

April 2014

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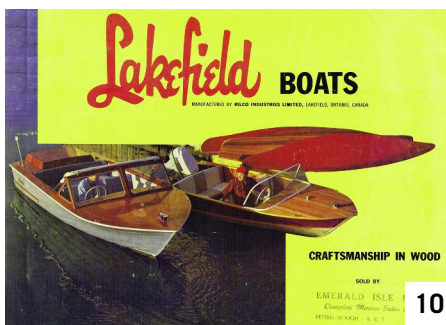
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Hans Fogh - Remembering Canada's Great Sailor and Sailing's Great Friend.

MANUFACTURING AND FABRICATION

Keels - Out of Sight, Out of Mind...Always a Factor.

We know of just one place to have a lead keel repaired or modified and that is Canada's MarsKeel Technology in Burlington, Ontario. Helping to maintain and repair your customer's keels can be good business.

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On the Cover:

Hans Fogh racing at
Port Credit Yacht Club,
summer 2013.

Photo John Kerr archives.

BY ANDY ADAMS

Wild Weather and Summer Boating

CANADIANS all across the country experienced an unusually harsh winter this year with numerous storms, persistently cold temperatures and much more ice cover than we have seen in the recent past.

The persistent cold caused 91 percent of the Great Lakes to be frozen by early March. It was the second-largest ice coverage for the lakes, with data dating from 1973, and the largest on record for the date.

The largest ice cover for the Great Lakes occurred late in the winter of 1979, when 95 percent of the lakes were frozen. Lakes Superior, Huron and Erie were completely ice-covered. Lake Michigan was mostly ice-covered and about half of Lake Ontario was ice-covered.

The impact we anticipate from such thick ice cover, is that water temperatures will be below normal in the spring and early summer. That has boating safety implications. Drownings are never good news. Cold water will keep people from swimming and doing wake sports until the temperatures rise too.

Of course, we share a lot with our American friends and they experienced an unusual winter as well. This winter was ranked by NOAA, the National Oceanic and Atmospheric Administration as the ninth-driest and the 34th-coldest on record.

Very cold weather covered the Great Lakes and surrounding states during the winter. As a result, Minnesota, Wisconsin, Michigan, Illinois and Indiana each had winter temperatures that ranked among the 10 coldest on record.

It's hard to say what the final effect will be though. Perhaps these are extremes and we will have a hotter than normal summer. That has been predicted by the Farmer's Almanac, a fact that NMMA president Thom Dammrich noted in his address to the Miami International Boat Show

audience at the industry breakfast.

What we do know from years of past experience is that the weather has a major effect on the boating industry.

Sunny hot days sound good but when it gets too hot, some people will prefer to stay in the air conditioned comfort of their city homes. Last summer, the weather was really very good except that the hot days and fairly cool nights resulted in frequent weather forecasts that included evening thunderstorm warnings. Again, that threat kept some boaters ashore.

The reason for mentioning this is to note that this uncertainty makes it even more difficult to decide how to stock your marina or dealership. Here is where I'm going with this.

If you are lucky enough to be in the boat sales league where you become a client for GE Capital or one of the other big financial outfits, you will have a "rep" who can access market sales data faster than small dealers can. Being well informed and more maneuverable with your suppliers can give you an important edge, especially in this short Canadian boating season.

Membership in your marine trades association and in the NMMA can also help. People who cannot access those sorts of resources, can't plan or react as effectively and that's going to make it harder to succeed this season.

Before the summer of 2014 really gets into high gear, take some time to gather a list of the business planning resources that are available to you. By all means, network with other Canadian marine businesses and share information and opinions.

We may not be able to change the weather but we can change our business, our product orders, our marketing programs and our pricing to best maximize the business that is out there. This will be a summer to be smart and nimble. Good luck!

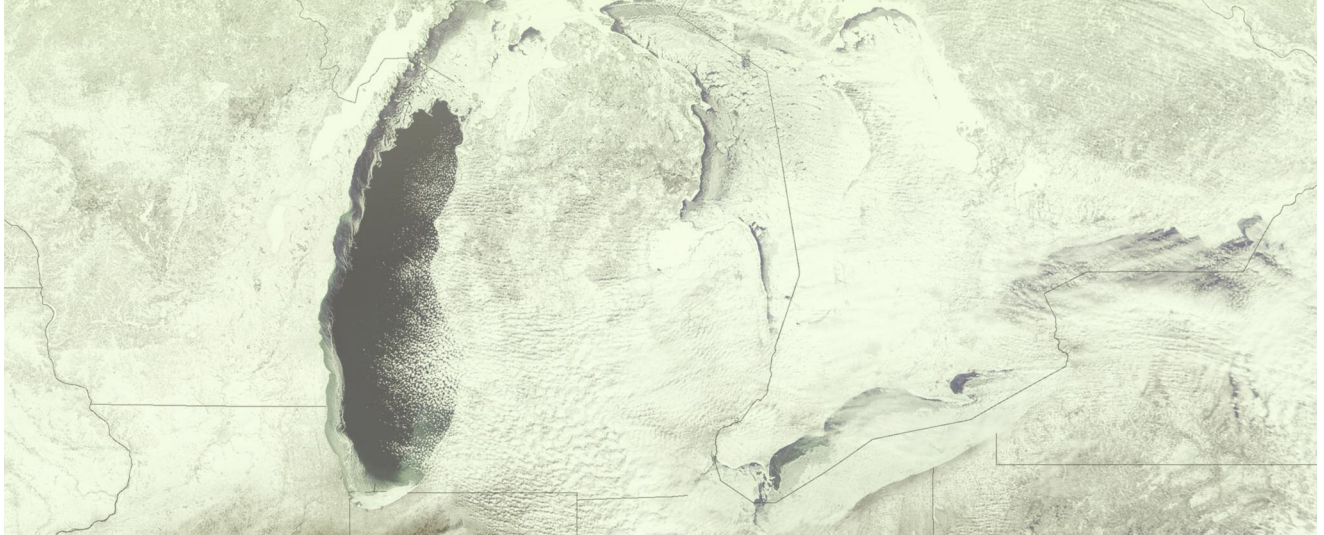


Image Courtesy: earthobservatory.nasa.gov

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Discover Boating Canada Marketing Campaign - Reserve your space today



As Discover Boating Canada launches its 2014 summer marketing campaign, this 30-minute webinar provides an overview of the marketing efforts on tap for the busy boating months ahead. Learn more about how this industry-wide movement is welcoming more people to the water.

Date: Tuesday, April 29, 2014

Time: 2:00 PM - 2:30 PM EDT

Reserve your spot here:

<https://www1.gotomeeting.com/register/890137456>

The Canadian webinar presentation will outline strategic campaign initiatives, including:

- Advertising (digital and mobile): how content marketing will engage audiences to learn more about boating
- Social media: exploring ways to engage and grow online boating communities
- Public relations: how to put the boating lifestyle in the media spotlight this summer
- Industry involvement: campaign promotional materials and web tools available to you at no charge
- Canada's NEW Anti-Spam Legislation: Ensuring your marketing efforts are compliant before July 1st

Hosted by Tracey Hart, Director of Marketing Discover Boating Canada, this webinar is open to all industry stakeholders in the U.S. and Canada.

Space is limited – reserve your webinar seat now at:
<https://www1.gotomeeting.com/register/890137456>

Legends of Ontario Sailing Honours John Osborn

Canadian Yachting Magazine and Ontario Sailing honoured John Osborn with The Legends of Ontario Sailing Award on Saturday night, April 12th at the Red Carpet Gala held at the Oakville Yacht Club.

The word legend implies that you have been around for

a long time but for John who has been racing sailboats for over 60 years, it doesn't seem that long. In addition to his sailing prowess John has also been in the marine industry for almost 50 years. In that time he has worked in boat building, spar and fitting manufacturing, sail making, and for the past number of years the as a distributor of marine hardware.

His sailing career started as bailer boy on his father's Brightlingsea one design at the age of about 6. In the mid 60's he helped develop the "C" class catamaran, winning the Little Americas Cup twice with his brother in law Reg White. He also won several dinghy and catamaran, national, European, and world championships, culminating in a Gold Medal sailing Tornados in the 1976 Olympics. The same year he was awarded Yachtsman of the year and made an MBE on the Queens New Year's honors list.

After the Olympics John moved his family to Canada to continue building boats and spars in Montreal. In 1981 he moved to Barrie Ontario to work at Storer sails. In 1984 John moved onto boat brokerage and commissioning boats for the rest of the 80's until he purchased a wholesale distribution company called Great Circle Trading which would eventually become Transat Marine.

John continued racing in both Quebec and Ontario with many wins at CORK, in Tornados, J24's, Kirby 25's and Olson 30's. John also completes 2 Transatlantic crossings, his first one 1984 and then in 1985 he did the Quebec St Malo on the 80' cat Formula Tag with Mike Birch. During this race Formula Tag became the first boat to break the 500 nautical miles in a 24 hour time period.

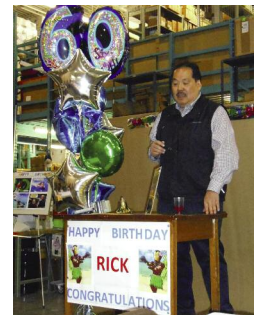
Well done John!

CC Marine Family and Friends Celebrate a Birthday Milestone of One of Their Own

On Friday, April 4th, employees and friends joined together at CC Marine Distributors in Newmarket, Ontario to celebrate a birthday milestone of one of their own. Rick Chang, Vice President of Sales and President of the National Marine Distributors Association turned 60 years young.

Rick good-naturedly endured a number of humorous anecdotes about his time at CC Marine starting as a parts stocker and others from the well over a hundred people on-hand for the occasion. A good time was had by all and as Rick put it, it was also a good reason to clean up the warehouse.

Congratulations Rick!



First Annual In-Water Port Credit Spring Boat Show Opens May 23rd

Canadian Yachting magazine is pleased to present the first annual Port Credit Village Spring Boat Show at the city of Mississauga's Credit Village Marina.



