

June 2014

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MARINE BUSINESS MATTERS



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NMMA DAY ON THE HILL 2014

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**PUBLISHER**  
Mark Collett  
markcollett@kerrwil.com  
604-351-0211

**MANAGING EDITOR**  
Andy Adams  
aadams@kerrwil.com

**ASSISTANT EDITOR**  
Terri Hodgson  
thodgson@kerrwil.com

**CONTRIBUTORS**  
Andy Adams, Brian Goodwin and John Morris

**ADVERTISING SALES**  
Greg Nicoll  
gnicoll@kerrwil.com  
416-620-9373  
John Armstrong  
johnarmstrong@kerrwil.com  
289-962-1310

John Avdic  
604-312-0078  
johnavdic@kerrwil.com

Ian Gilson  
igilson@kerrwil.com  
905-719-5152

Mary Nicoll  
mnicoll@kerrwil.com  
905-535-2866

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

**CIRCULATION**  
Eileen Walsh  
eileenwalsh@kerrwil.com  
705-527-7666 X224

**ART DIRECTOR**  
Allan Bates  
allanbates@greenappleprepress.ca

**PRODUCTION MANAGER**  
Doug Blessin  
dougblessin@kerrwil.com

**WEBMASTER**  
Rory Green  
rorygreen@rogers.com

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

**WEST COAST OFFICE**  
2328 Stafford Avenue  
Port Coquitlam, BC V3C6K6

Mark Collett  
Greg Nicoll  
John Kerr  
Brad Marsh

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BOATING INDUSTRY CANADA  
538 Elizabeth Street, Midland, ON L4R 2A3  
Tel: 705-527-7666 Fax: 705-527-7662  
E-mail: [rhodgson@kerrwil.com](mailto:rhodgson@kerrwil.com)

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**On the Cover:** The Canadian Power and Sail Squadrons Bridge gathered for a photo this past spring.  
Photo Photo by Andy Adams.

BY ANDY ADAMS

# Waves Of Change—Oceans Of Opportunity

**I JUST ATTENDED** a special group meeting at the Boating Ontario association where a group of marine industry professionals were invited to offer their input and ideas to help guide the annual Boating Ontario Conference & Trade Show which is going to be held at Deerhurst Resort this December 1st, 2nd and 3rd, 2014.

The theme the group unanimously agreed on was “Waves of Change—Oceans of Opportunity”. It really seemed to sum up the boating industry environment while promising to share oceans of opportunity with those who attend the conference.

We will all need to ride the waves of change to reach those opportunities but unfortunately, we all know that some marine industry businesses are more skilled at surfing to success than others. We hope you and your business will be one of those who can capitalize on those oceans of opportunity.

On a journey like this, it makes sense to be travelling together towards success. You may be smart and energetic enough to go it alone, but why would you put in all that effort and take all that risk?

Learn from other's experiences. In our experiences over the past decade of attending the Boating Ontario Conference & Trade Show every year, and by attending similar marine industry events held by Canada's other marine trades associations, it always seems that the top-performing businesses are the ones that really participate in the events and with their associations.

There's an important attitude people need to have, to gain those benefits and that is to realize that your competitors are not the other companies in the boating industry. Your competitors are golf, organized soccer, baseball, horseback riding and all the other activities that prevent people from going boating.

When we all join together to promote boating, we make a lot more headway than when each of us tries to go it alone.

One of the best reasons for attending a conference like the Boating Ontario Conference & Trade Show is the having the opportunity to work with your peers and your competitors to discuss the big issues that are threats to our industry and to join the team to collectively solve those problems.

A quick and obvious example is that the politicians in Ottawa are more likely to listen to the boating industry's concerns about the hours of operation on the Rideau and Trent Severn Canal systems as presented during the NMMA's Day On The Hill event this past May, than they will if an individual were to speak out.

People who use the connections and the knowledge they gain through attending important industry events, put themselves on the inside track as they search out those future oceans of opportunity.

As you read this issue of Boating Industry Canada, you will see there is a clear theme encouraging you to unite with your industry peers to advance our interests and to collectively open doors.

The Canadian Power and Sail Squadrons, CPS-ECP is Canada's largest group of educated and active boaters. The Power Squadron has positive “impact” in a big way because they empower people through knowledge and education, helping them to really go places and handle their boat safely and with confidence.

In this issue, you will also learn more about the NMMA's Day On The Hill and what that group is accomplishing to benefit our industry.

We always try to bring our readers informative and useful knowledge from the National Marine Electronics Manufacturers Association, NMEA and also from the American Boat and Yacht Council, ABYC who are the group who sets the standards for vessel safety and construction standards.

Last but by no means least, read about the amazing new Sea-Doo Spark personal watercraft that absolutely shatters the price barrier for entry to boating. With the Spark, an MSRP of about \$5,000 gets people a boat that can go places, carry a passenger and even tow a tube or a wake boarder.

It's the kind of exciting new products that can bring us oceans of opportunity. Let's work together to make it happen!

*Andy Adam - Editor*





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## NMMA Canada Attends Shanghai Boat Show with Canadian Marine Companies

New funding from the federal government this spring has allowed NMMA Canada, together with a group of Canadian marine manufacturers, to attend the 2014 China (Shanghai) International Boat Show (CIBS) in mid-April. The group was pleased with the show and Canadian manufacturers who exhibited gave positive reviews and look forward to building on business opportunities in this growing market. This trade mission to China was made possible by the federal government's funding from the Department of Foreign Affairs, Trade and Development's Global Opportunities for Associations (GOA) program.

CIBS ran from April 10th – 13th at the Shanghai World Expo Exhibition & Convention Center and the on-the-water site at Shanghai Star Bund. The show included various on-site activities such as new product launches, seminars, regattas and more. The 2014 Asian Marine & Boating Awards and Gala Dinner, attended by about 250 people, had 71 nominees and 16 category winners.

The show reported that in 2014, CIBS had 35,262 visitors, over 550 exhibitors and over 50 models making their Asian debut. The Canadian Pavilion at the show was one of five which included Italy, Australia, USA and Korea.



*In this picture from left to right: Kelly Shi, Shanghai UBM Sinoexpo, Thom Dammrich, NMMA, Sara Anghel, NMMA Canada, David Jones, Scepter Corporation.*



## Anti Spam Legislation

We could hope that Canada's new Anti Spam legislation will stop relentless spam emails and phone calls, however it will probably make more of an affect on what Canadian Businesses can and cannot do with 'commercial email' and or sending unsolicited email to prospective clients. Discover Boating is concerned about the ramifications to Marine Dealers and hosted a webinar on the subject on Thursdsay, May 29th at 3:00-3:30PM ADT.

The NEW Canadian Anti-Spam Legislation (CASL) comes into effect on July 1st. If your business sends emails or texts from Canada or to Canada, CASL impacts you. This free 30-minute webinar was hosted by Tracey Hart, Director of Marketing for Discover Boating Canada and was presented by Lonnie Brodtkin-Schneider of Miller Thomson LLP, a national Canadian law firm. The session covered basic CASL requirements and how to ensure your marketing efforts are compliant.

The fines can be very substantial for companies who are found to be in violation of the new legislation. We hope your company took the opportunity to learn about this important topic.



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Canada

## Transport Canada has New Safe Boating Guide

Although there is no printed Safe Boating Guide anymore, Transport Canada has reviewed and enlarged the existing guide on-line and produced an excellent new version ( TP511E). Dealers are encouraged to distribute the guide to their customers and clients through social media and on web sites. <http://bit.ly/hcdnsbguide>

## Boat Notes

The Canadian Safe Boating Council (CSBC), with support from Transport Canada's Boating Safety Contribution Program, created Boat Notes, an information packed four-fold pamphlet (in English and French) containing critical and pertinent boating safety information.

Boat Notes is being made available to boating safety educators, stakeholders and enforcement agencies to pass out to the public through their on water activities. If you would like to order copies for your marine/ marina customers, please visit [www.csbc.ca](http://www.csbc.ca) for more details. Alternatively, you could simply alert your boating customers that there is a downloadable PDF copy of Boat Notes on the Canadian Safe Boating Council's website if they would like their own copy immediately.

