

August 2014

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CANADA

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IMPACT

Ted Rankine

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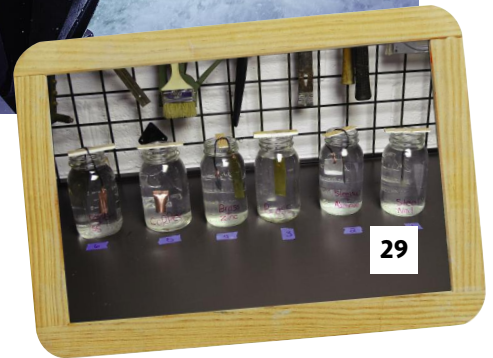
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*The gasp reflex was not well known but this knowledge was the
inspiration for Ted Rankine to create Cold Water Boot Camp and
it's just one of the most recent milestones in his life-long pioneering
journey. – by Andy Adams*

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*Celebrating 75 years - From its humble beginnings in Wisconsin to
its growth into the world's leading provider of marine engines, the
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*The reason we follow ABYC standards is to keep the electricity
where it's supposed to be, as illustrated by this grade 8 student's
science project. – Author's name?*

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On the Cover:

Ted Rankine Creator of the
PowerBoat Television
show, Today's Boating
(later boats&places) maga-
zine, the Canadian Safe
Boating Awards (CASBAs)
and far more... Ted
Rankine is a veteran
marine industry pioneer.

Photo by Andy Adams.

Create a Win, Win, Win with Your Customers

WE HEARD A RUMOUR and it's one that makes sense; as the American economy recovers and the domestic market in the USA starts buying boats again, boat and engine manufacturers are scrambling to support their American dealers. But, that could come at the expense of their Canadian dealers.

The rumour we heard was that some Canadian dealers were not able to get new boats to supply their customers and that good late-model used boats are being snapped up by American buyers as well.

Statistics we've seen recently indicate that many of the major boating areas in the United States are seeing substantial sales increases. California, the Great Lakes states, Florida and other areas are finally coming alive again for boat sales. The sheer size of the population and the importance of that domestic market to the American manufacturers makes it a virtual guarantee that they will divert their new boat production to support their big domestic dealers as they ramp back up in volume.

The 'win, win, win' that we are talking about is the great opportunity Canadian dealers have as we come to the end of the summer. With the enjoyment of boating fresh in their minds, now is the most opportune time to get your customers thinking about buying a new boat for 2015, or to do maintenance, repair or upgrades on their existing boat.

The first 'win' is selling major repair work that you can do through the winter, keeping staff on and keeping your customer relationships going. The second 'win' is selling either a new boat or service work that maintains the business cash flow through the off-season and the third 'win' is that your customer's well maintained, or improved boat will likely get more use in the coming summer, again increasing your cash flow. And, if that doesn't work, it will still be worth more as a trade-in!

Of course, we want to keep all our boaters active. Our Impact profile this issue is on Ted Rankine, originator of the PowerBoat Television show, creator of several nationally broad-

cast prime time specials on boating and boating safety and most recently, the creator of Cold Water Boot Camp. Read more about that on page 16, but in support of publicizing the dangers of cold water immersion and how to best deal with a cold water victim, we share a few statistics from the Transport Canada Office of Boating Safety 2013 Pleasure Boating Fatalities Statistics.

Some of the data may surprise you.

Men made up 79% of the fatalities. 58% were between the ages of 40 and 59. These were not novice boaters; 67% were reported as advanced boat operators and 38% were capsizing incidents, 17% were falling overboard and 13% involved collisions.

Of the fatalities 71% were not wearing, or did not have a PFD, 83% were in their own boat and 88% were in familiar waters. For the record, no alcohol was involved in 46% of the fatalities but cold water was a factor in 83%.

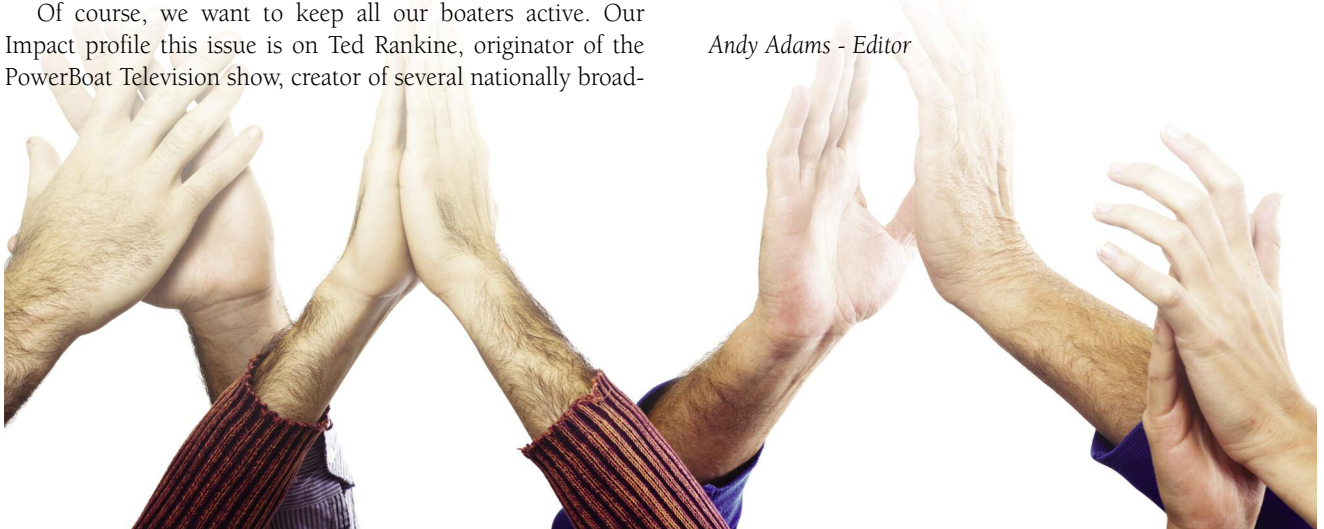
Check out the Cold Water Boot Camp website at: <http://www.coldwaterbootcamp.com>

To download the current Canadian Safe Boating guide browse to www.boatingindustry.ca/images/canada-safe-boating-guide-2014.pdf.

Here is one last 'win' for Canadian marine dealers and related industry professionals; look for Canadian manufacturers as suppliers. In the coming issues of Boating Industry Canada, we will be learning more about the many companies making marine products in Canada and also about the Canadian boat builders.

There are more than you might think, they are designing and building in our domestic Canadian market and among those who export, the international markets view Canadian products as top quality.

Andy Adams - Editor



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Sail Canada Partners with Volvo Cars of Canada

Sail Canada and Volvo Cars of Canada are proud to announce a three-year partnership that will provide support for Sail Canada's activities. The partnership will support all levels of sailing in Canada – from National Team programs, to youth and development activities and most importantly, grassroots sailing organizations across the country. Volvo Canada and its network of 38 retailers will participate in over six events hosted by Sail Canada and its provincial affiliates every year.