This beautiful new in-water show will run from May 23, 2014 through May 25 and will feature a wide variety of recreational watercraft both power and sail, up to yachts in the 55 ft. plus range.

There will be a wide assortment of boating related products, accessories and services in land display booths to add to the guests' enjoyment.

Located in Port Credit's beautiful and historic downtown, Credit Village Marina is nestled in picturesque Snug Harbour and features first-class amenities with ample parking.

Snug Harbour Restaurant is onsite, offering fresh seafood, live jazz and waterfront patio dining. A short walk away is the Port Credit Harbour area where there are a number of other dining options, helping to make this a boat show that reflects the boating and yachting lifestyle in the most positive ways.

Port Credit has it all – it's the best location in Southern Ontario for what promises to be Southern Ontario's best

In-Water Boat Show!

This event will also feature live entertainment catering to not only the boating crowd but also creating fun for the entire family.

Exhibiting companies can choose from land-based boat displays and exhibit booth space as well as the main attraction of the in-water boat display. Some space may still be available for this inaugural show. To enquire, contact Scott MacInnes,

scott@fishandboatshows.com, Tel: 416-275-2705.

Canada's International Trade Minister, The Honourable Ed Fast, Visits NMMA Member



On Tuesday, March 18th, 2014, The Honourable Ed Fast - Minister of International Trade, visited NMMA member Dock

Edge Inc. in Woodbridge, Ontario to learn more about how plastics and hardware exports will gain from tariff elimination. The Minister met with businesses in various parts of the Country to discuss how the Canada-Korea Free Trade Agreement will benefit Canadian businesses and communities.

This visit was following the announcement of the sign-

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ing of the Canada-Korea Free Trade agreement by Canadian Prime Minister Stephen Harper and President Park Geun-hye of South Korea. Canadian businesses in the recreational boating industry, such as Dock Edge Inc., are recognized for producing innovative and high-quality product.

"We expect our industry to benefit from the elimination of Korean tariffs in particular," said Sara Anghel, Executive Director and Vice-President of Government Relations, NMMA Canada.

Tariffs on yachts, pleasure boats, rowboats and canoes currently face Korean tariffs of up to 8 percent. These would be eliminated within three years of coming into force of the agreement.

According to The Economic Impact of Recreational Boating in Canada: 2012, the recreational boating industry is a significant economic driver for Canada; generating \$8.9 billion in revenues, contributing \$5 billion to GDP, and employing nearly 70,000 people.

NMMA Canada and Dock Edge Inc. would like to thank Minister Fast and his staff for their onsite visit and support of the Canadian recreational boating industry.

Activities At The Association Maritime du Québec/Quebec Marine Association



The Montreal Boat and Water Sports Show held at Place Bonaventure from February 6 – 9 and property of the QMA was deemed a success by a majority of dealers even if attendance was down 15% from the previous year (27,000), following a trend that was observed at many boat shows across the country. Suffice to say that the last day, Sunday, was also the closing of the Winter Olympics and that the Fête des Neiges (Winter Fest) – a very popular event in Montreal – were diverting a lot of attention!

As many remarked upon, one aspect of the Montreal Boat Show that was a total success was its general presentation. The new carpeting with its bright orange color livened up the main hall, giving it a warm summerlike feeling. Place Bonaventure is always challenging, to say the least, with its numerous and large concrete supports. This year, exhibitors were invited to "dress up" those within or bordering their stands, which many did. "We believe we'll see more of this next year as exhibitors realized the potential for promoting their products this way", says Yves Paquette, general manager of the QMA. "This type of signage definitely contributed to the overall visual quality of the show".

As in past Shows, the Nautiguide, which is bilingual, was distributed to visitors at the Show free of charge (valued at \$14.95). The 2014 edition is also the biggest to date with a whopping 420 pages, combining 4 guides in one (Marinas, Navigation, Boating Safety and Destinations).

A whole section of the Boat Show was dedicated again this year to Nautical Stations, a QMA program promoting boating throughout Quebec, as well as marinas and related services. Discover Boating/Découvrez le nautisme and Tourism Departments are also part of this setting which is great for visitors and exhibitors alike. The 15th and new Vallée du Richelieu Nautical Station was officially launched at the Show. It covers most of the Richelieu River, an already popular destination with boaters; it is also the first to offer a free mobile application giving users access to a wealth of information on the region wherever they are. Next year's Montreal Boat and Water Sports Show dates are February 5 – 8, 2015.

At the moment of this writing, the QMA was preparing its AGM on April 9. It is a full day affair with workshops and presentations. Workshops themes address specific members' interests such as Industry, Marinas and Nautical Stations. A project that came to life at last year's AGM is a Marina Management Guide which will be presented to marinas for comments. This new Guide outlines management guidelines and useful tools for general and day to day operations. Given the variety of marinas, large and small, – as in all markets – the Guide will strive to cover most situations while offering the possibility for adaptation to specific needs and conditions. This new QMA project is in line with existing programs aimed at improving quality of service in marinas by establishing and reinforcing standards such as the Marinas Classification Program and Éco-Marina (Green Marina).

Activities at the Atlantic Marine Trades Association



Training News

The Nova Scotia government wants to increase the involvement of industry in apprenticeship training through a new agency.

Labour Minister Kelly Regan says the agency would be led by a board of private-sector leaders in changes the government is making to the Apprenticeship and Trades Qualifications Act. She says the board would mean closer co-operation between the private sector and the government in developing apprenticeship policies that meet industry's labour needs. Industry will have greater influence on the types of trades training offered by the Nova Scotia Community College, and students should receive the type of pre-apprenticeship preparation that fits with industry and employer requirements.

Regan said other proposed changes would enable the

government to enter into agreements with other provinces outside Atlantic Canada to have out-of-province training recognized and give industry more influence in trades training at the Nova Scotia Community College. The government says it will spend \$2.6 million to expand apprenticeship training and program development.

Nova Scotia Marine Service Technician (MST)

Qualified Marine Service Technicians can challenge the Trade Certification for Nova Scotia Marine Technician. Until July 1st 2014, the cost is \$143.85 to write the examination. After July 1st, the price reverts to the regular charge of \$719.20. There is no legal requirement for a Marine Service Technician to be certified however certification of employees is a great way of advertising that a dealership or boat yard stands behind service work carried out, and does increase employability for Marine Service Technicians. AMTA and the Nova Scotia Boatbuilders Association have created a booklet with all the necessary information required to apply to challenge the certification. Contact Pat Nelder at AMTA at info@boatinginatlanticcanada.com for your copy or Chip Dickison at the NSBA at nsbatc@eastlink.ca.

Outdoor Life Network Filming an Atlantic Canada Travel Series

The Atlantic Marine Trades Association has learned that the OLN Network is planning to film travel segments this summer with Newfoundland & Labrador, PEI, Nova Scotia and other surrounding areas scheduled as stops in their TV series.

OLN is offering companies the opportunity to promote their business nationally with either TV commercials during this segment or during our show itself.

There is limited space available during this one hour segment as part of their

"Paradise Vacations" Television Travel Series. Those interested in participating in the show can contact Executive Producer Ken Loxton at info@kenloxton.com

Atlantic Canada Launch of Safe Boating Week Is May 15, 2014,

Victoria Park in Halifax, 11:30-1:30PM. For more information go to <http://boatinginatlanticcanada.com/>

North American Safe Boating Awareness Week has, since 2003, been a key tool reminding boaters of important safe boating-related behaviors at the start of the season. As owners of boat dealerships, marinas or chandlers, NASBAW provides you an opportunity to show your customers that you care about their safety and enjoyment on the water. The CSBC has great new campaign materials that will allow you to reach out to your fellow Canadian boaters both directly through your customer communications and through the media.

Both Ready Set Wear It and North American Safe

Boating Awareness Week provide the marine industry with a great opportunity to kick-off strong sales of safety and other boating equipment by getting people through your doors at the start of the season for fun events.

To learn more about this year's campaign and view the materials that are available copyright free for your use, please visit <http://www.csbc.ca/index.php/en/safety-campaigns/safe-boating-awareness-week/materials> We also encourage you to spend some time with our new Volunteer E-Guide at <http://www.csbc.ca/index.php/en/safety-campaigns/safe-boating-awareness-week/volunteer-e-guide> that provides a step-by-step guide to help you with all your volunteer activities.

There's nothing like the satisfaction that comes from knowing you're making a difference. Register your 2014 participation now by sending an email with your contact information to sbaw@csbc.ca or contact me directly at 905-719-5152. Together we can make the start of this boating season meaningful and fun while promoting boating safety.

North American Safe Boating Awareness Week is promoted by the Canadian Safe Boating Council (CSBC), a registered charity, and its members and partners from all areas of the marine community. It is made possible through financial support provided by Transport Canada's Office of Boating Safety.



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When saving on print isn't saving at all

OK, you dinosaurs. You were right. Well maybe.

For ten years now, and especially during the last few, it has been all about internet, email newsletters and tweeting. The printed brochure has gone the way of the passenger pigeon and services like Constant Contact are the pre-eminent medium for customer relations.

Not exclusively to the boating industry, these days the printed word is decidedly not the flavour of the month. Glossy brochures are expensive and unhip; the world has supposedly shifted.

But has it? True, everyone is excited about online shopping. Every marine and boat manufacturer has a rich, informative website. Boatcan and yachtworld.com dominate listings. Studies confirm that boat buyers spend their online hours pouring over boats in the darkness of their basements prior to heading to the boat show or the dealership.

Amid all this cyberenthusiasm there is a bit of a countervailing undercurrent – some consumers can use a printed piece. Here's why:

The boat brochure remains a glamorous, single source information piece. Boating is not vacuum cleaners or monogrammed shirts – large exciting images you can hold in your hand carry a lot of emotion. When it comes to boats the shopper is chasing the hardware, yes, but they also buy the wind in their hair, the freedom, the prestige and the overall experience. Is the laptop screen (or the screen of a iPhone) the place to absorb that energy?