<http://www.csbc.ca/index.php/en/component/content/article/45-csbc-articles/328-mini-safe-boating-guide>





## Flare Disposal

CPS-ECP is excited to announce their partnership with Transport Canada and CIL Dealers to undertake a pilot project on education and awareness of safety equipment, the care and maintenance of that equipment and how to safely and effectively use and dispose of flares.

Disposing of expired flares has been an ongoing dilemma for boaters across the country. To help boaters dispose of expired flares in a safe and environmentally responsible manner CPS-ECP and selected CIL Dealers are hosting Safety Equipment Education and Flare Disposal Days. On these days, boaters will be offered the opportunity to learn about required safety equipment and can bring outdated flares to be properly disposed of, free of charge.

Want to host a Safety Equipment Education and Flare Disposal Day in 2015? Email John Gullick at [jgullick@cps-ecp.ca](mailto:jgullick@cps-ecp.ca)

Visit <http://bit.ly/safetydays> to find out 2014 locations, dates and times of flare drop off.



## Fast and Furious at the Lunenburg Wooden Boat Reunion July 25-27

The legendary skills of Lunenburg shipwrights will be put to the test during the town's 4th annual Wooden Boat Reunion when teams will be given four hours and a matching collection of materials to build a boat in the all-new Fast and Furious competition. A race of the completed craft is sure to be a highlight of the two-day festival, taking place July 25-27 at the historic port and UNESCO World Heritage Site, as festival-goers watch to see which builder sails away with the title, or simply which boats float! "It should be a really fun event, not only for participants but certainly for spectators," says festival chair Maggie Ostler. Tentatively slated for Sunday, the competition is open to all boat builders – professional and amateur. All materials will be provided.

<http://lunenburgwoodenboatreunion.com>



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## Scepter Corporation and Scepter Manufacturing, LLC, Acquired by Myers Industries



Scarborough, Ontario, Canada-based Scepter Corporation and Scepter Manufacturing, LLC, has announced that on Friday, May 30, 2014, the companies entered into a definitive agreement to be acquired by Myers Industries of Akron, Ohio, USA.

The transaction includes Scepter's manufacturing facilities, warehouses and offices in Scarborough, Ontario and Miami, Oklahoma. Additional terms of the agreement, which is expected to close within approximately 30 days, were not disclosed.

Myers Industries (NYSE: MYE), a diversified, international manufacturer of plastic and rubber products with 2013 revenues of approximately US\$825 million, operates under four segments: material handling, lawn & garden, engineered products and distribution.

Scepter is an industry-leading manufacturer of molded plastic material handling products for marine, military, industrial, and consumer markets. Operating within Myers Industries material handling segment,

Scepter will maintain its brand identity and continue to operate as an autonomous business unit. All current management and staff remain in place, and day-to-day operations remain unchanged.

Scepter's long history of innovation, in-house product engineering and state-of-the-art mold capabilities complements Myers Industries' material handling segment in North America, increases its global reach, and support the company's long-term strategic growth plan. "The addition of Scepter is anticipated to provide Myers Industries with the opportunity to expand upon our leadership position in the material handling segment, broaden our product offering, and better position us for long-term growth in new markets," said John C. Orr, Myers Industries President and Chief Executive Officer.

## ASA Electronics Selected by Independent Boat Builders, Inc. to be Preferred Audio Supplier



The Independent Boat Builders, Inc. (IBBI) has recently selected ASA Electronics, with their JENSEN and Polk line of products, to be their preferred supplier of audio systems for the next four years. Since 2013, ASA has held a key role with the IBBI as their video supplier of choice.

Independent Boat Builders, Inc. is the leading marine buying group, with a reputation for financial stability, innovation, and integrity from their membership. IBBI currently has 20 members, located in the United States and Canada. Cumulatively, IBBI manufacturers sell more boats in the U.S. than any other entity.

"We are highly impressed with ASA Electronics' product selection, product quality, staff and state-of-the-art facility," said Tom Broy, President of IBBI. "The IBBI and our members feel that ASA can provide premium electronics that meet our needs, as well as give consumers what they want. We look forward to a long and successful partnership."

For over 35 years, ASA has been specifically designing, engineering and testing their marine products to ensure their survival in the challenging conditions encountered on the water. Their premium line includes high-quality and feature-rich stereos, speakers, subwoofers and other accessories. All of these products are built to withstand the inclement elements found in a marine environment.

As a leading supplier to marine manufacturers, ASA has built a reputation around providing reliable products that contain the latest technology along with delivering superior customer and technical service.

"We are honoured the IBBI has chosen ASA to be the supplier of choice for their audio systems," said Matt Wood, ASA Marine National Sales Manager. "We look forward to providing them with the exceptional products and support boat builders of their capacity have come to expect."

## Registration Open For 2014 NMEA Conference and Expo

Attendee registration is now open for the 2014 NMEA International Marine Electronics Conference & Expo, to be held October 8–11 at the Sanibel Harbour Marriott Resort in Fort Myers, Florida.



This year's NMEA Conference and Expo is your once-a-year opportunity to meet with dealers, distributors, manufacturers, and others who are part of the international marine electronics industry.

Training, networking, certification, and new products shown in an expo hall devoted to cutting-edge marine electronics—they're all part of the package. This is one event you can't afford to miss.

Register now and receive the early bird discount of \$100 off the cost of registration.

Check out and follow the developments on our website at [NMEA.org](http://NMEA.org)

Begin your plans to take full advantage of all the professional development and business building activities available at the 2014 International NMEA Conference & Expo.

(410) 975-9425



## Brunswick Appoints Schwabero President and Chief Operating Officer, Pfeifer Named President of Mercury Marine

Brunswick Corporation (NYSE: BC) has announced that Mark D. Schwabero has been elected to the newly created post of president and chief operating officer, reporting to Dustan E. McCoy, chairman and chief executive officer.



Schwabero, most recently president of Brunswick's Mercury Marine engine segment, will be succeeded by John C. Pfeifer, who had been vice president - global operations for Mercury Marine. These promotions are effective immediately.

As part of this action and to further facilitate the Company's long-term succession process, Brunswick Boat Group (BBG) President Andrew E. Graves will be leaving the Company. Graves' direct reports - Jeff Behan, vice president - planning and business development; Boston Whaler President Huw Bower, Freshwater Group President Jeff Kinsey, and Recreation Boat Group President Tim Schiek - will now report to Schwabero.

In his new position, Schwabero will be responsible for all of Brunswick's day-to-day operations, with the leadership of the Company's four business segments - Engine, Boat, Fitness and Bowling & Billiards - reporting to him.

"An important responsibility of our Board of Directors is to ensure that we have a deep and robust succession process. Today's announcement reflects the quality of that process," McCoy said. "Mark is an accomplished executive who is intimately familiar with Brunswick's markets, particularly those in the marine segment from which the Company derives the majority of its sales and earnings. The role of chief operating officer positions Mark to better learn and actively manage Brunswick's overall operation, and each of its business segments and to develop and execute our strategic imperatives.

"John Pfeifer is taking the helm of a Mercury Marine organization that is strong and vibrant and building upon the momentum of a number of recent new products and engine innovations," McCoy said. "John has been an integral member of Mercury's leadership team, helping to fashion an energized organization that is setting the pace in today's global marine marketplace.

"In conclusion, the fact that we can adopt and staff such an organization structure totally from within our management ranks is testimony to the depth, talent and bench strength that we have fashioned through the years at Brunswick," McCoy continued. "We will miss Andy Graves, and we wish him the best and thank him for his contributions. He leaves behind a Boat Group that is better

prepared and positioned to continue to prosper in this evolving and challenging marine market environment."

For full story please visit Boating Industry Canada's website at <http://ow.ly/xQN00>.

## NMMA Welcomes ABBRA as New Associate Member



ABBRA, the American Boat Builders and Repair Association, based in Ft. Lauderdale, Florida, joins NMMA as an associate member. Founded in 1943, ABBRA is a national marine trade organization that represents, is dedicated to, and seeks to strengthen and encourage professionalism in the boat building, marine service and boat repair industry. ABBRA is focused on the professional development, training, education and the sharing of knowledge and the search for solutions to common problems for over 250 boatyards, repairers and associated industries in the United States, Canada and abroad.