Volvo is well recognised as a committed supporter of sailing, most notably through the Volvo Ocean Race, which now attracts a global television audience of more than 1.3 billion people. Volvo cars are renowned for their safety, quality and versatility, making Volvo the natural car of choice for many sailors.

"Our partnership with Sail Canada will provide us with an excellent forum to showcase our brand and products nationally. The two organizations share many of the same values and we believe that this partnership will benefit both of our teams," said Margareta Mahlstedt-Karayannis, VP Marketing for Volvo Canada. "We are looking forward to working with Sail Canada and its community of 1 Million + passionate sailors."



Sail Canada, the national governing body for sailing in Canada, fosters the development of the sport from "learn to sail" programs, right up to the Olympic and Paralympic podium. With such an ambitious program ahead, Sail Canada, its provincial partners, and the entire sailing community are focused on two key areas for improvement:

- 1) Increasing accessibility to grow the sport for all Canadians
- 2) Fostering the quality of sailing to achieve better and better results across all domestic and international competitions for all participants.

Alan Lombard, President of Sail Canada, welcomed Volvo, saying, "Building relationships with corporate partners is a key part of our development strategy. Volvo, with their continuing support for sailing, are an ideal fit for Sail Canada, and our teams look forward to working together in the best interest of sailing. We are particularly pleased that there will be opportunities for local development through the Volvo retailer network."

BIC Readers Speak Out with their Reaction to Canada's New Anti-spam Legislation (CASL) Which Came in to Effect July 1, 2014.

I have never received so much spam email in my life as I have since the Anti-Spam Legislation took effect. All the legitimate businesses threw themselves into a frenzy of permission requesting, which in itself, is spam. I think it was a grossly mismanaged act on the part of government bureaucrats (yet again) who have minions to do all their work already. Those of us with small businesses do not have time and money to literally spam our clients with a request for permission to keep sending them marketing emails, when anyone at any time could be rejected by a simple push of the "unsubscribe"

button, or a simple email request. And it is has not stopped the legitimate spam thus far.

*Thanks, Kathryn Ricard.
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We believe we are responsible users of email. The new anti-spam laws have already hurt us and more importantly, our clients, who supply marine products and services that might be of interest to industry pro-

fessionals in Canada.

Even though we are US based, we wanted to be sure to be in compliance with Canadian law, so we deleted hundreds of Canadian contacts in our database prior to July 1 and sent out a 'request for consent' email to all of them. So far, only a handful have bothered to reply. It's a lose-lose situation that may never turn around.

*David Pilvelait, COO
Home Port Marine Marketing
www.homeportmarine.com*



Voluntary BRP Recall Affects Handlebar and Steering Assembly 2014 SEA-DOO SPARK

BRP has issued a voluntary recall of its new Spark personal watercraft. In a note to Sea-Doo watercraft owners dated July 15, the Valcourt, Quebec-based company notes it is conducting a voluntary safety recall of "some 2014 Sea-Doo watercraft models" in order to correct a defect in the steering column and handlebar assembly.

"The steering column/handlebar may have been incorrectly manufactured by our supplier and it may break under rough riding conditions," reads the recall notice. "This could cause the operator to lose his balance and hit the personal watercraft resulting in serious injuries or even death."

BRP is advising affected owners to return their watercraft to an authorised Sea-Doo dealer to have the parts replaced at no cost.

Introduced for the 2014 model year, the Spark has proven a popular model for BRP. With a retail price of US\$4,999 – almost half that of competitor's entry-level units – BRP's Q1 results for the 2015 fiscal year note that strong sales of the Spark model have helped offset overall revenue declines in



BRP's seasonal products category, attributed to production delays at its Querétaro, Mexico PWC plant.

While the company will not confirm how many watercraft are affected by the recall, BRP is said to enjoy near 50% market share in the personal watercraft market, with Yamaha and Kawasaki owning approximately 40% and 10% respectively.

Read more about BRP in the industry at www.BoatingIndustry.ca



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State-of-the-art facility joins fight to prevent Asian Carp from entering the Great Lakes

A new Asian carp science lab will be opening in Burlington, Ontario, as announced recently by the Honourable Diane Finley, Minister of Public Works and Government Services and Regional Minister for Southwestern Ontario, joined by Member of Parliament for Bruce-Grey-Owen Sound Larry Miller.



Rather than shipping samples for analysis outside of the country, the new lab will allow Fisheries and Oceans Canada scientists to rapidly test samples collected in Canadian waters, right here in Canada. Researchers will now get testing results in a matter of hours instead of days or weeks, saving both time and money in the ongoing monitoring to prevent Asian carp entry.

Employees from the new facility will also now be conducting routine early detection inspections in high-risk waterways, starting this summer.

Asian Carp poses a significant threat to recreational and commercial fishing industries. That means it could have an impact on jobs, on families and dozens of local economies.

In May 2012, the federal government announced up to \$17.5 million in funding to protect Canada's Great Lakes from the threat of Asian carp. Those funds were allocated over five years for the prevention, early warning and management of these potentially destructive invasive species. The new state-of-the-art lab, housed in the Canada Centre for Inland Waters, is part of this initiative.

QUICK FACTS

- Asian carp are among the top aquatic invasive species being monitored to prevent their arrival into the Great Lakes.
- Fisheries and Oceans Canada has worked closely with provincial and U.S. counterparts to support monitoring, control and prevention activities, as well as providing scientific research and expertise.

Canadian Companies Attend Sanctuary Cove Boat Show in Australia

NMMA Canada, together with Canadian manufacturers, attended the 2014 Sanctuary Cove International Boat Show in Queensland, Australia. Canadian contingents included David Jones, Scepter Corporation; Bill Connor and Brian Higgins, Stanley Boats; Richard Brown and Kathleen Brown, Sidewind Marine. This trade mission 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. The funding also supported the Sidewind Marine booth located in the accessories section of the consumer show.

The Canadian delegation met on opening day with Mr. John Williams, Trade Commissioner from the Canadian Embassy located in Brisbane, Australia. The Canadian companies who attended were pleased with the extensive support received from the Canadian government for this mission as well as the mission to the Shanghai International Boat Show in China.

The show reported that there were over 300 exhibitors and more than \$30 million in sales over the four-day event. Visitor numbers from the first three days suggest a 15 per cent increase from last year. The Canadian companies were pleased with the show and hope for more trade missions next year!

- The \$400,000 allocated to the construction of this lab was part of up to \$17.5 million in funding announced by the Federal government in 2012 for Asian carp.

"The potential presence of Asian Carp in our waterways presents a significant threat for our waterways, and in turn our commercial and recreational fisheries. The federal government is working to ensure that we take all possible preventative measures. We now have a state-of-the-art facility in Burlington which means that faster and more reliable research for invasive species can take place right here in Canada."