Some people are running out of patience with email. Check your own inbox – are you keeping up? I get what appears to be a daily blast from the Bay, from Bed Bath & Beyond (did I sign up for that?), from my car dealer, Linked-In updates...you get the picture. The result



This attractive, expensive-looking and fully priced out Legend Boats brochure is a selling tool that can last for years – not a mere digital message that is gone in nanoseconds.

is that I am very cautious about giving anybody my email. These days I am unsubscribing considerably more than subscribing.

Email may be losing its efficacy anyhow. Currently, a well-managed e-newsletter is a fine way to stay in touch, but even if you are disciplined and only send news when there actually is some, not everyone follows that example. The result is an inbox full of supposed communication with nothing to say that ends up deleted without opening.

Some newsletters – Don Finkle's RCR Yachts "Yacht Racers' News", for example – is valuable to its recipients but Don puts hours of work into it in order to keep it interesting and informative. That's a considerable investment

(thanks, Don). That kind of investment may be even more expensive to produce than a brochure because of the time required developing loyalty and provoking your recipients to actually open and read your message.

In a sense we are back where we started. Printed ad material became commonplace and electronic communication stood out and it had the advantage. On top of that, e-commerce appeared inexpensive since paper and ink costs are eliminated. Now the electronic outreach is showing signs of fatigue due to user fatigue that requires a lot of effort to overcome.

My sense is that the inherent quality of printed paper may bring it back into vogue. That and relative scarcity – the

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

And seen a lot of change. Fact is, boating has evolved dramatically and continually over the years. We're proud to be a part of it. And behind it. Both literally and figuratively. Mercury has a history of changing the rules, redefining the game for power, efficiency, and reliability. And we will continue to lead the way, leaving the technologies of the past and, no doubt, a few competitors in our wake. Find out where we've been. And where we're going. At mercurymarine.com/75years. Mercury behind you. The world before you.



The Family Fisherman.

What if one amazing boat could do everything you wanted it to?

The joys of owning one boat for water sports and another for fishing are less a thing of the past. In fact, a few seconds, a Captain's Chair converts from a handy, multifunctioned watercraft into a family fun boat. You can't sail to a distant fishing locale with all those necessary fishing gear, an anchor, motor, battery, fuel storage, and an extended rear casting deck. So instead, you'll need to find out if the getting two boats in one

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06

CANADA'S ONLY FULLY EQUIPPED CATALOGUE

Creating Memories.

There's no time to waste. Whether you're heading out on a cool new design, adding an accessories feature, or upgrading an old boat, it's all about the ultimate boating experience that creates memories that will last a lifetime.

Let us help you choose the motor that's right for you!

- 1 Select boat length
A full or outboard motor will be required for all boats. The length of your boat will determine the horsepower you need.
- 2 Decide the work you want to do
Whether you want to tow a water skier, a wakeboarder, or a jet skier, the motor you choose will determine the activities you want to enjoy.
- 3 Choose the motor
The motor you choose will determine the activities you want to enjoy.

CHOOSE YOUR POWER

Boat Length	Outboard Motor	Inboard Motor
10' - 12'	40 - 60 HP	40 - 60 HP
13' - 15'	60 - 80 HP	60 - 80 HP
16' - 18'	80 - 100 HP	80 - 100 HP
19' - 21'	100 - 120 HP	100 - 120 HP
22' - 24'	120 - 150 HP	120 - 150 HP
25' - 27'	150 - 180 HP	150 - 180 HP
28' - 30'	180 - 220 HP	180 - 220 HP
31' - 33'	220 - 260 HP	220 - 260 HP
34' - 36'	260 - 300 HP	260 - 300 HP
37' - 39'	300 - 350 HP	300 - 350 HP
40' - 42'	350 - 400 HP	350 - 400 HP
43' - 45'	400 - 450 HP	400 - 450 HP
46' - 48'	450 - 500 HP	450 - 500 HP
49' - 51'	500 - 550 HP	500 - 550 HP
52' - 54'	550 - 600 HP	550 - 600 HP
55' - 57'	600 - 650 HP	600 - 650 HP
58' - 60'	650 - 700 HP	650 - 700 HP
61' - 63'	700 - 750 HP	700 - 750 HP
64' - 66'	750 - 800 HP	750 - 800 HP
67' - 69'	800 - 850 HP	800 - 850 HP
70' - 72'	850 - 900 HP	850 - 900 HP
73' - 75'	900 - 950 HP	900 - 950 HP
76' - 78'	950 - 1000 HP	950 - 1000 HP
79' - 81'	1000 - 1100 HP	1000 - 1100 HP
82' - 84'	1100 - 1200 HP	1100 - 1200 HP
85' - 87'	1200 - 1300 HP	1200 - 1300 HP
88' - 90'	1300 - 1400 HP	1300 - 1400 HP
91' - 93'	1400 - 1500 HP	1400 - 1500 HP
94' - 96'	1500 - 1600 HP	1500 - 1600 HP
97' - 99'	1600 - 1700 HP	1600 - 1700 HP
100' - 102'	1700 - 1800 HP	1700 - 1800 HP
103' - 105'	1800 - 1900 HP	1800 - 1900 HP
106' - 108'	1900 - 2000 HP	1900 - 2000 HP
109' - 111'	2000 - 2100 HP	2000 - 2100 HP
112' - 114'	2100 - 2200 HP	2100 - 2200 HP
115' - 117'	2200 - 2300 HP	2200 - 2300 HP
118' - 120'	2300 - 2400 HP	2300 - 2400 HP
121' - 123'	2400 - 2500 HP	2400 - 2500 HP
124' - 126'	2500 - 2600 HP	2500 - 2600 HP
127' - 129'	2600 - 2700 HP	2600 - 2700 HP
130' - 132'	2700 - 2800 HP	2700 - 2800 HP
133' - 135'	2800 - 2900 HP	2800 - 2900 HP
136' - 138'	2900 - 3000 HP	2900 - 3000 HP
139' - 141'	3000 - 3100 HP	3000 - 3100 HP
142' - 144'	3100 - 3200 HP	3100 - 3200 HP
145' - 147'	3200 - 3300 HP	3200 - 3300 HP
148' - 150'	3300 - 3400 HP	3300 - 3400 HP
151' - 153'	3400 - 3500 HP	3400 - 3500 HP
154' - 156'	3500 - 3600 HP	3500 - 3600 HP
157' - 159'	3600 - 3700 HP	3600 - 3700 HP
160' - 162'	3700 - 3800 HP	3700 - 3800 HP
163' - 165'	3800 - 3900 HP	3800 - 3900 HP
166' - 168'	3900 - 4000 HP	3900 - 4000 HP
169' - 171'	4000 - 4100 HP	4000 - 4100 HP
172' - 174'	4100 - 4200 HP	4100 - 4200 HP
175' - 177'	4200 - 4300 HP	4200 - 4300 HP
178' - 180'	4300 - 4400 HP	4300 - 4400 HP
181' - 183'	4400 - 4500 HP	4400 - 4500 HP
184' - 186'	4500 - 4600 HP	4500 - 4600 HP
187' - 189'	4600 - 4700 HP	4600 - 4700 HP
190' - 192'	4700 - 4800 HP	4700 - 4800 HP
193' - 195'	4800 - 4900 HP	4800 - 4900 HP
196' - 198'	4900 - 5000 HP	4900 - 5000 HP
199' - 201'	5000 - 5100 HP	5000 - 5100 HP
202' - 204'	5100 - 5200 HP	5100 - 5200 HP
205' - 207'	5200 - 5300 HP	5200 - 5300 HP
208' - 210'	5300 - 5400 HP	5300 - 5400 HP
211' - 213'	5400 - 5500 HP	5400 - 5500 HP
214' - 216'	5500 - 5600 HP	5500 - 5600 HP
217' - 219'	5600 - 5700 HP	56

printed brochure is very different today than in the past when a trip to the boat show meant an arm stretching bag of takeaways. Now if you leave with a couple of pieces it likely means that you genuinely are interested in those boats.

Like always, it comes down to balance, to allocating resources and maximizing the hours of the day. Of course you need a website, a YouTube channel, print ads, a boat show booth, a Twitter feed, a Facebook page, a presence on Pinterest, Instagram and other sites du jour. You need to have an encyclopaedic and constantly updated awareness of the latest and greatest marketing techniques, make your choices and control the budget. Good luck!

One thing that you might consider in the mix is a return to the printed piece. Good ole paper might be the secret path into your customer's heart. Electing to cut that element from your toolbox may be removing the one spanner that works.

It's dream time - these lifestyle images from the Legend Boats catalogue are powerful.



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Marinas, brokers and surveyors as well as boat owners need Dawson's Old Boat Brochures. Whether you are taking a trade, listing a boat, surveying or refurbishing; you need the specifications and information on boats to be accurate. You do not want to be sued for advertising inaccurate data.

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Don't throw out your old boat brochures, when house/office cleaning. Call Doug (519) 538-2887 or email Doug@BoatingWithDawsons.com.

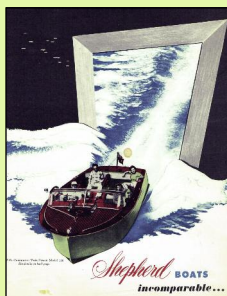
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How would you like to make money providing Docking Lessons to your boat buyers, instead of wasting countless nerve-racking hours, as each one performs "circuits and bumps" trying to dock?

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- Docking your Single Outboard O/B – Introductory
- Docking your Single Outboard O/B – Advanced
- Docking your Single Sterndrive I/O – Introductory
- Docking your Single Sterndrive I/O – Advanced
- Docking your Single Inboard I/B – Introductory
- Docking your Twin Outboard O/B – Introductory
- Docking your Twin Outboard O/B – Advanced
- Docking your Twin Sterndrive I/O – Introductory
- Docking your Twin Sterndrive I/O – Advanced
- Docking your Twin Inboard I/B – Introductory
- Docking your Twin Inboard I/B – Advanced
- Docking Your Pontoon Boat
- Docking your Houseboat Single O/B and S I/O
- Docking your Houseboat Twin O/B and T I/O
- Docking your Houseboat Twin I/B
- Docking your Sailboat

Sign up as an affiliate for free for a 25% commission for each e-lesson sold, as a result of a click through from your website. The software does the work. For more information go to www.BoatingWithDawsons.com/affiliates.html



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FREE!