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# Do they know what they're doing?

## EMBRACING BOATING ED

BY JOHN MORRIS

**WHILE EVERYONE** in the marine industry regularly tips their hat to boating knowledge and safety, there is a problem. The problem is us – we are in the industry because we like boats; we know the right of way rules, we know that PFDs are vital, we know that boats are a delight when the weather is nice but that you need to know what to expect when the barometer plummets. We know how to dock safely. The real problem is that it all seems so straightforward; it's hard to believe that there are people who don't get it.

Yet, the evidence is clearly otherwise. When we see what people do with their boats it's impossible to believe. Kids without PFDs, overloaded small boats, operating beer in hand, skiing with no

spotter, backing up in swimming areas. I'm sure you have your long list of boating horror stories.

The premise of this article is that the industry should, and likely must, embrace boater training and that by doing so you can create loyal long term boaters who will feel pride in their sport.

Wait, what's that sound I hear? Oh yes, it's the boating community abdicating the responsibility for boating knowledge to the Federal Government. True, there is a Boater Exam and a national Pleasure Craft Operator Card, but it's generally agreed that while that program is better than nothing, its mouse ears are pretty prominent. It's largely to be able to claim it is doing something that the government invoked the PCOC but it's hardly the secret to optimal boat operation.

Our advice – make Boating Education your own. There's short term money in it, there's long term money in it and there's the satisfaction of doing something good for society. Within the boating community, there sometimes appears to be a Tea Party contingent that feels that the freedom of boating is an absolute and advocate that boating operate like the wild west – no rules, no limits. I think most of us agree that's neither safe nor sane.

It falls to the industry to get out ahead on the education file. IMHO, boats are the ideal place to learn a broad variety of skills from athletic pursuits to motor mechanics. Boats fit well with nature, with health and with family time. Learning how to operate and care for a boat is an opportunity for the dealer to become the source of information.







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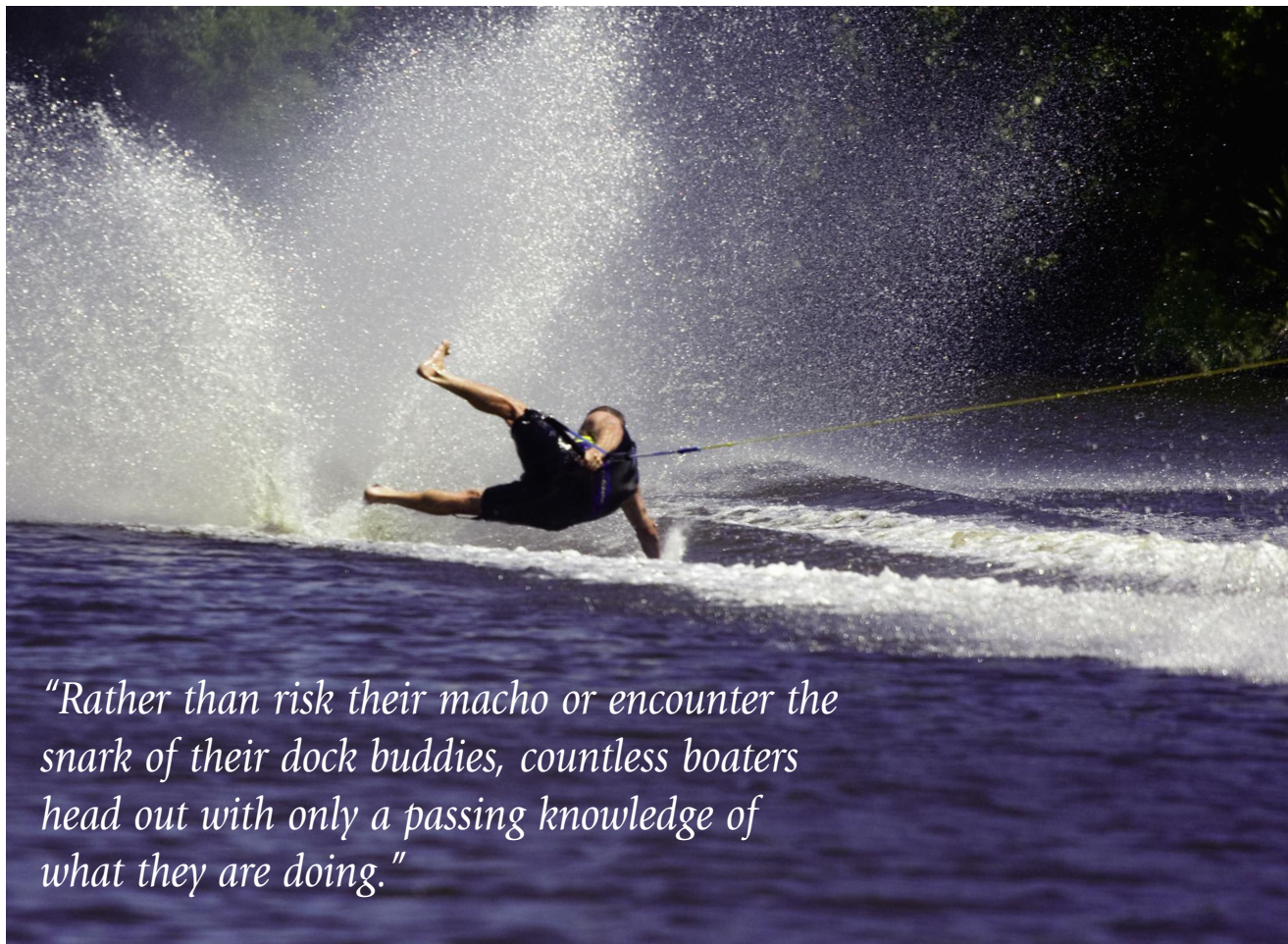
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*"Rather than risk their macho or encounter the snark of their dock buddies, countless boaters head out with only a passing knowledge of what they are doing."*

A boater whose life is packed with information about their boat and boats in general is your best customer. An engaged boater has less time or inclination to golf or RV; they are rightfully proud of their knowledge and skills, feel comfortable aboard and covet their time on the water. This applies to owners of all sexes, persuasions and ages.

Fans of boating (fanatics) are also likely to proselytize thereby bringing guests aboard, selling them on your facilities and products. The knowledgeable boater is cognoscente of the need to renew PFDs, keep flares current, and carry the right equipment and electronics. Old fashioned thinking sometimes carried the tone of 'if they knew the issues and dangers they'd never go boating' but the opposite is true. Knowing the challenges and mastering is a source of pride and satisfaction. After all, why do people ski or mountaineer.

The Canadian Power and Sail

Squadrons really owns boating education in this country. That's no surprise – before pleasure boat licenses and well before anyone else cared, CPS was running classes in school classrooms and yacht clubs. Their dedication and volunteerism is epic, and that may be the place for you to begin. CPS specializes in seamanship, weather, rules of the road, useful knots and especially navigation but there are other opportunities where there is lots of room to provide instruction and forums.

Sailing clubs typically offer how-to-sail classes based on Sail Canada programs but to the best of my experience, there's plenty of room for youngsters to learn about the basics of boat operation: how do boats work, how to navigate, how to water ski. How to avoid accidents and problems.

Adults can certainly use skills as well. Rather than risk their macho or encounter the snark of their dock bud-

dies, countless boaters head out with only a passing knowledge of what they are doing. There's a world of beginner classes, spouse boating classes, radio operation, cooking on board, weather prediction and other aspects of boating life that is as yet hardly touched. Create your own school, offer diplomas, work with CPS, and build a culture of 'knowing what you're doing.'

Right within your own team, there are undoubtedly experts in boat mechanics, handling or fishing. In your region and especially on your docks there are likely experienced folks who would be only too happy to share their expertise. The boating community will benefit from it; add a solid educational component and your operation will reap the rewards now and into the future.

John Gullick of CPS-ECP talks about Canadian boat regulations in this video: <http://youtu.be/OvQmz6J8d64>





# Diversified Marine & Land 'N' Sea Dealer Trade Show



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BY ANDY ADAMS

**THE BOATING WORLD** got a little bit brighter in September 2013 when the introduction of the Sea-Doo Spark first started to light things up. This is a real personal watercraft that can carry up to three people for an exciting ride, can be equipped to tow a tube or a water skier and yet it starts with a base MSRP of \$5,599 in Canada.