*The Honourable Diane Finley,
Minister of Public Works and Government Services*

"I am very pleased to announce the opening of this state-of-the-art laboratory. This brand new facility will bolster our efforts to fight the entry of Asian carp into the Great Lakes. It is a key part of our Government's commitment to ensuring Canada has the best tools available to mitigate the risk of Asian carp in the Great Lakes."

*Larry Miller,
Member of Parliament for Bruce-Grey-Owen Sound*

ASSOCIATED LINKS

Brief History Of Asian Carp Initiatives In Canada

This news release is available online at:

www.actionplan.gc.ca.

Internet: <http://www.dfo-mpo.gc.ca>

or

For more information about the Canadian Coast Guard, visit www.ccg-gcc.gc.ca.



John Williams, Trade Commissioner; Kathleen Brown & Richard Brown, Sidewind Marine; Brian Higgins & Bill Connor, StanleyBoats; Sara Anghel, NMMA Canada at the Sidewind Marine booth.



NMMA's Sara Anghel with Canadian marine companies outside the Sanctuary Cove International Boat Show in Queensland, Australia.

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The Value of Associations Strength in Numbers Helps Deal with Uncertain Times

BY ANDY ADAMS

As I look out across the south end of Lake Simcoe in the middle of the afternoon on July 24, I cannot see a single boat.

It's overcast, but 21° with a light wind and I'm looking at one of the most popular fishing places on the entire lake. Where are the boats?

What's going on in the market? What factors are affecting sales, bringing people out on the water, or causing them to choose other activities?

These are uncertain times and the uncertainty comes from the combined forces generated by a wide range of factors. It's just not realistic to expect a marina owner, or marine business operator to have the time, or the resources to deal with all these variables let alone chart their individual



Speaker Sam Dantzler motivates the crowd at Boating Ontario conference 2013.

successful path through it.

We are a small industry. Sharing knowledge with our peers has huge value. Association membership brings us together. To be heard above the noise, we can have our association speak for us – it's strength in numbers.

BOATING ONTARIO

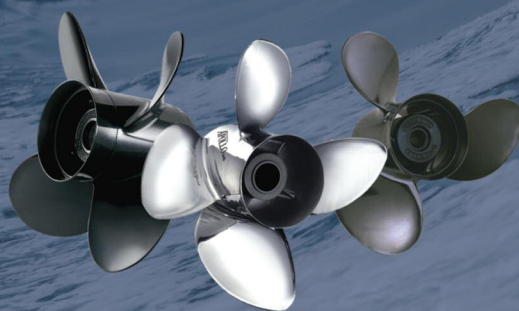
In Ontario, Boating Ontario has those numbers. The association has been operating for more than 45 years, has more than 500 member marinas, marine dealers, yacht clubs, municipal marinas and associated companies, all working together to promote recreational boating in Ontario.

In the association's Boating Ontario Annual Report for 2013, there's a chart that talks about the actual dollar value to an individual member, of some of the key activities that the association

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carries out.

For the annual membership of \$525 per year, a member who takes advantage of all of the services, enjoys total savings of approximately \$3534.92. That's a great return on the \$525 investment!

By being a Clean Marine participant, and taking advantage of the Boating Ontario Marina Insurance program, the mathematical average saving would be \$870 per year.

For those exhibiting in the Toronto International Boat Show, the 5% discount on leased space would be \$565.

Taking advantage of the Global Payments Canada credit card programs for Visa and MasterCard would give a mathematical average saving of \$483 a year.

The Boating Ontario Association has a number of active lobbying efforts and although it's a little challenging to come up with a number, a very conservative estimate is a \$313 per year in value.



Georgian College Marine Technology students meet the leaders in the industry.

Important industry research from the Economic Impact of Boating study that can be applied to many areas of the marina's operations, can be conservatively estimated at \$275 in value.

Participation in the Esso fuel program could save \$100 per year, using the Choice Hotels program could save \$72 per year, NEBS Business Forms would be \$42 per year, using Skills Recruitment program would have a

value of \$177 a year, the student training economic benefit could be estimated at \$225 and a wide range of dealer promotions that are made available have a value of \$639 for a total savings, or economic benefit of \$3534.92 per year

On top of that, there are a number of other services that simply couldn't be given a valid dollar estimate but consider the membership benefits

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gained from the water lot lease program or the Boating Ontario lobbying for property taxes with MPAC.

Something over 300 Boating Ontario members have some form of water lot lease with the Ontario Ministry of Natural Resources, so it's hugely important that a new Memorandum of Understanding (MOU) was signed between the Boating Ontario Association and the MNR on December 18, 2012 allowing for longer and more stable leases. The new lease agreement can be for a period of up to 20 years with an option to extend the agreement for further 10 years. Boating Ontario strongly recommends that all their members renting water lots from the MNR enter into one of the long-term agreements.

Another major challenge has been the taxation of those water lot leases. At the present time, MPAC assesses the water lot lease based on a percentage of the upland value of the property. Boating Ontario maintains that in some cases, the way they assess the value is not correct and the association is working hard to persuade MPAC to adopt a capitalization method that would result in significantly more realistic terms.

Those are really big issues but getting legal advice on important business issues, providing very complex and valuable human resources materials and simply being there to answer the phone and offer support to members has tremendous value. It is strength in numbers when dealing with government and regulatory issues.

THE ANNUAL BOATING ONTARIO CONFERENCE & TRADE SHOW IS WHERE IT ALL COMES TOGETHER

As a Boating Ontario member value, the extensive Regional Meeting program and other communications avenues all support the strength in numbers idea and the value of sharing knowledge among ourselves.

But more than any other time, the Annual Boating Ontario Conference & Trade Show is where this all comes together. Round Table and Shirtsleeves

sessions are a powerful forum for exchanging ideas and solutions to common problems. Boating Ontario members can air their concerns and get real life answers.

An impressive agenda of professional and expert presenters adds excitement and stimulates new ideas. Well-organized social sessions, often starting with a cocktail reception and including excellent dinners, creates a great environment for meeting new people and talking.

Then, the Trade Show gives members and attendees the ideal environment to search out new products and services from suppliers who are dedicated to supporting Boating Ontario members and their businesses. It is a highly convenient way to meet most of your key suppliers at one time and all in one place.



The Trade Show at the Annual Boating Ontario Conference is an ideal place to discuss your business with your suppliers.

These are uncertain times. Unexpected weather events have been occurring all around the globe. Profound but slow-paced demographic changes are taking place in society.

It's hard to comprehend what the impact will be from Canada's aging population, Canada's very high labour force participation rate, or the impact of new technology.

Technology seems to leave everybody "short of time" and that technology works best in an urban setting. The connectivity at the cottage or onboard the boat, may not work for people addicted to their computers and their smart phones.