The Canadian Safe Boating Council has produced a series of 30 and 60 second boating safety videos of varying topics that are now available to you through download or on DVD at no charge.

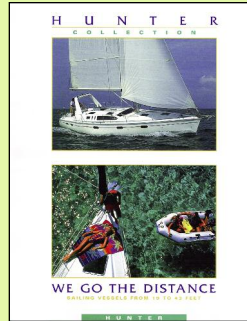
Ideal for airing in your showroom, posting on your website or including in your electronic newsletters. These short videos provide important boating safety information and are a great way to engage your customers and offer tips to help them have a fun and safer time on the water.



For the complete list of Weather to Boat safety videos, to view, download or to order copies, please visit www.csbc.ca



Do you recognize any of these historic boat brochure images supplied by Dawson's Old Boat Brochures?





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Historic Brochures Satisfy Owners and Collectors - Benefit Brokers Too

Dawson's Marina Limited, a family owned business, was well known by all Lake Simcoe boaters from the 1930's until 2000. Art Dawson and his two sons Doug and Jim sold, serviced and stored boats at the Marina in Keswick.

We caught up with Doug Dawson in Meaford, Ontario and found that he and his family are still helping boaters enjoy their boats more, through their website www.BoatingWithDawsons.com offering boating "how-to" e-books and e-lessons as well as informative articles.

We asked Doug, what he learned from his father and grandfather about boating. "Being 5th generation in the boat business, I consider myself extremely fortunate and grateful to my father who taught me at a very young age how to handle and dock all types and sizes of boats from 14' to 60'—both power and sail at our family marina. Dad was taught by his father who was taught by his father who was taught by his father.

Back in the 1950's, when I was still in school, I had opportunities every weekend to rearrange all the boats in the sales docks. To maximize the use of space, we had them only inches apart so expert close quarters maneuvering was a must.

Once I became "expert" at this handling and docking task, Dad had me demonstrate the boats to prospective buyers and teach them to handle and dock their new boats. I became known as "the docking expert kid".

Most of the boats back then were single inboards, twin inboards and small, tiller steered outboard runabouts. In the early '60's, sterndrives were becoming popular in runabouts and small cruisers.

A lot of the single outboard handling techniques applied to the single sterndrives, so I was able to master these pretty quickly. However, the twin sterndrives were a different story. The twin inboard techniques didn't work at all on them, because of the drive system being so different. So, I spent a lot of my time developing and creating techniques that worked specifically for twin sterndrives.

With this new knowledge I remained the "Docking Expert Kid".

Some Things My Father Taught Me about Boat Docking

Keep your First Mate safe in the cockpit or on the swim platform. Don't scare her to death by sending her out on the foredeck.

Control the boat with a stern rather than a bow line. Don't expect your First Mate on the bow to use super human powers to lasso or hook the boat to the dock.

Learn how your boat responds to the wheel. Don't turn it the wrong direction in reverse expecting the bow to pull away from the dock and have it crash.

Use the strength of the motor and dock line to bring the boat in, not your First Mates arms.

Boats drift even without wind. Don't expect your stopped boat to stay put like a car.

When it is windy, lean into it. Don't approach your slip the same way, as you would on calm days.

Be ready for docking before you approach the dock. Don't leave your fenders and lines stowed away in a locker, until the last minute.

You are responsible for good or bad dockings. Don't yell at your First Mate when you screw up a docking. You are the guy at the helm.

You must be in control of the boat at all times including docking. Don't give up control to a dock helper. They will just mess up your plan.

I combined what my Father taught me with the techniques that I developed, and have since written docking lessons for each drive system."

In his Docking Lessons, Doug points out that it is most important to take the boat out into open water on a quiet calm evening, to learn and understand how the boat responds to the wheel, shift(s) and throttle(s) before attempting to dock. In each lesson for each drive system, there are open-water exercises, and step-by-step detailed instructions with pictures and diagrams over approximately 130 pages for the Introductory and 230 pages for the Advanced.

All his lessons teach you how to dock confidently and safely, bringing your boat into your slip or alongside your dock AND securing it to the dock in any conditions without the need for yelling, swearing, jumping, boat hooks, bionics, dock helpers, guesswork or embarrassment.

"Boaters quite often say that I make it look so easy", says Doug. His answer is simple. "It IS when you know how. Docking is a learned skill that is duplicatable with the correct instructions." He told me that boaters who use his methods and techniques have eliminated the fear of coming back to the dock. Docking is now easy for them. Why not shorten your learning curve or sharpen your skills to better enjoy boating more on beautiful Lake Simcoe.

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Hans Fogh

– Olympic Medalist
– Marine Industry Champion



BY ANDY ADAMS

On March 14, 2014, Canada lost both an Olympic medal-winning sailor and also a pioneering marine industry businessman. The two sides to Hans Fogh makes him especially worthy of being profiled in this Boating Industry Canada Impact article and his contribution to our industry will continue for years to come.

Racing at the Port Credit Yacht Club summer 2013.

All Photos Courtesy John Kerr Archives

While many people knew that Hans Fogh was an Olympic medal winning sailor, he was far more than just that. We at Boating Industry Canada and Canadian Yachting magazines have been deeply touched by his life as our leader, John Kerr, was Fogh's long-time sailing partner and close friend.

Hans Fogh's sailing career and his contribution to our industry were totally integrated. You might look back on his record and ask, was he sailing while working or working while sailing? And, by the way, you may not realize the scope of his marine industry influence but this is the time for us to review the contribution of a true marine industry champion.

Of course it all started with sailing and racing. Hans was an Olympic Medal winning sailor for Canada, but at an early age, he had also been an Olympic Medal winner for Denmark, his homeland.

How Hans Fogh came to Canada is both a good story and a pivotal event in the history of the Canadian marine industry.

To best organize the life of Hans Fogh, we should start in Denmark. Hans was born in Rødovre, Denmark, near Copenhagen. Hans grew up in a family of gardeners and was expected to take over the family business. We learned that Hans did not like school and left at the age of 14. As a young man, he had an uncle who had a place on the water with a rowboat and it seems Hans was taken with that. He would raise an oar with a bedsheet attached and pretend he was sailing.

He began sailing in about the mid-1950s when he was perhaps 16 or 17, and won his first competition in a Pirat Dinghy. Hans was also spending time at the little Hellerup Yacht Club where Paul Elvstrom was a member. He took his old sails to Paul Elvstrom and Elvstrom made him new sails to take into competition.

Hans won the Danish Championship and with that, began his life-long sailing and marine industry career, Elvstrom coaching and teaching as he went.

We should interject here that when we interviewed former ISAF President Paul Henderson who is an engineer,

Henderson said that Hans was gifted in spatial geometry; he could think and envision physical objects like a sail, in 3D, helping him to understand how that sail would perform. Henderson said Hans was brilliant at this.

Clearly, Elvstrom was coaching a naturally talented young sailor and sail maker. Just a short time later in 1960, Hans sailed in the Rome Olympics and won a Silver Medal for Denmark, while Elvstrom won Gold.

John Kerr remarked when we interviewed him, that the Hellerup Yacht Club has more Olympic Medal winners on display than almost any yacht club!

During his racing career, Hellerup member Paul Elvstrom competed in eight Olympic Games from 1948 to 1988, and he became one of only four persons ever to win four consecutive individual Gold Medals; 1948, 1952, 1956 and in 1960. Elvstrom won the

young sailor leave his homeland and his by-then successful career as a sail maker working with the legendary Paul Elvstrom, to come to Canada?

The story of why and how Hans Fogh came to Canada is best told by the man most responsible for bringing him to Canada, Paul Henderson. When we spoke to Henderson he told us that it was a challenge. Hans Fogh was already a hero in Denmark and working with Elvstrom was an amazing experience.

Some years ago, Hans Fogh told me in person, that he believed Paul Elvstrom was the greatest sailor ever and a man he had always greatly admired.

But Canada's Paul Henderson was a man on a mission. A successful competitive sailor himself and deeply involved in sailing generally, Henderson knew that Canada did not have a sail maker of Hans Fogh's skill.

Leading a group that included Roger

Hans Fogh in the summer of 2013 in front of the Hellerup Yacht Club in Denmark.



first time in a Firefly and then subsequently sailing in the Finn Class.

In addition to his Olympic wins, Elvstrom won world championships eleven times in eight different types of boat, including Snipe, Soling, Star, Flying Dutchman and Finn. You can imagine what the Hellerup trophy room looks like!

It is no small coincidence that the Hellerup Yacht Club was run by Kirsten Fogh's parents, so now we know how Hans met his future bride!

We will expand more on Hans Fogh's many sailing victories but first, we have to come back to the obvious question; why would an Olympic medal winning

Green and Doug Keary they approached the young sailor that they had now gotten to know through international competitive sailing and who was both the skilled sail maker they needed in Canada and also a gentleman of great integrity - Hans Fogh.

From his book "The Pope On Sailing" we quote Paul Henderson...

..."While we were in Italy 1965, Roger Green and I had a long talk with the well-known Danish sailor Hans Fogh and his wife Kirsten, about immigrating to Canada. In 1960, Hans had won a silver medal at the Rome Olympics in Naples. He was an accomplished sail maker, the kind of craftsmen we sorely

needed in Toronto. In those days, Canadians had to buy most of their racing sails from the USA. Many of us smuggled the sails into Canada because of oppressive import duties. Every so often, the RCMP would show up demanding payment.

Hans had learned his sailing and sail making skills from Paul “the great Dane” Elvstrom, who had won gold medals in four straight Olympics in the single-handed Finn Class.