Amazing value!

The Spark was launched in Orlando, Florida on September 15, 2013 at their 2014 model launch and BRP stated that the Sea-Doo Spark watercraft was going to “spark” the industry.

I would bet that even BRPs competitors are hoping it will do just that.

Many people realize that the biggest hurdle facing the boat business is to find a way to attract new and especially, young people into boating, particularly if they didn't happen to come from a childhood background that somehow introduced them to, or included boating.

The price of entry into boating can be a real barrier for a nice

boat and an inexpensive boat like a car topper might not leave the lasting positive impression our industry needs to make.

The idea behind the 2014 Sea-Doo Spark is an entry-level watercraft that is accessible, lightweight, easy to ride and affordable. If BRP achieves their goals, the Spark will make the dream of fun on the water possible for many young people and families.

Comparing the Spark to other Sea-Doo watercraft, the Spark model costs close to 40% less than the next closest model and is the most fuel-efficient watercraft in the industry according to the BRP press releases.

There is a reason for that. The Sea-Doo Spark watercraft is compact and was designed with an all-new Exoskel architecture consisting of a lightweight durable Polytec material. Such light weight adds greatly to fuel efficiency while also making it easy to maneuver and extremely playful. Its lightweight also makes it easy to tow. Two Sea-Doo Spark watercraft and a Sea-Doo Spark Move II trailer weigh less than 1,500 lbs. (680 kg),



In spite of the low entry price, accessories like custom graphics can personalize your Spark and make it seem like a great choice, not a cheap decision.

making this a rig that is easy to tow, even behind many compact sedans.

The Sea-Doo Spark watercraft is also a blast to ride thanks to its power-to-weight ratio. We are told that the base model gets the job done at that very attractive price-point but the Spark is also fully customizable with multiple configuration choices: 2up or 3up configurations, choice of engine packages, with or without Intelligent Brake & Reverse (iBR), with or without the Convenience Package, a selection of five color options, a host of new accessories and 20 vibrant Attitude Graphics kits that can be added, all designed to personalize your Spark and also to enhance your enjoyment on the water.

The Sea-Doo Spark watercraft includes the new Rotax 900 ACE family of engines, a breakthrough technology that makes it the most compact and lightweight engine of its kind on the market today.

Sea-Doo Spark watercraft are offered in five vibrant colors; Vanilla, Orange Crush, Bubble Gum, Pineapple or Licorice. Consumers can also further customize the Sea-Doo Spark watercraft by choosing one of 20 Attitude Graphic kits, with three different levels of wrap to personalize their Sea-Doo Spark model even more.

But we didn't need to just believe the BRP press releases. We contacted Craig Nicholson, 'The Intrepid Snowmobiler' and a contributing writer for both Snow Goer magazine and Canadian Yachting magazine. Craig has written several destination features about his summer watercraft touring adventures in Canadian Yachting.

Craig ran the same engine Rotax 900 ACE in his sled this past very snowy winter and he commented that he was very impressed with the engine. He felt it is a great power plant and is obviously versatile, being offered in both sleds and Sea-Doos.



A great selection of colors makes even the base machines very attractive to both men and women.





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This is the objective for Sea-Doo's Spark; young people getting together and getting into boating.

This volume can help hold the line on prices. Craig talked about the planning and engineering that has gone into this new Sea-Doo Spark personal watercraft and although he is a seasoned long distance rider who greatly values the advantages of riding the top of the line Sea-Doos on his trips, he readily acknowledged how much fun the Spark is for families, cottagers and as an introduction to boating.

To get another impression, we contacted the team at Quinn's in Pefferlaw, a long-time BRP Sea-Doo dealer and we asked one of the sales people about who was buying the Spark and what they were saying about the machine.

His first comment was to emphasize that the Spark is already sold out; clear evidence of the appeal of the package. He also confirmed that customers are buying both 2up and 3up versions for tow sports. So, the versatility factor is there and he added that people find the Spark nimble, fun to ride and most importantly, easy and simple to ride.

It's exciting too with the 60 hp version running around 70 kph while the 90 hp version runs to 80 kph – plenty fast enough for a thrilling ride.

I learned that there were some cottage families buying a pair of Sparks which might be a lot more fun than buying a single boat for the same cash outlay. Another interesting comment was that some families bought both a Spark and a second high-end Sea-Doo.

A Spark could be a great guest machine, spare PWC or a ride for the kids.

That's all good but our excitement with the Spark is that it can attract totally new people into boating – young people especially. After the September 2013 introduction, BRP put out a large scale promotional effort in Miami, on March 23, to expose the next generation of boaters to the fun they can have on the water.

In a week long on-water and on-land effort, the Sea-Doo





team led the #SPARKSOMEFUN program that culminated in a concert by performance innovators David Garibaldi and electronic music producer deadmau5, (pronounced 'dead-mouse').

To attract the younger demographic, BRP spread the word through social media outlets and a video featuring deadmau5. This is believed to have exposed the boating lifestyle by a measured 32 million impressions and still counting.

Here is a link to the video...it is clearly very cool!  
<http://ow.ly/xVkYn>

And, last February at the Miami International Boat Show, the industry recognized the break-through thinking that drove the development of the Sea-Doo Spark. BRP's Sea-Doo Spark watercraft won their sixth National Marine Manufacturers Association (NMMA) Innovation Award in six years to add to BRP's collection of marine industry accolades.

NMMA Innovation Award judges noted, "The Sea-Doo Spark is expanding the entry level of boating. At half the weight and half the price, you can still have all the fun on the water. "Hours after my ride I could still taste the adrenaline," said Ann Dermody, member of the jury.

A BRP press release shared this; "BRP saw an opportunity to develop a more accessible watercraft for the next generation of boaters and filled that need with the introduction of the Sea-Doo Spark," said Yves Leduc, vice-president and general manager, North America division. "The development of the Sea-Doo Spark model challenged everything we knew about building watercraft. Winning the NMMA Innovation award is a tribute to BRP's success in answering this challenge through advanced concepts and processes that will have a positive influence on all future watercraft design."

Time will tell how successful the Spark concept will be and also, what sort of response we will see from other industry builders but it is absolutely clear that BRP has opened the boat-

With the higher horsepower 3up version, a family can even pull dad on a wake board.

ing 'door' to a whole new level of buyers with a boat that has the cool factor. For a more in-depth look at how the new Sea-Doo Spark makes the dream of family fun on the water possible now, visit [www.sea-doo.com](http://www.sea-doo.com).

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# Canadian Power and Sail Squadrons

## Canada's Largest Boating Club



BY ANDY ADAMS

**WITHOUT A DOUBT**, the largest social club based around boating in all of Canada, is the Canadian Power and Sail Squadrons / Escadrilles canadiennes de plaisance (CPS-ECP) and you can benefit personally, from knowing more about this significant organization.

If you make your living in the marine industry in Canada, two things make perfect sense: you should be a Canadian Power and Sail Squadron Member yourself, and you should encourage your peers and your customers to also become Members.

Left to Right: Robert Pepin – National Executive Officer, Chuck Beall – National Law Officer, Carolyn Reid – National Educational Officer, Richard Bee – Immediate Past Chief Commander, Joseph Gatfield – Chief Commander, Cathie Johnstone – National Secretary, Douglas Stewart – National Financial Officer, David Peebles – Chair, Committee on Rules and Jim Brown – National Administrative Officer.

### Big Numbers

Every year, some 26,000 or so boaters join, or renew their Canadian Power and Sail Squadrons' Membership. It is inexpensive and yet membership in CPS-ECP really defines a more educated, and probably more committed boater. Power Squadron Members are often "knowledge leaders" and "key influencers" among their boating friends.

The annual Membership dues are less than almost any other organization. Couples and families get even better rates and any Graduates of the CPS-ECP Boating Basics course or the CPS-ECP Pleasure Craft Operator Card test are qualified to become Members.

Holders of a Pleasure Craft Operator Card who have also graduated from the CPS-ECP Boating Essentials Course can



At no cost, marinas and yacht clubs can arrange for CPS-ECP Vessel Courtesy Checks helping your customers and likely sending them to your store for a few needed items.

