supports very high accuracy navigation and positioning through a broadcast from a reference station to mobile receivers," says Ferguson. "The committee recognized that new constellations—Galileo, QZSS, and BeiDou—and new signals would soon be arriving and our previous GPS and GLONASS messages would not be sufficient to carry the content. The solution was MSM—Multiple Signal Message format. I

believe we now have, via MSM, a message structure that not only supports all of the current signals of GPS, GLONASS, Galileo, QZSS, Beidou, and SBAS, but one that can also be quickly adapted to support known/planned future signals and constellations."

Asked about other significant achievements involving RTCM's satellite navigation work, Ferguson points to a "partnership" created a few years ago involving the RINEX standard. That cooperation resulted in formation of the RINEX Working Group within RTCM.

"A very positive element that has already come from this partnership, which stems from the notion that there are significantly more GNSS receiver manufacturers participating in RTCM

than in RINEX, is that the RINEX governance body has agreed to support furtherance of RINEX 3.x and discontinue furtherance of RINEX 2.x.”

RTCM Version 3.x and RINEX are two standards that look essentially at the same satellite navigation data and “standardize” that information for their intended users. RTCM Version 3.x focuses primarily on the real-time communication of data in a standardized way. RINEX focuses primarily on the post-mission.

Shine Micro, an AIS systems developer and manufacturer in Port Ludlow, WA, has been an RTCM member since 2002. Owners Mark and Judy Johnson

(FCC) to get a waiver for AIS power requirements on the devices. The affiliation with RTCM and participation on SC-121 and SC-123 “give our company direct access to the FCC.”

FACILITATING AND FINDING SOLUTIONS

RTCM’s recent major successes in marine safety and operational issues go beyond standards development. In a broader sense, they stem from its organizational and advisory role.

Marine and aviation electronics veteran Ross Norsworthy says RTCM’s contributions include “taking initiatives to

work toward common goals for promoting more effective use of telecommunications and electronic technology for improved safety, security and commerce on the water. The standards setting process is included here.” Gilbert has been involved in maritime telecommunications and the GMDSS modernization effort for years. Through his company, Gilbert & Associates, he continues to provide telecommunications consulting in the maritime and public safety fields.

Creating a forum for better communications and developing solutions is high on Gilbert’s list of what RTCM offers the industry. Users can “interact

“Accomplishments all relate to bringing interest groups (sometimes with competing interests) together to work toward common goals for promoting more effective use of telecommunications and electronic technology for improved safety, security and commerce on the water.”

are active participants in the organization. Mark is on the Board and serves on several panels, including SC-123 (VHF Digital Small Message Service) and SC-121 (AIS and Digital Messaging).

“Our company is AIS centric in just about everything we do, while RTCM is involved in a variety of technologies,” says Mark. One current project that Shine Micro has underway focuses on the use of AIS on board wave gliders—surfboard-size autonomous platforms that roam the ocean collecting data, monitoring conditions and oil spills, conducting surveillance and serving other applications. Solar panels supply power while wave action provides propulsion.

He says SC-121 is working with the Federal Communications Commission

develop and publish maritime standards for systems and equipment where other international standards organizations had not; providing an international technical discussion forum for government and industry and bringing the maritime stakeholders together; and providing regulatory guidance for government and industry in the maritime services.” Norsworthy chairs SC-123 and is a technical advisor to several other committees and working groups, in addition to serving as a technical consultant to the Coast Guard and President of his company, REC, Inc., of Largo, FL.

RTCM member and retired Coast Guard Admiral Ed Gilbert points out that, “Accomplishments all relate to bringing interest groups (sometimes with competing interests) together to

with providers so that the capabilities of new products are better known, users become more familiar with them and each gets good feedback from the other.”

The forum function also permits “marine electronics/telecommunications communities to engage in and provide inputs to various governmental regulatory initiatives in a structured way,” adds Gilbert. “This includes contributions to the process of establishing US positions for international organizations, such as the International Maritime Organization (IMO) and the International Telecommunications Union (ITU).

RTCM’s basic mission hasn’t changed much since it was created 65 years ago by the Coast Guard, FCC and State Department to advise the federal government on the technical issues related to

maritime communications and navigation at the end of World War II. The biggest issues at the time were the adoption of VHF-FM radio and use of radar by commercial vessels.