Packing everything up and moving to Canada was not easy for Hans, as he was a sailing icon in Denmark, but he wanted to be his own man and Kirsten was pushing him to go. It took a couple of years to convince him, but we kept at it. Hans came to Toronto in January, 1969. Kirsten and their son Morten followed in March. When we went to see an immigration officer, the conversation went like this:

Mr. Fogh, you want to come to Canada? What job will you do to support yourself?”

Thinking quickly and realizing that the Canadian bureaucracy was at work here, I butted in, “Mr. Fogh apprenticed as a gardener”.

“GARDNER,” he again looked up. “Oh yes, Mr. Fogh, Canada has a need for gardeners.”

Over the ensuing years, Henderson joked that he still called Hans Fogh a gardener. But, he is quick to add that after leaving Denmark to start his business here, Hans Fogh single-handedly reversed the trend of Canadians importing sails from the USA.

We also have to pause on Henderson’s comment that, “... Hans speaks no known language.”

Close friends know that Hans combined some of his Danish words and expressions with English, delivered with a unique accent and also with both cutting common sense and an undertone of humour as well. Some say he spoke “Danelish” but whatever it was, his language was as unique and memorable as he was.

race, their performance and coaching them on how to do better. He was never one to keep secrets and he was almost never known to lodge a protest.

When Hans won, it was a clear and clean win.

When I interviewed him for this article, Paul Henderson said, “Hans was the most honest sailor we ever raced against. He’d help you with your sail trim. He was a lot like Buddy Melges - the same kind of small town, hard working guy and the best in the world. Everyone trusted him.”

Paul Henderson shared an anecdote that on one occasion Hans made a sail for an 8-Meter. Henderson told me, “The performance was disappointing. One of the competitors told the boat owner, don’t buy a sail from a dinghy sailor. Well, Hans understood the problem, took the sail back and worked all night to get it fixed. That was the value of having a sail maker in Toronto.”

Kerr summed it up best when he told me, “Hans made us all better sailors and better competitors.”

No wonder Paul Henderson and his friends were so keen to have Hans in Canada; and Kirsten was the pressure point. She encouraged him to let his talents shine. So, this came together in January 1969 when Hans arrived in Canada. Henderson and friends had made it easy. There was a loft already set up in Toronto’s West end and they had arranged a place for Hans to stay. There was even a book of orders waiting!

Their reward was to have Hans Fogh making sails here. Henderson’s group of sponsors asked nothing more in return, but sailing and Canada both got a great boost.

The location was 97 Pelham Avenue. It was the old David S. Reid ski jacket facility and the loft was above a spaghetti factory. Hans Fogh originally named his business Elvstrom Canada and he brought with him, both his own considerable skills and also resources from Elvstrom.

Henderson told us, “This started a whole industry. Before Hans Fogh came to Canada, Tom Taylor was a good chandlery, but there was no one else



.....
Crossing the finish line
to win the Bronze Medal
– 1984 Los Angeles
Olympics.

“I am a sailmaker,” Hans replied nervously.

“SALE MAKER,” spelled the officer thumbing through his large manual. “We have no category for that”.

“SAIL MAKER,” I immediately spelled out as Hans speaks no known language.

“SAIL MAKER,” spelled out the officer. “Canada has no need for that trade either”

After a lifetime of competitive sailing at the highest International levels, and with the social side of the regattas that always followed, the stories, jokes and anecdotes around Hans Fogh’s life could, and should, fill a book.

Throughout his life, Hans was always a keen competitor, but was clearly motivated by the science and art of sailing as well. The stories abound about Hans talking to his competitors about the

who would take on the big US lofts. Having pioneered his own loft, other sail makers came; Hans proved you could now run a successful business here. He was the pioneer."

The demographics were favourable for sailing at that time and so were the economic conditions. Canada, and especially the greater Toronto area became a very hot sailing market.

George Cuthbertson and George Cassian founded C&C Yachts in nearby Niagara On The Lake. That company went on to be the biggest builder of 25' to 50' sailboats in the world for quite some time.

In the relatively small GTA area, there were also CS Yachts, Whitby, Hinterhoeller, Ontario Yachts and others; all were building boats and they all needed sails. Racing, especially friendly club racing, was booming and everyone benefitted.

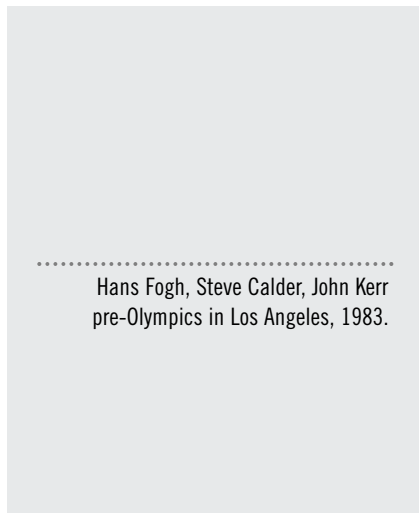
The business evolved as it grew. Elvstrom Sails later changed to become known as Fogh Sails. The business relocated to Ormskirk Avenue into a much larger space.

Hans and his talents became well known to more and more builders; Bruckmann and Dirk Kneulman at Ontario Yachts, the Abbot family at Abbot Boatworks, Manfred Kanter at Kanter Yachts and Stefan Yachts in Montreal.

What really fuelled the growth of Hans Fogh's loft was the lifetime of learning that had started with Paul Elvstrom, grown with every race he sailed and every conversation he had about boats and the about the business.

Hans went far beyond just making and delivering sails. He frequently sailed the boats his customers were building and he shared his knowledge of sailing and his insights about handling and performance, freely and with enthusiasm.

He might comment about the deck layout and how it could be simplified or made more effective to use. He might suggest that the mast could be moved forward or aft to improve some aspect of performance. Builders who embraced his ideas would often get the tangible improvements in performance that proved Hans was bringing real design



Hans Fogh, Steve Calder, John Kerr pre-Olympics in Los Angeles, 1983.

value to his customer relationships, not just supplying sails.

Hans' technical insights were a way of giving back to the industry, helping our Canadian boats to deliver world-class performance.

The people in our industry who worked with Hans, and in some cases got their start with him, are very significant. Rob Barkley now head of CMC Esterline Electronics and Rob Hudson who is now leading Land 'N' Sea, both shared space in the building Hans had in Toronto's west end and originally started North National Outdoor group to bring Raytheon into the market.

After many years, Hans sold out to North Sails and the name changed to North Sails / Fogh and finally to just North Sails. Yet, his mentoring and sharing his knowledge continues through two Canadians. Jay Hanson who worked with Hans is now president of North Sails U.S. and Larry Macdonald who also worked with Hans is vice president at North Sails.

Paul Davis who started in junior sailing at the Boulevard Club worked with Hans and Paul is currently senior designer at North Sails.

Steve Calder who sailed to the Bronze Medal at the 1984 Olympics with Hans and John Kerr is now on America's Cup boats.

Both his sons Morten and Thomas also have worked in the marine industry.

Also, Hans developed a connection with Harken that was to prove very



important. Hans' design insights went way beyond sails and it's easy to understand how he realized the importance of integrating the design of all the hardware with the sail plan. Hardware and also cordage became more important and the loft started to have more and more inventory.

As people came into the loft, they would see the hardware in the office and almost organically, the business volumes grew. Then Hans' own son Morten got involved in what has now become Fogh Marine, operating at first out of the loft but later becoming a free-standing business that Morten has developed into one of Canada's biggest chandlery operations and also probably Canada's largest small boat dealer.

Medal record		
Competitor for: Denmark^[1]		
Olympic Games		
2	1960 Naples	Flying Dutchman
4th	1964 Enoshima	Flying Dutchman
10th	1968 Acapulco	Flying Dutchman
7th	1972 Kiel	Flying Dutchman
World Championships		
1	1962	St. Petersburg
1	1973	Rochester
3	1974	Weymouth
World Championships		
1	1974	Sydney
European Championships		
1	1960	Sandhamn
2	1964	Whitstable
Competitor for: Canada^[2]		
Olympic Games		
4th	1976 Kingston	Flying Dutchman
3	1984 Los Angeles	Soling
World Championships		
3	1978	Rio de Janeiro
1	2006	Annapolis
2	2012	Milwaukee
Pan American Games		
2	1978	Indianapolis
European championship		
1	1976	Hyères
European championships		
1	1978	Kiel
1	1982	Drager
1	1983	Medemblik
3	1987	Karlshamn
North American championships		
1	1984	Kingston
2	1993	Rochester
2	1994	Seawanhaka
2	1998	Rochester
2	1999	Toronto
2	2005	Toronto
2	2007	Wilmette
1	2008	Toronto
2	2009	Plattsburgh
1	2010	Bath
3	2011	Kingston
1	2013	Plattsburgh

Today, Fogh Marine sells a wide range of performance and recreational sail craft, major volumes of kayaks and a big range of parts and accessories.

Recently, Morten expanded to purchase The Store – Mason's Chandlery in Port Credit with a great staff and tons of inventory to serve larger boats, power as well as sail. Morten serves on the NMMA Canada board and is very active with the sailing associations, especially Ontario Sailing. To learn more about Fogh Marine and The Store, look at the August 2013 Boating Industry Canada magazine online at www.boatingindustry.ca

Hans had so many connections and such a positive impact on the industry, that those accomplishments alone would have been a great career for anyone, but

women and recreational sailors and so Hans developed the Laser Radial version with a less powerful sail plan.

The Laser became the most successful sailing dinghy in history, an Olympic class boat and hugely popular club racer with active classes racing all over the globe.

John Kerr told us, "Johnnie (John Kerr's son) and I sailed the last race Hans sailed. It was our best of the series and we were in the game throughout. It was vintage Fogh from a solid start, contact upwind, to brilliant downwind gybing, there was a good feeling and great rhythm. But so typical of Hans, I watched from the foredeck as the Etchells crossed the finish line, "Magoo" he said, patting my son on his shoulder "Nice job down-

Olympic Silver Medal with Ole Erik Gunnar Peterson in Rome in 1960 for his native Denmark. In 1984, 24 years later, he won a Bronze Medal in Los Angeles, representing Canada with crew John Kerr and Steve Calder.