.....

become Regular Members. Regular Members can (and proudly do) fly the CPS-ECP flag.

But there is a lot more to being a CPS-ECP Member. To name just one thing, CPS-ECP Members may qualify for better Boat Insurance rebates with the CPS-ECP Boat Insurance program. That makes perfect sense - they are better educated boaters.

All operators of motorized pleasure craft are now required to show proof of operator competency, so virtually all your customers need a Pleasure Craft Operator Card. Why not encourage them to take it through the Power Squadron?

The CPS-ECP version of the Pleasure Craft Operator Card (PCOC) course is very comprehensive and it is generally taught by CPS-ECP volunteers who are certain to be experienced and dedicated boaters themselves.

Volunteerism is at the core of the Canadian Power and Sail Squadrons and virtually all of their classroom courses are taught by boating enthusiasts who are so keen on boating, that they give their time and knowledge for free, to benefit other boaters and the CPS-ECP organization.

As an extra benefit, those who pass the test offered by Canadian Power and Sail Squadrons, get a PCOC Card that is approved by both Transport Canada and The National Association of State Boating Law Administrators (USA) and is recognized by the United State Coast Guard.

### Big Benefits

After taking the Power Squadron's Boating Basics PCOC course, an individual can move up and get big benefits by taking the CPS-ECP Boating Essentials course.

Boating Essentials will take them to the next level in their boating education so that they learn how to navigate through the use of paper charts and coastal navigation. The topics covered in the Boating Essentials course deal with;



global positioning and charts, navigation, conning, plotting, digital charting, magnetic compass, anchoring, lines and ropes. It is a course that will increase anyone's boating knowledge and make their adventures on the water more safe and enjoyable.

The big benefit to you as a marine industry professional is that a person who takes the CPS-ECP Boating Essentials course will gain both the specific knowledge and also the added self-confidence to go further and to do more in boating.

Additionally, because the Canadian Power and Sail Squadrons are internationally connected, the organization recognizes certain course equivalences from the Sail Canada (Canadian Yachting Association), Association Maritime du Québec, the United States Power Squadrons, Transport Canada Certified Professional Mariners, Navigators and some others.

It's a great idea to have a Membership at CPS-ECP if you plan to cruise south.

### The Impact That CPS-ECP Has

There's probably no way to know for sure, but of all the people who cruise long distances in Canada or take their boat to the United States, it makes sense that the vast majority will have taken Power Squadron courses and probably are CPS-ECP Members.

That has a huge financial impact on your business if you're involved with larger boats, power or sail. When you have customers who really go places with their boat, they buy more equipment, keep the boat in better shape and almost certainly talk about their experiences.

That "word of mouth" enthusiasm is very powerful; much more than any advertisement or web banner could ever be. A boater who has just returned from a long cruise is usually the talk of the dock!

### Let's Talk About Docks

For those who are running marine businesses on the water like marinas and yacht clubs, the Canadian Power and Sail Squadrons have another business-building, customer-building opportunity and it's free.

I am talking about the CPS-ECP Recreational Vessel Courtesy Check program.

Here is how you get this for your business. First, contact your local Power Squadron. CPS-ECP is a national organization with 155 Squadrons across Canada. There are Squadrons close to every big population centre in the country. If you don't know your local Squadron, go to their website: [www.cps-ecp.ca](http://www.cps-ecp.ca). The Recreational Vessel Courtesy Check program is on the home page and there is a directory to help you locate the local Squadron.



To take the course to get their Restricted Operator Certificate (Maritime) your customers can contact CPS-ECP.

Power Squadron package with CD, and the new Digital Selective Calling information, will prepare them for the Restricted Operator Certificate (Maritime) with DSC Endorsement exam. To operate a maritime radio, you need the certificate. It's the law!

You are doing your customers a favour by bringing this to their attention.

### CPS-ECP Moves Boaters Up The Ladder

From the first step in boating education on through the many courses and learning opportunities available through the Canadian Power and Sail Squadrons, increasing knowledge levels encourage greater boating participation and increased use.

That in turn wears out the boat faster, results in more repair and maintenance work for your shop and ultimately, the boater is likely to want to move up the ladder to bigger boats that can travel to more distant places.

If they become active in their own local Canadian Power and Sail Squadron, they are certain to meet other Members who are active boaters and that generally encourages more boating activity again.

### Involvement

When your customers get involved with the Canadian Power and Sail Squadrons, you will find it is not just an individual thing, it is often a couples activity and in many cases, a full family activity. There are CPS-ECP courses for children as well as adults. The kids can be a big part of the enjoyment and activities.

When I attend marine industry conferences both in Canada and in the United States, the discussion often turns to how important it is to get more people, and new people involved in boating.

Well, that is exactly what the Canadian Power and Sail Squadrons has been doing for a very long time. Our industry should embrace the opportunity!

Failing that, just phone them - 1-888-277-2628 (that's 1-888-CPS-BOAT). Real people generally answer the phone and they will put you in contact with your local Squadron.

Just let them know that you would like them to bring the CPS-ECP Recreational Vessel Courtesy Check program to your marina. The Squadron will look after the rest.

Remember, the fines for not having a PCOC Card with you, for not having the required safety equipment near at hand and in good working order, starts at about \$200 and can hit \$1,000 in fines for one of your customers who is not properly equipped.

After you have read this article, go to: [www.canadianyachting.ca](http://www.canadianyachting.ca) and click on the Video of the Day to hear me interview John Gullick, CPS-ECP Manager Government and Special Programs, on the regulations and what can happen if your customer starts to argue with the officer!

That is sure to upset your customer! Being fined \$200 can ruin their fun for that day and you don't want that. Let CPS-ECP volunteers help you beat the odds.

Not only will they check your customer's boat for free, they will give them a Safety Inspection Sticker. That tells the authorities that your customer is probably a safe and properly equipped boater. That alone might save a fine.

If your customers don't have everything they are supposed to, the CPS-ECP volunteers will explain exactly what they should have on board and you can bet that most people will come right into your shop and buy the missing equipment.

So, you win on both the customer service front and at the cash register too. Why not hold an Open House at your marina this year and feature the Canadian Power and Sail Squadrons Recreational Vessel Courtesy Check program?

### Radio For Help

It would be best if all boaters got their VHF radio and proper installation and operating advice from their marine dealer, but we all know lots of them are sold at mass-merchandise stores where there's no sales help.

That means no one has told your customer that they need to take the Maritime Radio course and get the certificate. The Canadian Power and Sail Squadrons teach the course and it covers emergency radio procedures and everyday operating techniques. Your customers will learn all about the uses of marine radios, choice of frequencies, operation, phonetic alphabet, procedural words and phrases, as well as Digital Selective Calling and the Global Maritime Distress and Safety System, (DSC/GMDSS).

The VHF radio is a vital communications link to safety afloat. The complete





Too many boaters are simply not focused on their important safety equipment and need some "coaching".

### A Sense Of History

When we say a "long time", in fact the Canadian Power and Sail Squadrons has just celebrated their 75th Anniversary!

CPS-ECP is very well-established, well-run and well-funded. They are here for the long term. Perhaps that is because the organization was founded on the idea of training in recreational boating for the benefit of the general public.

The CPS-ECP mandate is to increase awareness and knowledge of safe boating by educating and training Members and the general public, by fostering fellowship among Members and by establishing partnerships and alliances with organizations and agencies interested in boating.

To this end, many local law enforcement agencies and municipal authorities consult the Power Squadron on matters of training in navigational hazards. Training has been given by CPS-ECP Members across Canada to such organizations as the Boy Scouts, Sea Cadets and law enforcement agencies, to name but a few. Wherever requested, CPS-ECP Members are available to teach, lecture or advise on boating safety.

This dedication to knowledge and boating safety goes all the way back to 1938. Back then, three Members of the

Windsor Yacht Club crossed the Ambassador Bridge into Detroit Michigan. Under the direction of the Detroit Power Squadron, Fred Dane, George Ruel and G. William Bowman passed the United States Power Squadrons' Junior Piloting Course. They soon formed the first Squadron in Canada, Windsor Power Squadron with G. William Bowman as its first Commander. He later became the First Chief Commander of Canadian Power Squadrons, the organization that has now become known as Canadian Power and Sail Squadrons/Escadrilles canadiennes de plaisance, or CPS-ECP.