"RTCM went on to develop standards in those areas, and still maintains current standards for that equipment," Markle explains. "But RTCM has evolved with the technologies over the years, developing standards in other areas that have been used in federal government regulations. EPIRBs are an example. RTCM's value to the US government has been, and remains, the ability to develop standards more quickly than is possible for international standards, and they can be tailored to the specific needs of navigators in North America."

While the focus of RTCM's work is the US maritime community, several RTCM standards have been used as the basis for international standards that were developed later. Markle says RTCM has broadened to include the participation of several Canadian government agencies. Their contributions help to ensure that RTCM standards are compatible with Canadian standards, and sometimes the work of RTCM is used in the development of Canadian standards. This helps to ensure consistency in North America.

Development of the DGNSS standards is only one of several major initiatives that are underway.

"In addition to GPS, the Russian GLONASS system has been part of our DGNSS standards for many years," says Markle. "Now Europe is rolling out the Galileo system, China will expand their regional BeiDou system into a global system, Japan is launching satellites for their regional Quasi Zenith Satellite System (QZSS), and India has just launched the first satellite in the Indian Regional Navigation Satellite System (IRNSS). All of these systems will be accommodated in the RTCM DGNSS standards, and the committee has been busy releasing several standards amendments every year."

According to SC-104 Chairman Ferguson, "As we finish incorporating the current signals of QZSS, BeiDou and Galileo, we will begin immediately look-

ing at the new GLONASS signals and anything else that is coming along."

AHEAD: E-NAVIGATION AND VDES

Another major development program is e-navigation. "There is an international e-navigation initiative, which is intended to guide the integration of electronic navigation information provided by resources ashore with the navigation suite on the ship," says Markle. "Radar, the Automatic Identification System and the Electronic Chart Display and Information System (ECDIS) are key technologies on the bridge, and the NMEA network standards are essential to bring them together. While the international effort targets worldwide merchant shipping, RTCM is supporting the Coast Guard to bring the benefits of e-navigation to commercial and non-commercial vessels operating in US waters."

"We have current projects on AIS messaging, radar, electronic chart systems (ECS), navigation receivers, and navigation information portrayal. We are also working on the VHF Data Exchange System (VDES), which can be thought of as a way to augment AIS data exchange."

SC-123 Chairman Norsworthy is very familiar with both programs. "I believe that AIS opens the door for efficient communication, navigation and operation in the maritime services," he says. "AIS is the essential core for e-navigation, the harmonized collection, integration, exchange, presentation and analysis of marine information onboard and ashore by electronic means to enhance berth to berth navigation and related services for safety and security at sea and protection of the marine environment."

"The next development is the VDES, which contains integral AIS, and is 'AIS on steroids.' VDES will be to AIS as 4G is to cellphones. VDES is designed to support all the apps needed for e-navigation and GMDSS (Global Maritime Distress and Safety System) modernization. VDES provides all the functionality, bandwidth and linkages for the efficient exchange of information with ships, shore stations and satellites."

As RTCM has done since its found-

ing, the organization is committed to working on marine navigation and communications technologies as they evolve. "We continue to be concerned with the vulnerability of GPS and other satellite navigation systems to interference, spoofing, and jamming, and our developing navigation receiver standard will address those issues to some extent," says Markle. "Nevertheless, those systems have a very low signal strength at the surface of the earth which makes them vulnerable to jamming. Our Differential GNSS standard will continue to be revised to accommodate new GNSS systems. One new project involves developing a standard for electronic visual distress signals that might one day be able to be used in place of some pyrotechnic flares."

One complaint that is often lodged about the standards development process as a whole is how long it takes. More than one source contacted for this article compared the process to sausage making and warned that as much as you like the outcome, it's never a good idea to watch it being made.

Norsworthy offers some elaboration. "Standards need to be broad enough to cover innovative developments while preserving the essential elements needed to meet regulatory requirements. Manufacturers need to be encouraged to petition the regulatory authorities for waivers for authorizations of equipment that is compliant with the relevant approved standards. There is recent precedent for this in the US. These two actions will naturally incentivize industry to support and expedite the process."