Recognizing Hans Fogh's contribution to the sport of sailing, he has been inducted into the Canadian Sports Hall of Fame, Canadian Amateur Sports Hall of Fame, Etobicoke Sports Hall of Fame and the National Marine Manufacturer's Association Canada Hall of Fame, including a number of other awards he has received over the years.

Hans enjoyed sharing his sailing with his family. He was able to coach his sons as they entered the sport, then shared the 1984 Olympics with his oldest son Morten and was able to compete in two Olympic trials with his younger son Thomas. Hans was most joyful helping his five grandchildren learn to sail.

Hans Fogh passed away from Creutzfeldt Jakob disease on March 14, 2014 in Toronto. This extremely rare and deadly disease meant a swift end to his remarkable life.

Hans leaves Kirsten, his beloved wife and safe harbour for 49 years, his two sons, Morten (Debbie) and Thomas (Andrea) and his darling grandchildren, Sarah, Curtis, Marcus, Kaia and Lucas with whom he spent many joyful hours as "Farfar" attending their numerous special events. Hans is also survived by his family in Denmark, brother Jens Christian, sisters Gitte (Esben) and Annegrette (Christian). Hans leaves behind a niece in Canada, Pia (Danny) daughter of his late sister Inger (John Eastwood).

Hans Fogh was a world class sailor and human being. His contributions to the Canadian and International sailing community and to the personal and professional relationships he cultivated have most certainly left the world a better place and he will be extraordinarily missed.

Some of our readers may be moved to consider a donation to the Hans Fogh Endowment Fund, administered by Ontario Sailing (www.ontariosailing.ca).



Canadian 1984 Sailing Medalists – Bronze Medal Soling Hans Fogh, John Kerr, Steve Calder: Silver Medal Flying Dutchman Terry McLaughlin, Evert Bastet, Bronze Medal Finn Terry Neilson.

then there was the boat that changed everything - The Laser.

The Laser was first envisioned by Bruce Kirby as a cottage sailboat and Kirby designed the hull. He turned to Ian Bruce, a sailor and talented industrial designer who developed the fittings and hardware and Hans Fogh who developed the sail.

The Laser was a rocket - an affordable but exciting high performance dinghy that could challenge the talents of any sailor. In fact it was too much for most

wind - you did well." Always quietly coaching, guiding and teaching."

As Kerr said about his own life-long relationship with him, "Hans Fogh took a young Canadian and taught him how to be an Olympian."

Hans has had one of the most exemplary competitive sailing careers ever, winning numerous Worlds, European and National titles in several classes including the Soling, Finn, Flying Dutchman, Star and Etchells.

A six-time Olympian, he won his first

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The Keel

OUT OF SIGHT, OUT OF MIND... ALWAYS A FACTOR



BY ANDY ADAMS

IS THE KEEL the most often ignored part of your customer's boat?

Here is a profit-making, customer benefit idea for our readers in the marina, yacht club, repair yard and brokerage businesses. The suggestion is to promote keel maintenance and repair. Your customer's lead keel is out of sight and out of mind almost all the time, but it is always a factor in the boat's performance, handling and safety.

The lead keel on your customer's sailboat is working at all times, stabilizing the vessel at rest and giving it directional stability underway, but if it's been bent or damaged, it may be fighting the helm every mile of the way.

Let's get the good news out on the table right away—a damaged lead keel can be repaired in most cases.

We say "in most cases" because there's an economic reality involved. As the boat ages, its value drops. A keel repair on a relatively new boat might be a cause of upset for the owner but economically, it's probably well justified given the value of the vessel.

The cost of a keel repair becomes more and more significant as the value of the boat drops over time, to the point where an owner may deem it not worthwhile.

IMPORTANT POINT NUMBER 1

Just because it's out of sight and out of mind does not mean that the keel does not need to be checked regularly. At any age, immersion in water, sailing stresses (knock downs), sailing mishaps (groundings) all contribute to the need for regular maintenance of the keel.

If water penetrates through the hull keel joint or through a flaw in the barrier coat on the keel, the freeze-thaw cycle of winter storage can do significant damage the keel over time. Water intrusion, even in small amounts can promote oxidization of the keel bolts, as well as can deform the lead as trapped water inside the keel pushes the lead out causing "blister" like deformations on the keel. This action of the water and ice can lead to a loosening of the bolts hold on the lead.

INSPECTION AND MAINTENANCE

Encourage your customers to realize that best route for any boat is seasonal maintenance starting with an inspection of the keel in the fall when the boat is hauled out. It should be carefully examined for any deformations, blistering, cracks or problems in the paint and coating and of course, any evidence of corrosion, or of the keel actually being loose.

Problems fall into three main areas; keel surface concerns, keel bolt deterioration and casting deterioration. More on inspection and maintenance in a moment...

WHAT CAN BE DONE FOR A DAMAGED KEEL?

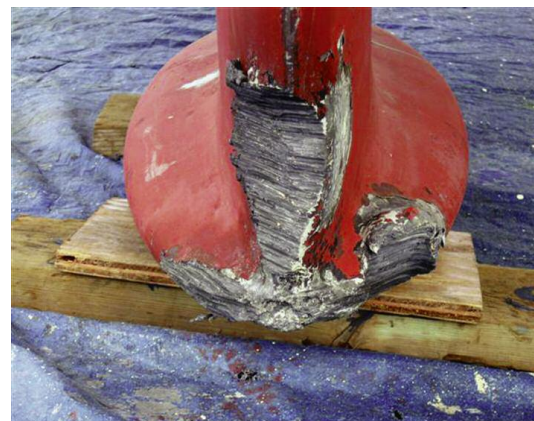
Keel repairs that can be done by the boat yard include repairing the barrier coating on the surface, repainting the keel, re-bedding the keel in the sump, re-torquing the bolts (this should be done with extreme caution based on the age of the bolts and their unknown condition, they could be badly corroded and fail if tightened). Projects that have to be sub-contracted to MarsKeel Technology are replacing bent or corroded bolts, straightening bent or twisted keels, removing oxidized lead and refusing fresh lead to the old keel and for many boats, the extreme option is a totally new keel.



This CNC 34 suffered a whole list of problems including bent keel bolts, impact damage and a twist to its keel.



You can see both the twist and the impact evidence on this keel.

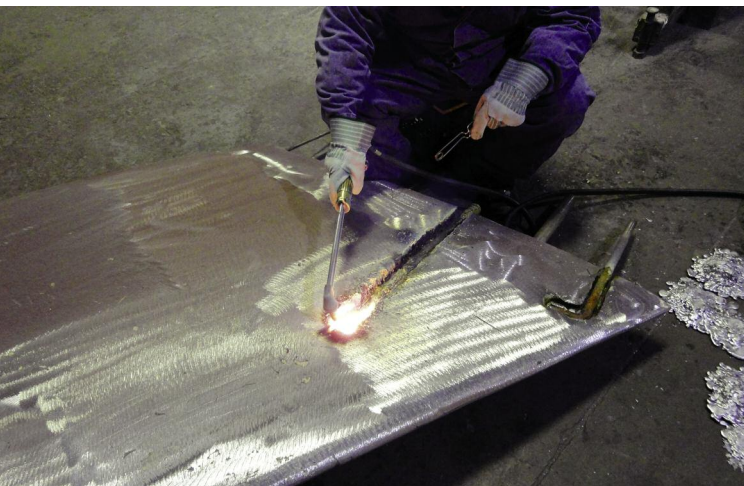


This is a closer shot of the bottom of the keel showing the area where the impact occurred.

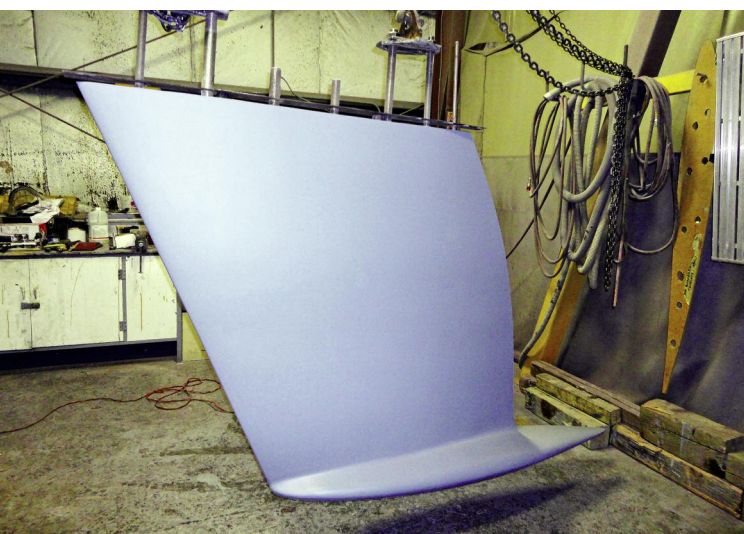
Left: MarsKeel president Kevin Milne is seen here in the loading area of the MarsKeel facility in Burlington, Ontario. The company ships new and repaired lead keels world-wide.



The team at MarsKeel has removed the keel and it is lying on it's side in the huge press where the twist and bend will be straightened.



Now straightened out, the team at MarsKeel have ground off the barrier coating and paint, burned out the bent bolts and will refuse new lead around new bolts to return this keel to basically like new condition.



Ready to ship back, this keel is like new and ready for final painting.

In addition to repairs, existing keels can be modified by adding bulbs to alter weight and performance characteristics. There are also draft reductions where an existing keel is cut down in size and a bulb is added to maintain the correct weight.

WHO CAN DO THIS SORT OF KEEL REPAIR OR MODIFICATION?

There is only one company we know of that can offer you and the owner complete keel repair and maintenance, MarsKeel Technology. They have a remarkable facility in Burlington, Ontario and are the leading lead keel specialists in the marine industry.