Canadian women are in the work force in greater numbers than almost any other G7 country and understandably, they are likely to have smaller family sizes. At the same time, with dual income households, they have more money to travel or to support the interests of their children. Spending the summer at hockey camp, or playing rep soccer seems much more common today than spending the summer at the cottage swimming, sailing and water skiing.

This has to have a major impact on boating.

Almost as unpredictable as the weather, is the impact of government changes like changing the hours of operation, or the lock fees on the Trent Severn and Rideau waterways. Lobbying to save these important tourism drivers is when the concept of strength in numbers makes membership in industry associations like Boating Ontario more valuable and more important than ever.

Many marinas and marine businesses stop and do the math... And they're the ones who pick up the phone, get the information, or take part in the beneficial programs. They win.

Those who are just too busy or who don't realize

what is available, lose out on the value.

If you are in British Columbia and are a member of Boating BC, if you are in Manitoba and belong to the Mid-Canada Marine and Power Dealers Association, in Québec and belong to AMQ, or in the Atlantic provinces and belong to the Atlantic Marine Trades Association, the benefits may be somewhat different but the principle of strength in numbers remains the same.

More than ever, this is the time to support your association and get involved!

Read more about the Trent/Severn/Rideau issue at www.BoatingIndustry.ca



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DIVERSIFIED
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EAU CANADA

BY JOHN MORRIS

The time honoured but mercifully out of date image of the Canadian boat industry is an unfortunate one. In a converted chicken coop in rural Manitoba, Fred and his daughter Priscilla squeeze out a living making dock sections, the occasional rowboat, then return to making truck spoilers and ice cream carts.

In reality the Canadian boat business, particularly in peripherals and accessories is doing quite well thank you. Yet consumers here in the great white north have next to zero awareness of our domestic industry, even as they strap on their Mustang or Salus lifejacket. Perhaps even those in the industry are not aware that the Tilley hat they are wearing is a Canadian invention. These are products designed and marketed in Canada and in some cases even manufactured in this country. True fact – not everything arrives on the slow boat from China.

When we learn that we have encountered a Canadian star – consider Alex Trebek (4-Letter Words for 800, Alex) or twins Drew and Jonathon Scott, the suddenly soaring Property Brothers – and you'll immediately blurt 'geez, I didn't know they were Canadian. "The same is true of a long list of marine brands like _____, _____ or _____.

Should we suddenly start selling only Canadian brands??? No, not at all, there are many categories where there isn't a domestic player and besides, Harken, Lewmar, Merc and Yamaha all have great lineups of product you can be proud to offer and so do a whole host of others.

But let's skip the chauvinism and concentrate on the positive. As you'll read in upcoming issues the list of Canadian companies is quite long and most of them have stayed successful through export.

There are many reasons to promote Canadian products, many of them in our own interests. One simple benefit is that if there are strong suppliers in this country, we will have access to a supply stream at prices that are predictable – currency fluctuations won't affect prices. Shipping and customs are likely reliable. As well, if the US or other foreign markets slow as they have in the past causing US manufacturers to close, the domestic supply chain will not be impacted.

A rising tide lifts all of our ships - a prosperous marine industry will benefit all players. More talent will join the industry; boat shows and publications (like this one) will be well supported and able to draw more consumers. As an industry gains momentum, its importance to the national economy gains ground and possible government attention.

By identifying and cooperating with Canadian companies as part of your commercial offering, you can develop both your own business and theirs. Some ideas:

Let consumers know that there are a number of Canadian companies that make really good, even internationally prominent, products in the marine industry.

Work with some of those suppliers to create some fun opportunities for merchandising. Here's one – Bob's Landing Marina (I made that up) and RC Pet Products (I didn't make that up, however) present Dogs Onboard Week – win a free doggie lifejacket. Never heard of RC Pet products – they're in Vancouver, look it up!

What else can we do? Canadian consumers are happy to buy good products from Ireland, the USA or even Taiwan



but when you say "Made in Canada" you are hitting a sweet spot, whether they admit it or not.

Follow our national and provincial boating athletes, rowing, paddling, kayak and sailing are all competitive sports in which young and older Canadians succeed – is there one from your community. I bet there is an up-and-comer who would be thrilled if you gave him or her a bump that assisted their recognition or fundraising. Maybe you can connect that person with a Canadian manufacturer and bring everyone some props.

A modest proposal - Perhaps the industry can band together to take advantage of the best days of summer boating. Make July Canadian Products month. Flags on the merchandisers, Canada Day festivities – you get the idea. It's a fine time for all of us to celebrate – well, ourselves. Nothing wrong with being proud of our accomplishments. We know we make better beer, dandruff shampoo and butter tarts. Why not be proud of our abilities in the marine sector.

It's not really a stretch at all. Even though our winter is cold and our geography is spread out, this country has a vast resource of coastline and freshwater that should make boating part of our national fabric. It stands to reason that a country founded by canoe would know something about boats. In the 21st century, our expertise has expanded well beyond paddle carving, so let's enjoy and revel in our marine accomplishments.

Look for lots of Canadian marine manufacturer and exporter information in the next issue of Boating Industry Canada.



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Ted Rankine

MARINE INDUSTRY INNOVATOR and PIONEER

BY ANDY ADAMS

CANADA'S MARINE industry would benefit greatly from having more people like Ted Rankine. As he told me once many years ago, "Andy, I'm a pioneer not a settler" and the great thing about pioneers is that they open up new areas that can take root and grow over time.

One of his most recent pioneering ideas is a thing called Cold Water Boot Camp, (www.coldwaterbootcamp.com). Anglers, campers and recreational boaters of all sorts occasionally find themselves out in the off-season when the water is

Barbara Byers of The Lifesaving Society has been Ted's cohost at the CASBA awards ceremonies for many years.

cold. A mishap... even a moment landing a fish where you lose your balance, can send you into icy cold off-season water with potentially fatal results.

Even search and rescue professionals can't imagine what it's like to unexpectedly hit icy cold water until it happens to them, but several years ago, Ted Rankine learned that there is an involuntary 'gasp' reflex the instant a person hits that cold water and if they take in a big gulp of water, there is a risk they

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will become a fatality.

This 'gasp' reflex was not well known but this knowledge was the inspiration for Ted Rankine to create Cold Water Boot Camp and it's just one of the most recent milestones in his life-long pioneering journey.

There are all whole host of reasons to celebrate Ted's many accomplishments, so let's go back to childhood and find out where he originally came from and how he got started.

The Rankine family was in the Maritimes, a seafaring family who moved to Ontario. As a child, Ted and his family would go out in their 16 foot Springbok aluminum boat with its 10 hp outboard, to spend the day on Lake Simcoe. He still has a home on the water there.

His love of the water attracted him to scuba diving and like everything else he does, Ted went into it at top speed and with maximum force becoming an instructor in his late teens and by his early 20s, paid his way through college by teaching other people to dive.