Today, CPS-ECP is recognized as one of the largest organization of its kind in the world, the foremost educational boating authority in Canada, a consultant with Transport Canada and an advisor of aids to navigation for the Canadian Hydrographic Service.

A few interesting facts; the United States Power Squadrons (USPS) is currently celebrating their 100th Anniversary! Think about how long recreational power boats have been available to the public. That is an amazing history!

Also, CPS-ECP has a large Membership in Quebec and their courses and materials are available in both English and French. The cooperation

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CPS-ECP received a Special recognition Award at the 2014 CASBAs Awards night last January, recognizing their 75 years of boating education and for actively promoting safe boating.

and friendship is deeply gratifying and when a CPS-ECP Member cruises into Quebec they are warmly welcomed.

### **MAREP - Do You Know What This Is?**

The word MAREP is an abbreviation for Marine Reporting. The MAREP program is a combined effort of Canadian Power & Sail Squadrons and the Canadian Hydrographic Service (CHS). The purpose of MAREP is to permit CPS-ECP and CHS to carry out an ongoing program to ensure the reporting of discrepancies on charts and to update and make qualified recommendations toward improving nautical information on charts and other CHS publications.

CHS just does not have the resources to update every marker that has moved or every sand bar that a storm has altered. But, the CPS-ECP Members who love being on the water and who often have in-depth local navigational knowl-

edge are especially well-qualified to help CHS update their information, for the benefit of all boaters.

The MAREP program is a clear example of the attitude that has so positively characterized the activities of CPS-ECP for the last 75 years.

### **Why Not Join Yourself?**

By recommending that your customers join the Canadian Power and Sail Squadrons, it costs you nothing to provide your customers with good advice about their boat, their PCOC card, their VHF radio and about the various safety equipment the law requires them to have on board. Let the Canadian Power and Sail Squadrons do this for you. It saves you time and guarantees that they are getting correct information.

We are also suggesting that you contact the local Squadron to arrange to access the CPS-ECP Recreational Vessel Courtesy Check program but better yet,

why not join the local CPS-ECP Squadron yourself? The minimum requirement for Membership is holding a Transport Canada approved PCOC.

I can almost guarantee that you will be warmly welcomed by the group and by getting involved in CPS-ECP meetings in the off-season, you are likely to attract a few more CPS-ECP Members to come to your marina or yacht club next summer.

It's a modest investment in business building and a CPS-ECP Membership can also add to your own knowledge about recreational boating and boating safety. Make the call today and discover the positive impact that CPS-ECP can have on your business!

CPS-ECP has prided itself for guiding boaters home safely for 75 years now and continues to do so from Coast to Coast.....you too can be that light that shines from the lighthouse by bringing your boaters home safely.

[www.cps-ecp.ca](http://www.cps-ecp.ca)



The NMMA Board of Directors assembled in front of the Parliament Buildings to begin the 2014 NMMA Day On The Hill lobby effort; (from left to right) Tom McNair, Isabelle Bouchard, Joel Perron, Brian Milligen, Don Prittie, Cameron Taylor, Richard Brown, Bill Connors, Sara Anghel (in front of Peter Spiegle) J.F. Rioux, Adrian Rushforth, David Jones, Donald Dubois, Roy Baird Jr.

BY ANDY ADAMS

It's not that the third time is the charm and the doors in Ottawa all opened wide to recreational boating, but plainly, the third NMMA Day On The Hill, May 12 and 13, 2014 had a whole different feel from the previous two lobbying efforts.

The interest level among the MP's, Ministers, Deputy Ministers, departmental and political staff was noticeably higher this time, and that is exactly what we were told to expect at the first Day On The Hill two years ago.

I am privileged to have attended all three of the NMMA's events to date and at the first Day On The Hill, I would honestly have to say that the reception we got from many officials that first time was a bit offhand and seemed to offer few specific gains. However, most of those meetings concluded with the recommendation that sustained effort and presence was required if recreational boating was to gain more recognition in Ottawa.

That 2012 Day On The Hill agenda of meetings culminated in a reception that was well-attended but seemed more social than business-like.

In 2013, a similar series of meetings was organized and an outdoor reception ended the event. Again NMMA organized this with support from several of their members and this time the reception seemed to be more warm and welcoming.

So, in 2014, again lead by Sara Anghel, NMMA Canada VP and Executive Director, the NMMA Canada Board of Directors and a select group of industry leaders arrived Monday May 12 to mount their most organized and focused effort so far.

To put this agenda of meetings together, NMMA Canada used the services of Global Public Affairs and two of their skilled Ottawa specialists, Philip Cartwright and Patty Toner who set up many of the meetings, briefed our group and guided us through the security areas and the maze of offices around Parliament Hill.



# The Hill 2014

## *Third NMMA "Day On The Hill" Proves The Value*

The cost and effort of a reception was dropped in 2014, in favour of a more focused series of meetings in the private offices of the officials judged to be most important to our cause.

Nearly 30 Parliamentarians, departmental and political staff gave time to our group to address key issues such as Parks Canada waterways hours of operation, cross-border pricing issues and international trade barriers as probably the most widely important issues for the industry's approximate 4,400 Canadian marine companies.

NMMA teams met with Members of Parliament (MPs), senior staff from ministers' offices and senior departmental staff from many departments including Transport Canada, Industry Canada, Public Safety, International Trade, Small Business and Tourism to name a few. In particular our NMMA group was pleased have the opportunity to meet again with Louis Levesque, Deputy Minister, Transport Canada; and for the first time with staff in the Prime Minister's Office. NMMA members met directly with 16 MPs from Ontario, Quebec, Alberta, BC and Atlantic Canada and also interacted with staff from offices of another several MPs from across Canada.

MPs from the House of Commons Transport Committee attended an NMMA

Canada organized luncheon on the first day, giving NMMA members an opportunity to discuss the significant impact recreational boating has on Canada's economy and to address the issues our industry is facing in more detail.

From the experience gained in the first two Day On The Hill events, the group focused their discussions on a short list of very specific topics. The messages we carried were:

### **Support for the Office of Boating Safety**

The NMMA group took up the position that it is vitally important to refrain from further cuts to Transport Canada and activities related to boating safety. Departmental staff and resources have been significantly reduced in the Office of Boating Safety and merged with another section resulting in reduced capacity and oversight.

Maintain Parks Canada length of season and hours of operation and ensure that fees are used to stimulate the economy crucial for sustaining recreational boating sector and many direct/indirect businesses [marinas, tourism operators, hotels, etc.] that rely on it.

Well our industry realizes that fee increases are necessary, we would hope to work with the federal government to



MP Ron Canan - Kelowna Lake Country (from the right) meets with Ab Ghaznavi, Don Prittie (back to the camera) Brian Milligen and Roy Baird.



MP Dean Del Mastro – Peterborough (from the left) got into real detail with Al Donaldson and Cameron Taylor discussing the Trent Severn situation and the impact on all the area businesses.



Andy Adams (from the right) joined MP Erin O'Toole – Durham who is Parliamentary Secretary to the Minister of International Trade as he met to discuss marine exports with Richard Brown, David Jones and Ab Ghaznavi.



Walking into the Confederation Building for their next meeting are (from left to right) Richard Brown, Ab Ghaznavi, David Jones and Sara Anghel.

ensure that the revenues derived will be directed towards capital/operational improvements to facilitate voter traffic and stimulate the economy.

### Supporting Canada's Tourism Sector

As the government continues to action its federal tourism strategy, recreational boating should be “top of mind”. Efforts to expand access not only internationally via trade and new markets but locally through more boat launches and marina slips [where environmentally feasible] which will have a positive economic effect on Canada.

### Reduce trade barriers

NMMA is committed to collaborating with federal policy makers to ensure that the recreational boating sector in Canada is fully enabled. Elimination of trade barriers, which hinder Canadian recreational manufacturers from exporting their best in class products, is key. Also, NMMA will continue to monitor pricing

issues related to duty and tariffs on manufactured items to in Canada and the United States.