Founded some 35 years ago by company President Kevin Milne, MarsKeel operates internationally and is so accomplished that even custom yacht builders in such far-flung locations as Turkey or South Africa, get their custom keels from MarsKeel.

The company grew from his father's metal business and their expertise working in lead, at a time when the yacht building industry was booming in Ontario and companies like C&C Yachts, CS Yachts, Whitby and many others were looking for a reliable supplier of lead keels.

The business grew rapidly and MarsKeel became established as the supplier of choice. Today, the company has some 250 keel molds on hand to build replacement keels to OEM specs. In fact, MarsKeel has been supplying production keels to just about every known builder in North America over the last 35 years.

Kevin Milne is a living "keel encyclopedia" and he has a seasoned team that has faced just about every challenge a keel can pose. They have an in-house molding capacity up to 200,000 lbs and MarsKeel also does 50 keel repairs or modifications a year. There is a wealth of knowledge to draw on at MarsKeel and they can assist you in the maintenance and repair of your customer's keels.

We visited the MarsKeel facility to interview Kevin Milne and also Bill Souter who heads up Custom Keel Sales & Design. We learned a lot!

KEEL INSPECTION STEPS

First, visually inspect the keel when the boat is hauled out in the fall. There should be no looseness or gap between the keel and the hull as the boat is lifted out. Check to see if there is water weeping out. Does the keel "wobble"? This could be a keel concern or a structural concern of the hull.

Is there a corrosion trail on the outside of the keel, leading typically from the hull keel joint down the side of the keel? Even stainless steel bolts will corrode if water is present and no oxygen can get to it (for example in an area where the bolts go through the FRP sump of the boat).

Keel surface concerns often are the result of accidental damage such as groundings, strikes and general deterioration. Look to see that the keel is fully protected by a barrier coating like epoxy, or polyester fairing material and paint. There should be



no scraped or bare areas.

Lead is very stable and deterioration takes place slowly, but surface damage can expose the very small trace amounts of other metals present in the casting alloy. These can be a fraction of a percent of the lead in the casting but these can break down and cause major damage over time.

Water will loosen the fairing on the keel if the surface damage is left unattended to, so this needs to be repaired, but lead can be dangerous if swallowed or inhaled so working with lead is best left to a specialist like the team at MarsKeel Technology.

Then, check inside the boat. Is there water in the bilge, or in the sump as you haul it out? Are the keel bolts loose? Is there visible corrosion?

Remember, water can enter through a number of other sources, not just the keel and sump. Rainwater can be coming down the mast and into the bilge, there could be a leaking deck fitting, an open port or hatch, water leaking from the stuffing box or from a through hull fitting or plumbing connection.

CAUTION ON TIGHTENING BOLTS

Keel bolts can be re-torqued to original specifications, but MarsKeel's Bill Souter cautions us, "On an older boat, perhaps 20 to 25 years, the seal in the hull keel joint may not be intact, so don't tighten the bolts without a very careful inspection of their condition. This might require lowering the keel to check for

Here we see a before and after shot where an existing keel was reduced several inches in depth and a new keel bulb was added.



This is the keel off a 70 Hylas and the damaged barrier coating has allowed significant oxidization in the lead around the keel bolts.



This shot is closer and reveals the oxidized lead looks like crumbly soil, not metal. The damage is extensive.



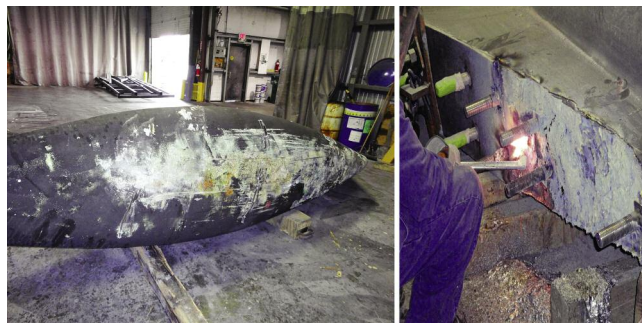
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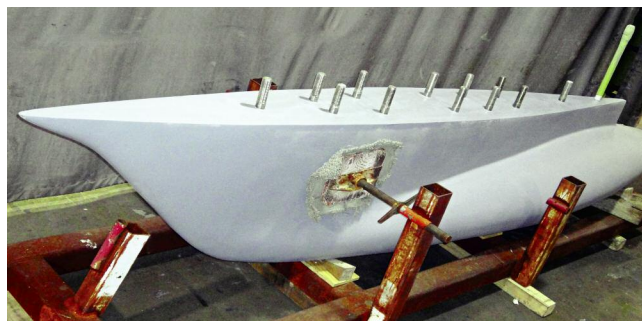
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MANUFACTURING & FABRICATION



Now turned on its side, the experts at MarsKeel burn out the bad areas to replace the bolts and refuse new lead into the keel.



Looking like new, this badly damaged keel will perform for years to come with regular maintenance.

keel bolt deterioration. Otherwise you risk breaking a bolt, especially when there is evidence of corrosion."

If the keel needs to be loosened for re-bedding, or removed for repair, Souter emphasizes that the keel should first be securely stabilized in a frame or brace, then the nuts are removed and the boat lifted off the keel.

Just like a grounding or strike when sailing, cradle collapse, such as when the boat is blown over on the hard during a storm, can cause significant damage including bending or twisting.

Twisting the keel back into shape requires very special measurement and handling. MarsKeel uses a variety of presses up to a 1,000 ton press to return a keel to its true shape.

For most significant repairs, your yard or facility will need to drop the keel. If your yard is not familiar with the process, needs more assistance in evaluating the keel's condition or to prepare a keel to be shipped to MarsKeel, just call them. The number is 1-800-381-5335 or go to their website at www.marskeel.com.

MarsKeel has shipped lead keels all over the world so getting a keel to their facility in Burlington, is a familiar task for them. To learn more about keel damage, keel repair and to see more examples of what your yard can offer to assist your customers who have keel problems, visit: www.marskeel.com.

Westlawn's “Elements” Program Helps You Design the Yacht of Your Dreams

Check out this gallery of dream boats designed by Westlawn graduates. Is this the type of project you have dreamed about?



Coastal Flyer by Dave Gerr

YOU ALREADY LOVE the liberty that sailing allows you, but have you ever thought about sailing on a yacht you designed yourself? Designing your own yacht is more attainable than you might guess and we'd like to introduce you to the “Elements of Technical Boat Design” program from the Westlawn Institute of Marine Technology. This school allows those with a love for boats to turn their ambitions of sailing on a vessel of their own design into a reality.

Interested in getting your feet wet in the world of boat design? If you want to

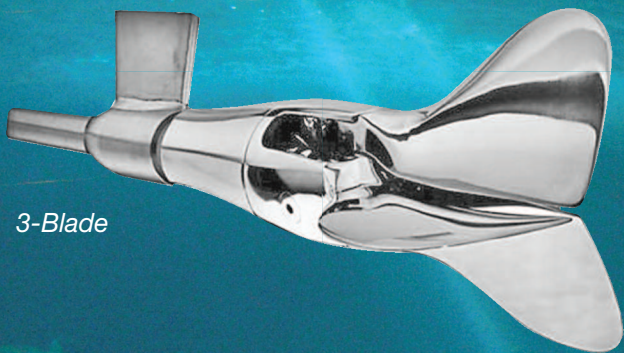
gain the skills of a professional boat designer and bring your creative visions to life, you should take a closer look at the Westlawn Institute of Marine Technology. The school provides the steppingstones for anyone looking to attain the knowledge and skills of a professional boat designer, and caters to a new, more adventurous breed of yacht owner; one who wants to be more hands on in the look, feel and design of their vessel.

Westlawn's introductory “Elements of Technical Boat Design” program is a

carefully crafted curriculum for those who would like to understand the basics of design but don't intend to become professional small-craft designers. The program can be completed in just a matter of months and gives students a working knowledge of the principles that affect yacht design, including fiberglass design, hull lines, as well as stability and resistance.

The program will give students an appreciation of the problems faced by a small-craft designer when developing a successful design. The course includes

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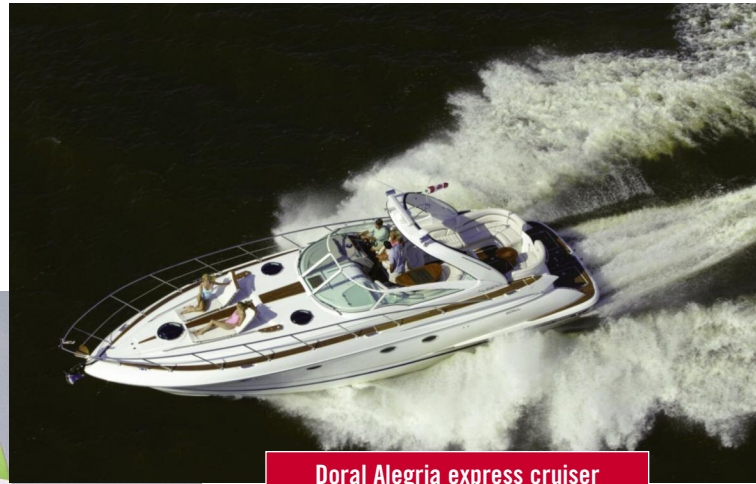
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basic-level drafting and manual drawing, which is done to determine a student's understanding of the subject matter.

As a distance learning school, Westlawn is able to offer greater flexibility to its students in that you can study at home or even while on the open ocean. You can stay connected as well as discuss ideas and issues with faculty members and fellow students in the

school's online forum or via email. Faculty members are always available to answer questions and offer feedback to students.