Shine Micro's Mark Johnson says while the process in the US is slow, it's much quicker than an international body can work because countries have conflicting agendas. "You can get a lot more done quickly through RTCM than any other means," he says.

Judy Johnson adds that RTCM can usually complete work on a standard in less than three years compared to an international organization like IEC, which might take five to 10 years. "Manufacturers know that whatever you're talking about today, people aren't going to want to buy in five

years—you won't even be building it in 10 years. It's a very serious problem for electronics manufacturers."

BEYOND STANDARDS

While RTCM's contributions to industry standardization, cooperation and communication benefit the maritime world in general, there's another more personal aspect that members point to when asked about benefits they derive from membership.

"For participants who are developing products, there are several benefits," says Ferguson. "One is that they have a significant time-to-market advantage over

participants in this process are ideally positioned to prosper in their business endeavor."

For a small manufacturer like Shine Micro, "if you want to change the way something is done in the US or globally or need information—say you want to make a man overboard device, EPIRB or AIS or find a new application for AIS on buoys—you can go to RTCM and find out what channels to use to make changes, contribute to standards and eventually to initiate special committees, if you can make a compelling case," says Mark Johnson. "It gives you a voice where if you go directly to the FCC or

interact with contemporaries."

As for the message to colleagues in the marine industry about why joining RTCM makes sense, Ferguson says, "No matter who you are or what your role may be in the entire chain, from developer to end-user, your inputs are important to the work of RTCM. You don't need to be a GPS expert, a GNSS expert, a radio expert, or any other expert to be a contributor and influence standards developments, policy, regulation, and sometimes even law."

Norsworthy says it allows you "to participate in the development of the future so that it comes out right for you

"We continue to be concerned with the vulnerability of GPS and other satellite navigation systems to interference, spoofing, and jamming, and our developing navigation receiver standard will address those issues to some extent," says Markle."

non-participants. Another is that participants who have already entered into areas being addressed by the standard often can influence the direction of standards and thus reduce their effort to be compliant. A third is that through the committee interoperability testing, participants can be assured of their standard's compliance as new standards are released to the public."

According to Norsworthy, "Companies exist to sell their goods and services, and regulations exist to ensure that these goods and services benefit all who are concerned and/or affected. RTCM provides a unique and effective consortium of all maritime stakeholders in industry and government whose end goal is to satisfy these objectives. Companies who

the Coast Guard, they'll direct you back to RTCM. As an individual you have no clout at all."

Judy adds that, "This is your access to the government regulatory process that can really help with your technology."

To Gilbert, "RTCM provides exceptionally valuable career growth opportunities to those in the private sector and especially governments to learn about the industry and what's happening. This was even more important for government employees especially Coast Guard and FCC representatives a few years ago before all the budget silliness that affects their travel and attendance at conferences. The RTCM Assembly has been a marvelous forum to learn about what's happening in the various disciplines and

in the end. You have the choice of letting others, regulators and competitors do it to you—or of doing it with them."

Gilbert sums up his feelings this way: If you provide commercial systems that support the programs RTCM deals with or represent commercial, government or public users of these programs—"you need to be involved in organizations such as the RTCM that allow you to participate in and influence the process that brings the capabilities into being. As one provider said, 'I need to keep my customers close to my vest, competitors even closer.' Effective participation in organizations such as RTCM and NMEA allows you to do both. ■

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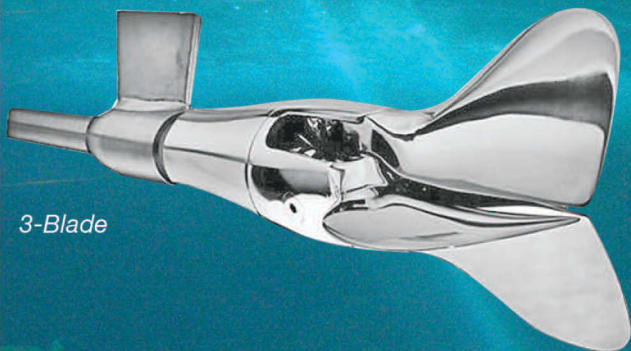
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51030	ProTournament300	12/24/36	30	3
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63130	ProNautic1230P	12	30	3
63140	ProNautic1240P	12	40	3
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