In his 20s, working with his sister Kathleen Rankine, they met the local Hobie Cat dealer, Stu MacDonald and Ted got started sailing and then racing; first on the Hobie 16 and later on an 18 foot Hobie cat. To Ted, if you didn't capsize regularly, you just weren't trying hard enough. Sailing the Hobie 16, Ted would carry a green garbage bag in his pocket. When his Hobie went over, he would fill the green garbage bag with water and throw it over his shoulder to get enough weight to right the boat! When he started racing the Hobie 18, even that wasn't enough.

By then, Ted had met his wife Helga and she has been his companion and supporter ever since, raising their two daughters and recently retiring from her career as a high school teacher. She keeps Ted grounded in life in most respects, but that didn't stop Ted from taking to the air.

Ted was probably born with a love of flying. Again the pioneering spirit got him flying one of the earliest ultralights and he later owned a vintage open cockpit Tiger Moth that he flew coast to coast across Canada ... twice. Helga had to be fearless because Ted was. He continues to fly even today but back then, he spent a lot of time boating.

Ted was serious about sailing to new places and he wanted to get a Contessa 26 but Helga, after some Hobie Cat experiences, didn't like the idea of cooking 'on her side' down below in a sloping galley, so they wound up buying a 26 foot Apollo. Another thing they bought was their home on Lake Simcoe.

At that same time, Ted had a pioneering sales job where he was Vice President of Business Development, responsible for all the retail space, sponsorship and advertising in the then- new world's first privatized Air Terminal, Terminal 3 at Toronto's Pearson Airport. Ted's philosophy was that a passenger wanted the comfort to get to their gate quickly and as a result Ted placed much of the retail, restaurants and bars within sight of every gate, something that most every major airport has adopted.

He was also a pioneer in launching M.D.TV; the world's first Physicians Journal for Doctors. As a video tape subscription

service to family physicians, each monthly one hour tape carried professional study credits for the doctor and advertising opportunities for prescription pharmaceutical companies, who up until then had no means to promote their products on a TV-like medium

He was already successful in sales and with MDTV was also becoming an experienced video producer. Working with Chris Henry, a former CBC announcer and together, they brainstormed the idea of creating a new television program. They talked about doing programming on aircraft, boats and other topics that interested them.

In the late 1980s, the boat business was absolutely booming. This was also when the very first cable channels were coming on air and they were looking for special-interest television shows for their new audiences.

In 1988, Ted made the first eight episodes of what he and Chris Henry called the PowerBoat Television show, helping to pioneer the creation of the special interest programming for TSN, The Sports Network going on-air with the PowerBoat Television show in the winter of 1989.

TSN took the show on as what's called a "barter deal" giving the producer of the television program about half of the inventory of advertising time as compensation. TSN called themselves co-producers of the show and to earn a living, Ted



Ted Rankine is in his element as the handsome host of the CASBA's boating safety awards program.



and his partners had to create all eight television shows, doing all the travel, shooting and editing, finishing all the postproduction and at the same time, they had to sell enough advertising to pay for it all.

Chris Henry was the host and the show included a number of people who were involved in the boating magazines of the day including me, Andy Adams. Luckily those episodes are no longer aired!

Another pioneering aspect is that in many ways, you could describe the PowerBoat Television show as a forerunner to today's reality TV.

I had a great time reminiscing about this with Ted and he made the point that from the very beginning, boating safety was an important part of PowerBoat Television. In fact, every episode included a safety segment and also from the very beginning, the Canadian Power and Sail Squadrons, (CPS) had been a part of those safety initiatives.

1989 was really the good old days in television!

PowerBoat Television was airing at 7 PM every Tuesday night and attracting up to 300,000 viewers per episode! Those are spectacular numbers. PowerBoat Television was drawing more viewers than even the top-rated fishing shows. At that time there were only 22 or 23 different channels, so far less media clutter, no Internet and no smart phones or tablets.

When it comes to promoting boating to the general public, Ted acknowledged that today's media environment offers a "misery of choices" but he still believes strongly in the value of television broadcasting. It's just much more challenging to attract big viewer numbers with today's fragmented audiences.

Creating eight episodes the first year, then 13 to 16 episodes annually by the time Ted left the show in 2005, there were easily 200 episodes of PowerBoat Television and Ted had become what I personally believe, is a very expert and engaging television host.

That wasn't the original plan!

Initially, Chris Henry hosted the show in his perfectly modulated CBC announcer's voice. But, other projects beckoned for

No matter how professional you might be, everyone 'boots a line or two' on set. Ted admits that with no formal training, for him it is the rule more often than the exception.

Chris and in just their second year, Ted had to step in as host of PowerBoat Television.

Summarizing - Ted was then the on-air talent, the salesperson, the producer, and the financial backer! You would've thought that he had his hands full, but there was more for him to do.

As powerful as television was, the marine industry was still focused on print advertising and Ted launched Today's Boating magazine for English language boaters and purchased Quebec Yachting, whose editor was Henri de Cotret, to serve the Francophone market.

Henri was already working with the PowerBoat Television show for a number of years as on camera host for the French language version of PowerBoat Television, Le monde nautique that was airing on RDS in Quebec, where it too attracted huge audiences.

For an independent producer who was financing his own production and often working out of his own home, Ted had succeeded in creating a media organization operating in both languages with print and television. In turn, that gave him a unique ability to deliver boating safety messages to the Canadian public on behalf of such organizations as the Coast Guard, Transport Canada's Office of Boating Safety, the Canadian Power and Sail Squadrons and even the United States Power Squadrons!

With high production values and a willingness to travel and invest in his productions, Ted secured many years of national broadcast on what was the original Speedvision television network coast to coast in the United States and spilling into major markets in Canada.

That gave Ted the ability to pioneer his special style of boating television in the United States and when it came to securing contracts from the United States Power Squadrons with



Some last minute coaching from the Cold Water Boot Camp director of photography.

support from their government boating safety legislators, Ted Rankine, a Canadian was able to guarantee US coast-to-coast prime time broadcast for a number of hour-long TV specials on boating safety.

In Ted's view, boating safety became a fundamental pillar in the his multimedia television and magazine boating media. He focused on it as a service to the industry, but he wasn't through with pioneering ideas just yet.

In 1998, Ted was struck by the fact that there was no way of celebrating the people and the organizations who were also pioneering and promoting boating safety amongst Canadians. In my opinion, the brilliant idea was to create the Canadian Safe Boating Awards, (CASBAs) recognizing the organizations and individuals who have done the most each year to promote safe boating practices and to celebrate those rare but special occasions where there is an heroic on-the-water rescue.

Ted had already created a variety of special television programs, the National Safe Boating Test, and True Boating Experiences to name only two to deliver important boating safety information and the Canadian Safe Boating Council was solidly behind the idea from its inception in the mid-1990s which also helped to get the Canadian Safe Boating Awards off the ground.