Materials were prepared to be both left behind as resources for the Parliamentarians and officials who met with us, plus a colourful and easy-to-read brochure highlighting key recreational boating measures and data was distributed during the meetings to stimulate discussion.

This data from the NMMA's Economic Impact of Boating research study delivered quick but impactful points:

- GDP impact of \$5 billion
- \$8.9 billion in total revenues
- 62,254 preowned power and sailboats were sold in Canada in 2013
- 44,038 new power and sailboats were sold in Canada in 2013
- 67,000 Canadians are employed by the core of the recreational boating industry

Other “Did You Know” points were:

- 44% of Canadians went boating last year
- 65% of boat owners have an annual household income less than \$100,000
- Canadians own over 4.3 million boats
- more than 85% of these are less than 26 feet in length
- nearly 80% of Canadians live less than an hour from a navigable body of water

It was important to emphasize that boating is for all Canadians, not just the rich:

- boaters are Canadian families
- 73% of homeowners are married
- 53% of boat owners have children living at home

Overall, the NMMA Canada Day On The Hill 2014 seemed to get a warmer reception from the key people in our federal government and the continued efforts from the NMMA Canada and its members are sure to have a positive effect in future.



# SETTING THE STANDARDS FOR Everyone's Benefit

BY ANDY ADAMS

**IT'S A STRANGE IRONY** of life that sometimes when things work extremely well, we just take them for granted. If you're anywhere in the marine industry, you've probably seen the American Boat & Yacht Council, ABYC logo on countless occasions, but when was the last time you stopped to think about how important this organization is to your business?

We stopped to interview ABYC president John Adey and he positioned the importance of the organization this way. He explained that there are probably between 140 and 160 boat builders who account for between 90 and 95% of all the registered boats on the water in North America.

So, there is a 90% chance that any boat that comes into your marina, dealership or yard for repair, refit, as a trade-in, or as a new boat, was built to ABYC standards.

This leads us to two important points; if the boat was built to ABYC standards, you should repair it to ABYC standards. The second point is that knowing that their new boat was built to ABYC standards gives your customers a valuable assurance that the boat will be safe to own and operate.

## Some History

The American Boat & Yacht Council, ABYC, was created in 1954 as a non-profit organization to develop safety standards for the design, construction, equipment, repair and maintenance of boats.

On their website, [www.abycinc.org](http://www.abycinc.org), you will find this Mission Statement: The role of the American Boat & Yacht Council (ABYC) is to be the essential source of technical information for the international marine industry. We will develop product safety standards, credentialing, education, training, and other tools to equip our members to be successful. Everything we do will support our members to achieve the goal of making boating safer.

In addition to that, the Vision statement for the organization is: The American Boat & Yacht Council, ABYC, will maximize customer satisfaction with the boating experience through safety standards for products, service and repair.

## Not Just The U.S.A. - Canada and International Markets

While the ABYC offices are in Annapolis, Maryland, their work has spread around the globe and the ABYC standards are applied by boat builders and repair yards everywhere. The ABYC works closely with Transport Canada as just one "close to home" example and in fact, Luc Tremblay from Transport Canada sits on the ABYC Technical Board.

That Technical Board is a serious 'who's who' of marine industry professionals, mainly at the design and engineering levels. This group makes a significant contribution to setting the standards with real-world practical knowledge and experience.

That said, the ABYC Standards themselves are voluntary, but these standards have been adopted into the official regulations for government agencies in many areas and when a marine business has performed construction or repairs to the ABYC Standards, it is a safeguard against litigation in the event that a customer's boat is involved in a mishap.

As a builder or repair yard, being an ABYC Member makes very good sense; have your techs trained and certified by the ABYC, have them work to ABYC Standards (and charge accordingly of course) and you gain both greater credibility with customers and probably lower insurance rates into the bargain.

## The Price

Typically, your business can join as an ABYC Member for about \$255 U.S. a year and you gain access to the Standards. You can then get the big book, or use the online WebSTIR access if that's more convenient.

The course costs for training a technician is about \$885 and that certification is good for five years. Of course, most of the educational institutions offering marine technician courses follow the ABYC Standards so this all fits and builds the knowledge levels of your technicians.

This is truly the organization that drives the Standards in the industry, working with the NMMA, ICOMIA, the EPA, Transport Canada and the vast majority of marine industry businesses even in their new product development.

John Adey emphasized that the ABYC Standards are truly cutting edge and the organization is involved at the development levels of such new technologies as the fuel systems recently mandated by the EPA. It is essential that your interests as a builder or repair yard be considered before you are asked to deliver or repair new equipment at the consumer levels.

You may have noticed their tag line, "Boating Safety Built In".

This ABYC line is appearing in advertising and public relations to help raise awareness of the organization's work and its value to today's boaters.

Shouldn't your business share in the consumer value of the ABYC Standards as well as benefit from being a Member?



John Adey

# Are You Stumped by the Standard?

## Standards and Technical Information Reports for Small Craft

BY BRIAN GOODWIN, ABYC TECHNICAL DIRECTOR

During a recent trip, I presented what is new with the ABYC standards to a group of surveyors, using pictures taken at a recent boat show. When I asked them the question 'what is it?', I got a number of confused and blank looks.

The standard I was talking about was H-24 Gasoline Fuel Systems. Image 1-A an engine compartment on a gasoline inboard boat. What is the red arrow pointing to?

Hint: In 2003, the Environmental Protection Agency (EPA) began looking at evaporative emissions for marine gasoline fuel systems.

Long story short, major collaborative work was undertaken by ABYC, NMMA and EPA which resulted in a major rewrite of H-24 Gasoline Fuel Systems that was published in July 2010 to reflect the requirements of the 40 Code of Federal Regulations (CFR) 1060. Within the new regulations, the EPA provided a waiver for small and low volume boat builders (500 or less employees and less than 1,200 boats). The waiver

expired in July 2013 and as a result, all boat builders need to be installing EPA compliant gasoline fuel systems.

Still stumped on what the red arrow is pointing to? Hopefully you have narrowed it down to a gasoline fuel systems' component as it's a carbon canister. The carbon canister is installed in the vent line to capture diurnal emission. The one in the picture certainly does not look like any of the pictures from catalogs and displays that I have seen before. The reason is that this component is contained in a metal shield to pass the 2 ½ minute fire test. (See H-24 Excerpt)

Image 1-B was taken on an inboard gasoline boat. What is this red arrow pointing to? Here we are looking at an Inline Check Valve (ICV) installed in 1 ½ inch A2 fuel fill hose in an engine compartment. The metallic heat shield around the ICV provides compliance with the fire test. The ICV is installed in the fuel fill line to prevent any wellback after activation of the automatic shut off (also a requirement of H-24). As this component is installed in fuel fill, it should be secured with double hose clamps. The hose clamps are not visible in the picture as they are covered by the heat shield.

Whether it is ICVs, carbon canisters, vent valve, or fuel fill limit valves, gasoline fuel systems have increased in the complexity. It is extremely important that anyone inspecting or servicing these types familiarize themselves with these systems. I am writing this article on the flight back from the surveyor's conference when I was reminded that tampering or disabling smoke detectors in the lavatory is strictly prohibited and a federal offense. The same holds true for evaporative emission systems on boats.

### Excerpt from the H-24 Gasoline Fuel Systems (7/12)

24.5.7 All individual components of the fuel system, as installed in a boat, shall be capable of withstanding a 2-1/2 minute exposure to free burning fuel (N-Heptane) without leakage as required by Title 33 CFR, Section 183.590 and as required for individual components in H-24. (See H-24 Appendix A)

### Exceptions

1. Portions of fuel distribution systems located outside the engine compartment if a break at any point in this system will result in the discharge of no more than five ounces (147.9ml) of fuel in 2-1/2 minutes including fuel that may drain from the engine. (See H-24.1 for requirements for fuel distribution and return lines.)