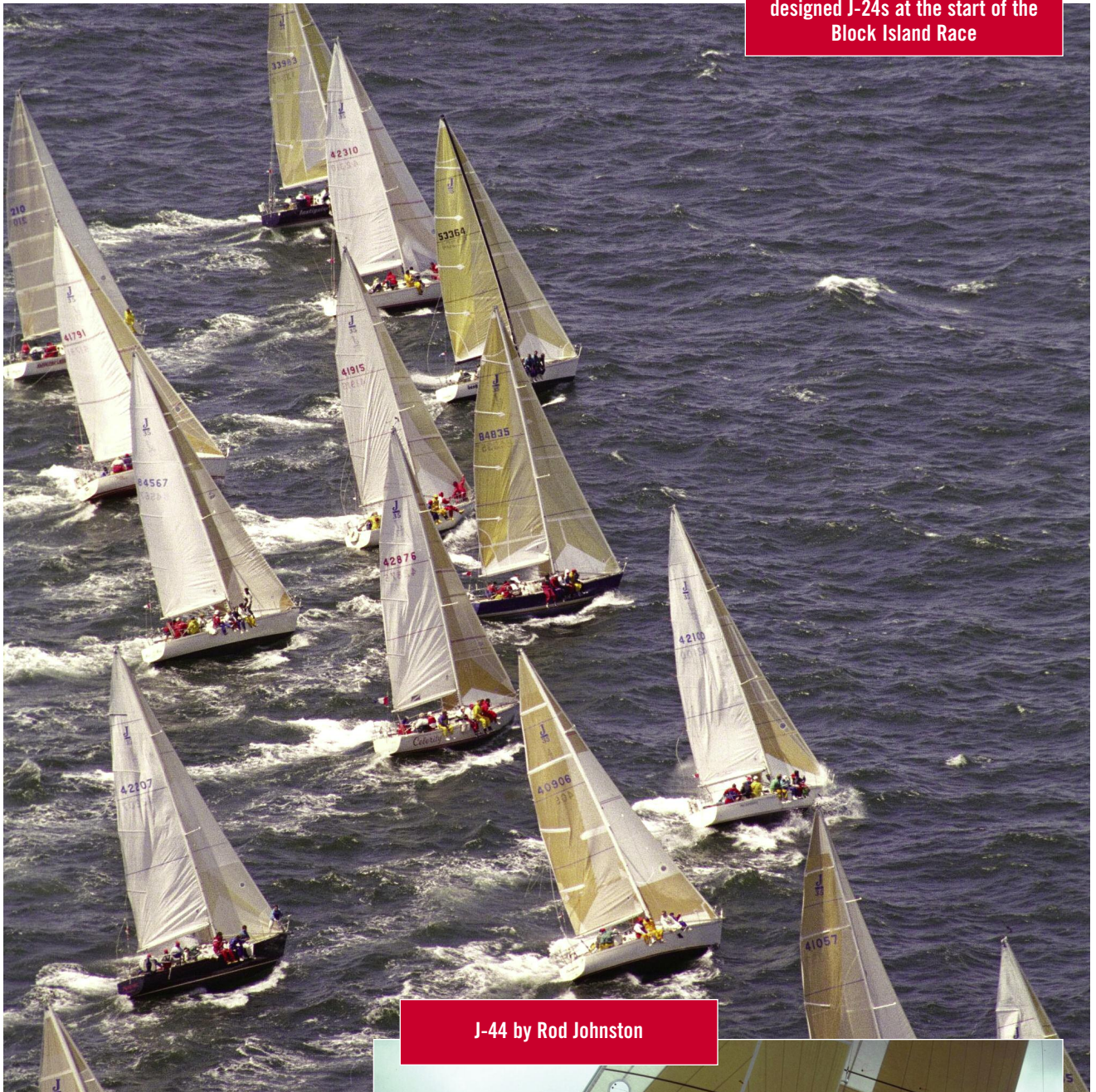
At Westlawn, students receive training that is practical, relevant, and up-to-date. Throughout their time at Westlawn, students will create portfolios that will showcase their best and most innovative and luxurious designs.

Regardless of where their career takes them, all Westlawn graduates share one common goal: To reshape the boating industry as we know it.

Since 1930, Westlawn has prepared thousands of men and women to meet the exciting challenges of creating innovative boats. Along with international recognition, Westlawn is also accredited by the Accrediting Commission of the Distance Education and Training Council, which is listed by the US Department Of Education as a nationally recognized accrediting agency. Graduates of Westlawn have found exciting careers all throughout the marine industry with some of the world's best yacht design firms.

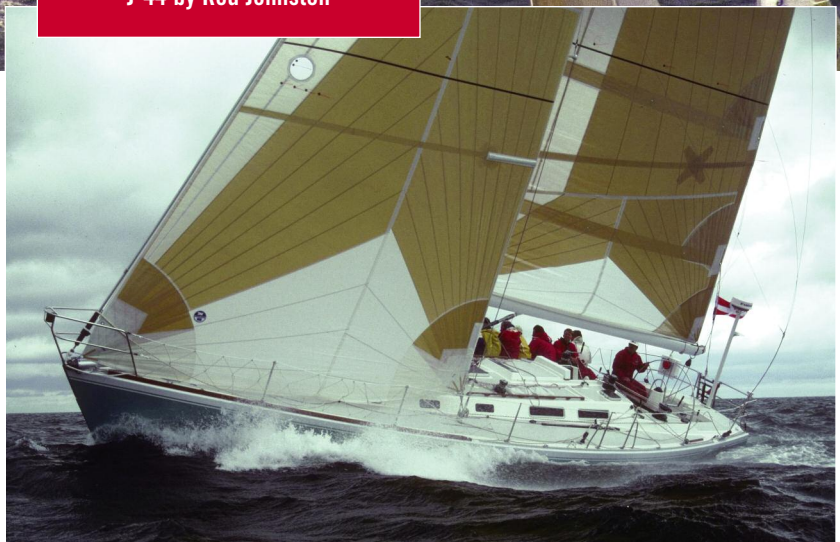
If you are passionate about yachting

A fleet of Rod Johnston designed J-24s at the start of the Block Island Race



J-44 by Rod Johnston

and you have a strong desire to strengthen your creative muscles, you should consider learning about watercraft design at the Westlawn Institute of Marine Technology. The education is effective, comprehensive and convenient to your busy schedule. If you would like more information about how the Westlawn Institute of Marine Technology can make you more knowledgeable in yacht design, please call 207-853-6600 or visit the website at www.westlawn.edu.





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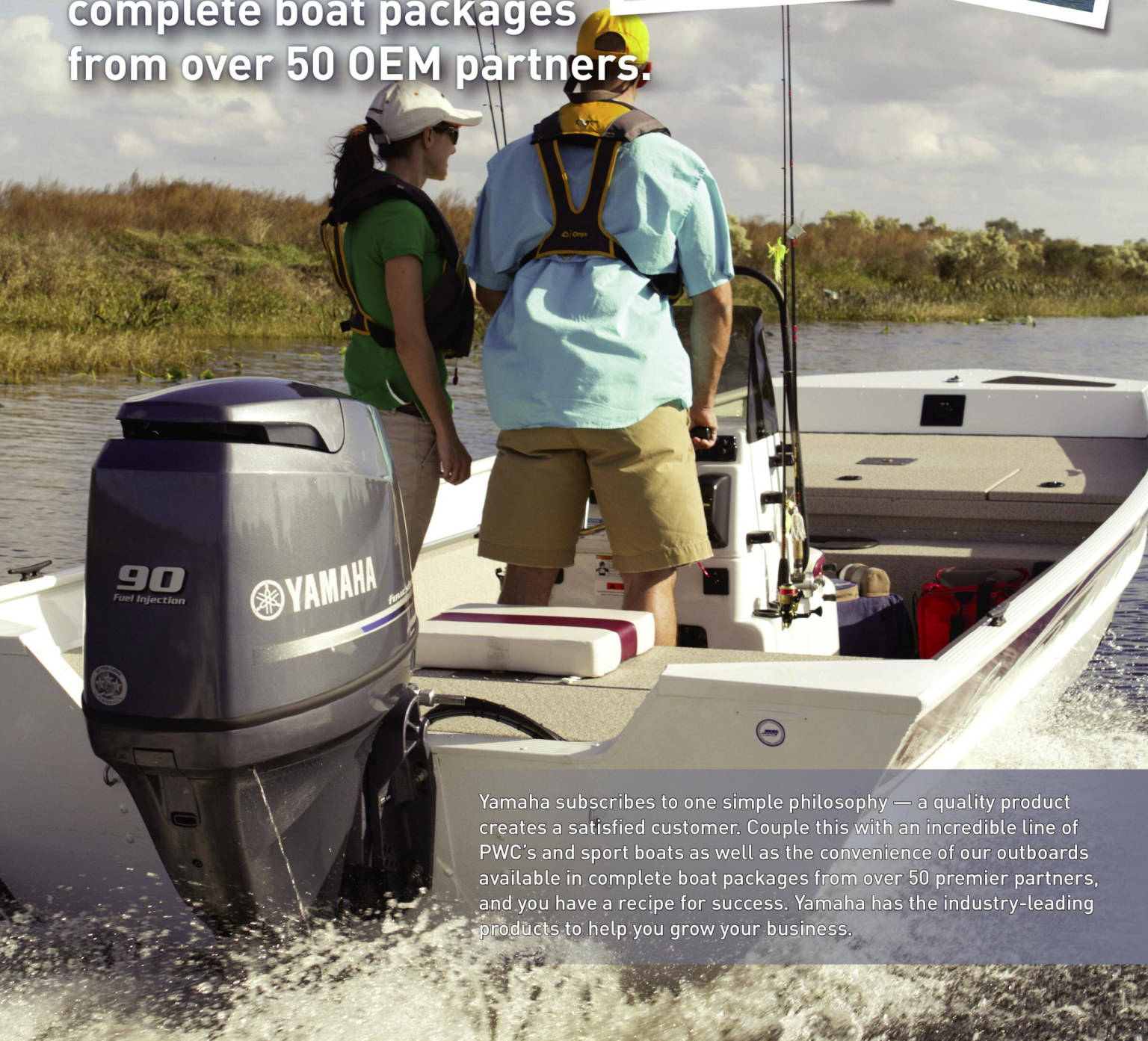
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