The Canadian Safe Boating Council had been founded in 1993 and although Ted and his partner at the time, Rod Morris, created the CASBAs Awards Show and produced it for the first two or three years, they turned it over to the Canadian Safe Boating Council. The idea was to give it a permanent home with an agency that was best positioned to own and promote it. Ted still remains as the 'host' and currently co-chair of the CASBAs which is now 16 years old. What a lasting success!

In partnership with another company, Ted created Dual Media to pioneer interactive television, along the way helped the old OMOA (now Boating Ontario) to publish their member magazine and far more.

He didn't just talk boating, he lived it and purchased his own cruiser to experience powerboat cruising firsthand and share the experience with his viewers and readers. He still owns that big family boat, but he's always gravitated towards things that were a bit more exciting. Personal watercraft appealed for to his need for speed and the Bombardier organi-

zation was there to sponsor PowerBoat TV and fund some pioneering boating events.

BRP backed Ted's plan to ride from Alaska to Russia on Sea-Doos with a group of riders, television cameras and a willingness to brave the icy waters, making the group the worlds first to cross the Bering Strait on PWC's.

The PowerBoat Television show branched into a new series, Boats&Places TV, a DIY boating series called My Boat TV and a series of DVD Cruising Guides produced for many of the most popular cruising destinations. Things seemed to be going very well. Maybe that's when the settlers moved in and Ted exited the boating industry and bought a flying school.

That's right! He went back to aviation flying ultralights, larger private aircraft and to make sure that there is no shortage of excitement in his life, he bought a competition Pitts Aerobatic aircraft!

The flying school was a big and important new initiative yet within a month, Ted had been invited up to Alaska to be the writer and host of a show about boating in cold water. He's never been able to resist an adventure.

There he met 'Professor Popsicle', actually Dr. Gord Giesbrecht who is Professor of Thermophysiology at the University of Manitoba. Ted had learned about the cold water 'gasp' reflex before, but this was much bigger. He learned that there was a whole story behind cold water immersion from Dr. Giesbrecht and together they came up with the idea of Cold Water Boot Camp which morphed into a whole series of cold water awareness programs for the public and first responders.

Accidental cold water immersion reduces an individual's chance of survival dramatically and although this certainly has application to boating, that's only a small part of the story. Cold Water Boot Camp really is addressing an environmental issue. Accidental immersion in cold water could happen to snowmobilers, skiers and outdoor enthusiasts of all kinds...anyone who might accidentally slip into cold water.



Just when things were going great, Ted went back to aviation flying ultralights, larger private aircraft and he bought a competition Pitts Aerobatic aircraft!



Ted was especially pleased when the Canadian Power and Sail Squadrons were awarded special recognition at the CASBAs in January 2014, for the CPS 75th Anniversary.

He also learned that many responders were not well versed in cold water immersion and the safe way of treating a hypothermic victim is very different in cold water than in other emergency scenarios.

Similar to Ted turning the CASBA's over to the CSBC, the projects were completed under a CSBC banner with partners that included Transport Canada, and contribution funding from National Search and Rescue. These programs were 'exported to the U.S.' and revolutionized the thinking about the risk of immersion. Ted and Dr. Giesbrecht have been recognized with a number of awards for their cold water awareness work.

Outside his safety work, Ted remains visible with his work as 'the voice of the lake' at the Toronto International Boat Show.

So Ted Rankine continues to pioneer new ideas. He may be out of boating in a day-to-day sense but what he learned can always spark a new idea or new project that he will want to pioneer.

We wanted to celebrate Ted's past accomplishments now because we are heading into another fall where cold water immersion is a risk and where a visit to Cold Water Boot Camp, (www.coldwaterbootcamp.com) has value but there is something else.

The theme of the coming issue of Boating Industry Canada will be to celebrate Canadian marine industry exporters and...in prime time no less!

That has to be encouraging to others. It has been done and we hope that other Canadians are ready to pioneer the next new idea to promote boating. You have to be a risk-taker and a pioneer but we think the whole industry could benefit from another Ted Rankine.



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Mercury Marine

CELEBRATES 75TH ANNIVERSARY THROUGHOUT 2014

BY BOATING INDUSTRY CANADA STAFF

MERCURY MARINE began its 75th Anniversary celebrations back on Wednesday, January 22, and the new product introductions and events are continuing throughout 2014.

From its humble beginnings in Wisconsin to its growth into the world's leading provider of marine engines, the Mercury brand has been a part of almost every boater's experience.

"Mercury will celebrate its 75th anniversary throughout 2014 in ways that will reflect our strong heritage of innovation and leadership in the marine industry," said Mark Schwabero, president of Mercury Marine. "We will conduct events in locations around the world that will engage our customers, suppliers, employees and communities and will recognize the roles those people and entities have played in establishing the foundation of our business and our future. We're excited about sharing this celebration with those who have helped us grow and succeed."

Mercury was founded by E. Carl Kiekhaefer in 1939 when he purchased a bankrupt engine manufacturing plant in Cedarburg, Wisconsin,

Mercury's new MerCruiser 4.5L 250hp sterndrive blasts this Chaparral along with gusto!

not far from the Kiekhaefer family farm. The plant assets included 300 outboard engines that had been rejected by a large mail-order retailer due to defects and operating problems. Hoping to transform the engines into working capital to fund the future business he envisioned – magnetic separators for the

dairy farm industry – Mr. Kiekhaefer redesigned, rebuilt and sold the engines to the retailer that had initially rejected them. The engines sold immediately and Kiekhaefer suddenly found himself in the marine engine business.

Today, Mercury directs the activities of more than 5,400 employees in dozens of countries from its global headquarters in Fond du Lac, Wisconsin, and works hand in hand with more than 4,200 dealers and distributors around the world.

Steve Fleming, Mercury Marine public relations head at the press event in June.



Mercury Marine Named 2013 Wisconsin Manufacturer of the Year

For the second time, Mercury Marine was named Wisconsin Manufacturer of the Year on Thursday, Feb. 27, 2014 in Milwaukee.

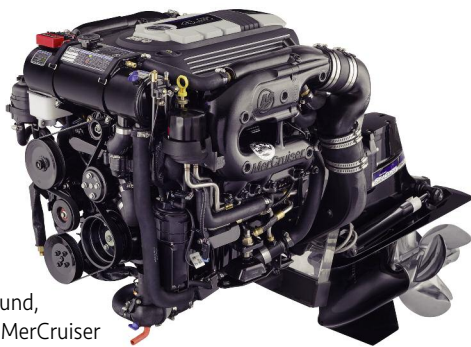
"We're extremely honoured to be named Manufacturer of the Year," said Mark Schwabero, president of Mercury Marine. "The award is a testament to the efforts and commitment of Mercury employees over the past 75 years, and our relentless determination to position Mercury as the world's leading manufacturer of marine propulsion systems. Our values-based culture makes Mercury an integral part of the fabric of many Wisconsin families and communities."