2. Self-draining fill and vent pipes located in a separate compartment from the engine compartment.



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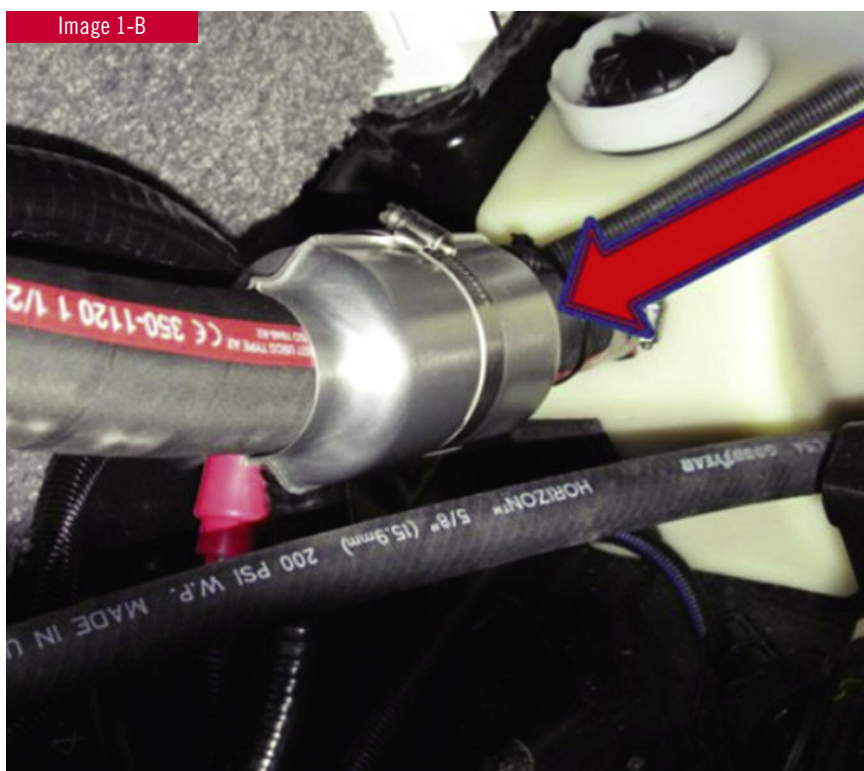
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Image 1-A



Image 1-B



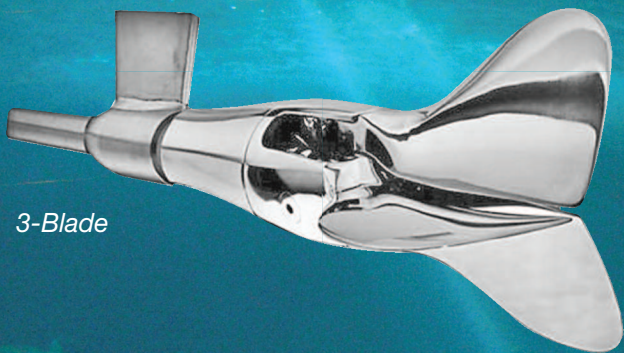
3.Fill and vent external fittings.

4.Clips and straps not essential for anti-siphon protection required by this standard.

5.The outboard engine manufacturers supplied manual primer bulb(s) and hose(s) or equivalent to the engine, if the boat is not fitted with a gasoline inboard engine or generator set.

6.Gasoline fuel filters designed and labeled for marine use on outboard powered boats provided the boat is not fitted with a gasoline inboard engine or generator set and the filter is located in a compartment that is open to the atmosphere or void of ignition sources. (See ABYC E-11, AC & DC Electrical Systems on Boats)

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# Antenna Basics

## How To Get Top Performance

*At the last few NMEA Conference & Expos, technical sessions on antennas drew full room audiences of dealers and technicians. Many of the questions indicated a need for a variety of information, ranging from the basics to more advanced topics. With that in mind, we asked Chris Catoe, Shakespeare Antenna Group's Technical Sales and Service Director to answer a few questions. We reprint this with permission from the NMEA's Marine Electronics Journal, January/February 2014.*

### Question & Answer

**MEJ:** Antennas are pretty basic electronics components and yet occasionally they are installed improperly. What mistakes do you see installers and service technicians making when specifying, installing and servicing antennas?

**Catoe:** Installers in our industry are pretty good! The mistakes that are most common are oversights and usually pertain to the placement of the antenna in relation to the other antennas and metal objects on the boat, or choosing the wrong antenna for the job.

**MEJ:** Real estate suitable for antenna placement is very limited aboard most boats, but adequate separation between some antennas is important to avoid interference. What advice can you give dealers?

**Catoe:** If you have antennas that are close in operating frequency [i.e. VHF and AIS], you would want as much separation as possible like opposite sides or ends of the boat. If the frequencies are different [i.e. TV and GPS], spacing can be closer, but a general rule of thumb is about 3 feet minimal.

**MEJ:** Sport fishing boats often have towers that could produce a fair amount of interference with some radio transmissions. Any advice for minimizing that?

**Catoe:** Keep as much of the antenna above the metal as possible. Although interference is the downside to this installation, the plus is the extra range that you can get from the height above the water.

**MEJ:** Boaters often install filters to prevent or reduce engine noise from interfering with the radios, but the filters don't always do the job. How would you advise boaters who experience these problems?

**Catoe:** This interference is fairly common on boats and is hard to eliminate due to the "in-band emissions." We have suggested that customers use resistive spark plugs and spark plug wires along with isolating the power from the radio directly to the battery and not a fuse block. Route the antenna coax away from other wiring that is likely to carry impulse noise such as transducer cable, tachometer and ignition wiring, etc.

**MEJ:** When customers contact Shakespeare directly about a product selection or performance issue, what is their question most likely to be and how do you answer it?

**Catoe:** We constantly receive calls and e-mails from customers asking what antenna they should buy. We have to first find out what type of boat they have, where the antenna will be located on the boat, and where they will be boating. With these three questions, we can usually narrow down the selection to a couple of antenna options.

**MEJ:** Are there questions the dealer should ask before asking their customers [but don't] before purchasing and installing antennas?

**Catoe:** I would suggest asking the same questions that we ask to help quickly narrow down the selection.

**MEJ:** Describe any important antenna "do's and don'ts" for dealers and their customers.

**Catoe:** Here is a list of "dos and don'ts":



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## VHF

### DO

- cut the coax
- support the antenna correctly
- treat your antenna as a piece of electronic equipment

### DON'T

- coil the coax tightly
- use an antenna that is larger than your boat can support
- use your antenna as a handrail

## HF/SSB

### DO

- use a proper standoff bracket to support the antenna
- keep the antenna tuner close to the antenna
- use a proper ground [counterpoise] system

### DON'T

- use coax for the antenna feed
- mount the antenna where it can be touched while transmitting
- use improper grounding techniques

## CELLULAR

### DO

- keep the cable run as short as possible
- only use amplifiers when necessary
- ensure good connection to the phone

### DON'T

- expect 100 miles of range
- use general grade coax, only RG-8X and above

## AIS

### DO

- use a dedicated AIS antenna with the transmitter
- keep antenna away from other VHF antennas
- keep height proportionate to range

### DON'T

- use a standard VHF antenna with a transmitting unit unless instructed to do so
- use A/B switches for AIS and VHF reception and transmission
- mount the antenna too close to a VHF antenna



Adequate real estate to properly separate antennas is usually limited, even on large yachts. For devices with similar operating frequencies, like VHF and AIS, it's important to provide as much separation as possible.

## Wi-Fi

### DO

- keep cable runs as short as possible
- use good low loss coax
- research equipment to make sure what you want can be done

### DON'T

- hide the antenna in the interior of the boat
- use a lot of connectors in the cable run
- attempt to hardwire your computer

## AM / FM

### DO

- mount the antenna as high as possible
- make sure to use a boat/car type stereo
- extend coax with the appropriate connectors

### DON'T

- run excessive lengths of coax
- cut or alter the existing coax
- attempt to use with home-type stereo before consulting stereo manual

## SATELLITE RADIO

### DO

- keep antenna in a free or clear area for best reception
- mount the antenna as horizontally as possible
- keep cable runs as short as possible

### DON'T

- cut or alter the existing coax
- add additional coax to the existing coax
- attempt to split the signal for two receivers without the proper equipment

## MARINE CB

### DO

- keep cable runs as short as possible
- use appropriate connectors to extend the coax
- keep the antenna in a free / clear area for best reception

### DON'T

- cut or alter the existing coax
- coil the coax tighter than 8 inches
- use with VHF marine radio



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