Mercury Marine is the largest division of Brunswick Corporation and the world's leading developer and manufacturer of commercial and recreational marine propulsion systems. Mercury has manufactured more than 11 million boat engines during its 75-year history, and its global sales in 2013 totaled \$2.1 billion.

Mercury Marine had also been named Wisconsin Manufacturer of the Year in 2006.

New Products and Innovation are The Hallmark of Mercury's 75th Anniversary Celebrations

"Mercury will continue to innovate and build products that appeal to our customers," Mark Schwabero said at the Wisconsin Manufacturer of the Year announcement last February in Milwaukee. "Our success and continued growth has been made possible by the dedication and support of our employees, suppliers, dealers and the communities in which we work. The Mercury name has been synonymous with excellence in the marine industry for 75 years, and we will continue to produce at the highest level now and in the future."



Breaking new ground, the new Mercury MerCruiser 4.5L 250hp sterndrive was designed and is manufactured at Mercury Marine's world headquarters in Fond du Lac, Wisconsin.

New Mercury MerCruiser 4.5L 250hp V6 Sterndrive

A short time later on June 16, 2014, Mercury Marine held a major press event and launched several new engines including an all-new MerCruiser 4.5L 250hp sterndrive unit.

The new Mercury MerCruiser 4.5L 250hp sterndrive was designed and is manufactured at Mercury Marine's world headquarters in Fond du Lac, Wisconsin.



Also at the June 2014 press event, Mercury Marine introduced new 75, 90 and 115hp FourStroke outboards.

"We are proud to introduce the next generation of stern-drive technology with this ground-breaking new engine," said Mercury Marine President John Pfeifer. "This is a great power source that provides features, benefits and technology that make boating more enjoyable and worry-free. This engine was purpose-built for marine use and it delivers Mercury's proven performance, durability and ease of service."

The MerCruiser 4.5L establishes new standards for acceleration and overall performance, thanks to design innovations such as a long runner scrolled intake manifold and an outstanding power-to-weight ratio. This V-6 engine weighs 130 pounds less than a 5.0L V-8 small block, yet provides similar performance.

The 4.5L is a "good citizen" on the water, providing maximum fuel efficiency and exceptionally quiet operation. Its newly designed rear-facing throttle body, anti-whistle throttle plate, engine cover and mounts, lightweight flywheel, fuel supply module, and structural oil pan all work together to deliver superior idle and smoothness and low noise and vibration for a better boating experience.

The MerCruiser 4.5L is a technology-rich platform that's compatible with SmartCraft Digital Throttle & Shift (DTS) for immediate throttle response and smooth shifting. An option for the 4.5L V-6 with DTS is Joystick Piloting, providing the ultimate in docking experience and maneuverability.

A great innovation is that the 4.5L V-6 offers Adaptive Speed Control (ASC), which automatically maintains the set rpm point regardless of load or condition changes, such as tight turns, tow sports and lower speeds on plane. The result is increased throttle response and a "sportier" feel for the driver, who no longer has to make continual throttle-control adjustments.

The 4.5L V-6 has an anti-corrosion protection system using durable cast-iron componentry wherever the engine encounters seawater, and corrosion-resistant aluminum and composites everywhere else. Digital rather than analog sensors are used throughout for added reliability.

Available in single or twin installations and compatible with Mercury's full series of Alpha and Bravo Drives, the MerCruiser 4.5L offers ultimate flexibility to OEMs, marine dealers and consumers in creating the ideal propulsion package for a wide range of boats from runabouts to cruisers. The engine's smaller size leaves extra space for additional options by boatbuilders.

Mercury Also Unveiled a New Lineup of FourStroke Outboards

Despite their low profile and low weight – they're 20 pounds lighter than the closest four-stroke competition – the new engines feature a 2.1-liter, four-cylinder, eight-valve, single-overhead-cam design that delivers more torque and horsepower than competing engines.

These new Mercury FourStroke engines are built with the same architecture as the Mercury 150 FourStroke to ensure they start and run consistently and last longer no matter what conditions they face.

An all-new world-class hydrodynamically designed standard gearcase decreases drag by 15 percent to improve efficiency and performance.

There is also a new and robust Mercury Command Thrust gearcase for heavier boats. The Command Thrust models use the same bigger gearcase housing as the Mercury 150 FourStroke, but with an all-new 2.38:1 ratio ideally suited for pontoons and heavier boats. It's the first true oversized gearcase in the industry for outboards in this horsepower range.

There's even a 115hp Command Thrust model with left-hand rotation for improved handling and docking in dual-engine installations. The Command Thrust models can use the larger-diameter class of V6 propellers including Mercury's popular Enertia series.



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 44 Merrimac St. Newburyport, MA. 01950
 Office: 978 358 8336, Mobile: 978 239 6568



New product excitement drives the industry. This is the new 200 Pro FourStroke engine – the third in Mercury's Pro FourStroke family.

Earlier in 2014, Mercury Introduced the 200 Pro FourStroke at the Miami International Boat Show

The 200 Pro FourStroke engine – the third in the Pro FourStroke family – combines the acceleration and top speed of other Mercury Pro series outboards, including the OptiMax Pro XS, with the pleasingly quiet, smooth operation of the Mercury Verado.

The 200 Pro FourStroke is built on the same six-cylinder Verado outboard platform as the 250 and 300 Pro FourStroke models, delivering outstanding hole shot and punchy mid-range acceleration. State-of-the-art Verado supercharged technology allows precise, programmable control over the fueling strategy and air intake.

Mercury Continues Its Performance Heritage With The Racing 520 and 540

The 75th Anniversary is the right time to celebrate Mercury's performance heritage and in February, Mercury Racing introduced the latest addition to its high performance sterndrive family; the 8.6L 540. The naturally aspirated engine replaces the veteran 8.2L 525 EFI.

Bigger is better, when it comes to power and efficiency. The 540, sporting larger diameter cylinder bores, has a 21-cubic-inch displacement advantage over the 525. This larger displacement produces 13 percent more torque for enhanced hole shot and an additional 50 ft-lb of peak torque. The result is enhanced acceleration and power throughout the engine rpm range. The 540 also delivers superior fuel efficiency and range compared to its 525 sibling. All this power and efficiency comes from 87 posted octane (R+M)/2, or 91 RON (global) pump gas. The 540 complies with both EPA and CARB emissions requirements.

Twin versions of the 520 Racing model can be equipped with Joystick Piloting.



There is a 520 Racing model available as well and it can be equipped with Joystick Piloting technology. The naturally aspirated engine provides recreational boaters a cost effective power option that fits nicely, in both value and performance, between MerCruiser's 8.2L MAG HO and Mercury Racing's all-new 540.

Mercury Racing demonstrated its Joystick Piloting stern-drives at the Miami International Boat Show this winter using a Formula 400FX Sport Cruiser, featuring twin Joystick 520s with Zero Effort Digital controls.

Mercury Introduces Enertia ECO Fuel-saving Propeller

Another Mercury development addresses the topics of increasing fuel costs and environmental stewardship. The new Mercury19 pitch right- and left-hand Enertia ECO propeller was specifically designed for high-horsepower outboard-powered boats, offering boaters a 10 percent increase in fuel economy at cruising speeds while also living up to the performance and reliability standards inherent with all Mercury propellers.

See our video on the Mercury Enertia ECO propeller:
<https://www.youtube.com/watch?v=r67O4h6v2ek>



Mercury Marine engineers designed the new propeller with a broad 16-inch diameter, large blade area and a high progressive rake, a combination made possible only through using Mercury's proprietary X7 stainless steel alloy. This design and material combination results in a propeller

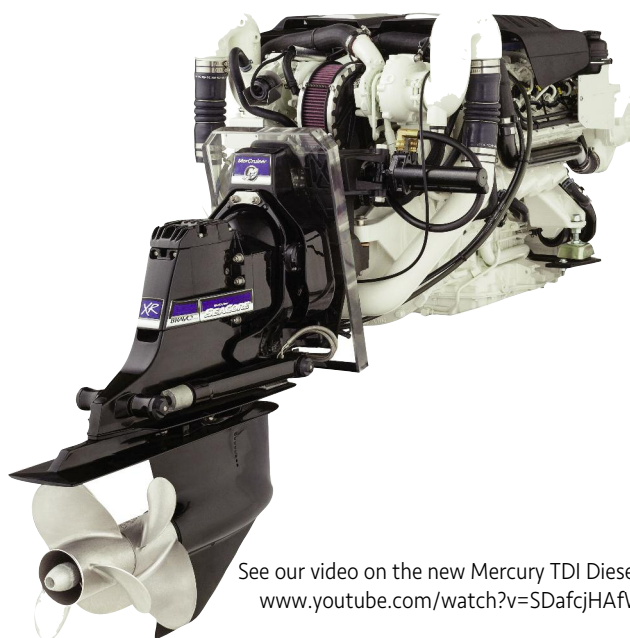
that increases hull lift, ultimately making the boat more efficient by reducing overall drag. While increasing fuel economy, the reduced drag has also proven to help lower planing speeds, increase top-end speed and improve holeshot performance.

Mercury, Navico Partner to Deliver "Glass Dash" Information System

Recently, Mercury Marine announced a new partnership with Simrad to deliver a range of seamless, integrated "glass dash" information systems for saltwater and freshwater boats ranging from small fishing vessels to large offshore cruisers.

These new integrated systems combine the superior engine-information features of Mercury's VesselView 4 and VesselView 7 with Simrad's touchscreen integrated navigation systems, autopilots, VHF radios, performance instrumentation and safety electronics.

Combining the Mercury VesselView systems with Simrad's display products allows the boat operator to control sonar, radar, etc., and to utilize Mercury's advanced engine display to include controlling aspects such as Smart Tow, cruise control, Eco Control, and more.



See our video on the new Mercury TDI Diesels:
www.youtube.com/watch?v=SDafcjHafWo

New Generation of Mercury Diesel Engines

A great fit with Simrad "glass dash" systems is the new generation of Mercury diesel engines including the 370 horsepower 4.2L V8 Mercury Diesel TDI engine introduced at the Miami boat show in 2013. This engine sets a new benchmark for low noise and vibration, with an industry-leading power-to-weight ratio for outstanding acceleration. Twin variable-geometry turbochargers (VGT) provide peak torque at 2750 rpm with virtually no turbo lag.

There are also 3.0L V6 Mercury TDI engines that provide high power density in a compact, lightweight package. The VGT provides peak torque at 2000 rpm, resulting in reduced time to plane and outstanding overall operating characteristics. This powerful compact package is available in 230 and 260 horsepower.

The 2.0L I4 engine combines reliable power in 150 or 170 horsepower with a compact, robust design. The VGT provides peak torque at 2000 rpm for reduced time to plane and superior performance.

Along with additional power options, the latest Mercury Diesel TDI engines are fully Mercury SmartCraft-compatible, allowing boaters to access dozens of engine, boat and navigation functions with Mercury's extensive selection of SmartCraft digital gauges and multi-function displays. SmartCraft compatibility also enables boaters to specify optional Digital Throttle & Shift (DTS) control systems and Mercury Axis Joystick docking control.

75 Years Is Quite An Accomplishment!

It's hard to estimate the impact that 75 years of Mercury engines has had on the development and growth of the marine industry and for boating generally, but predictably, this company shows no signs of slowing down!



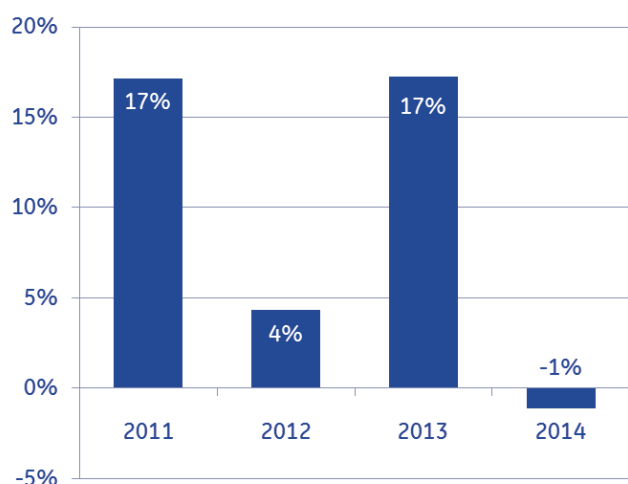
Spotlight on

Canadian Marine Industry

2014 Mid-Season Update

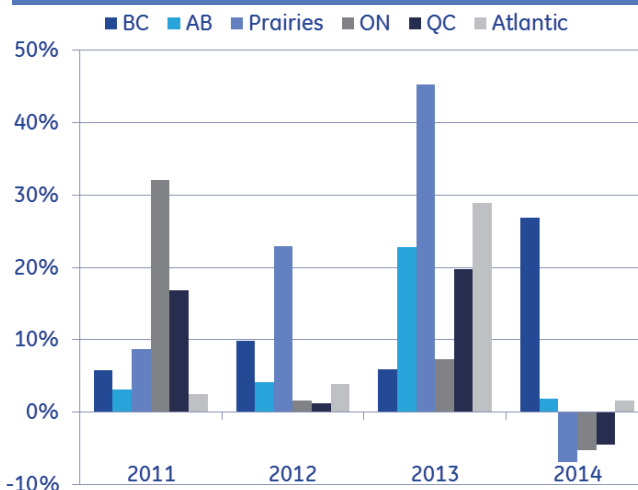
GE Capital, Commercial Distribution Finance Canada (CDF) is pleased to provide you with the new installment in its series of industry reviews. As a lender committed to serving the Canadian marine industry, CDF aims to continue to share the developments it observes in the global and Canadian economies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

YOY Volume % Change (12-Mon Vol @ June 30)



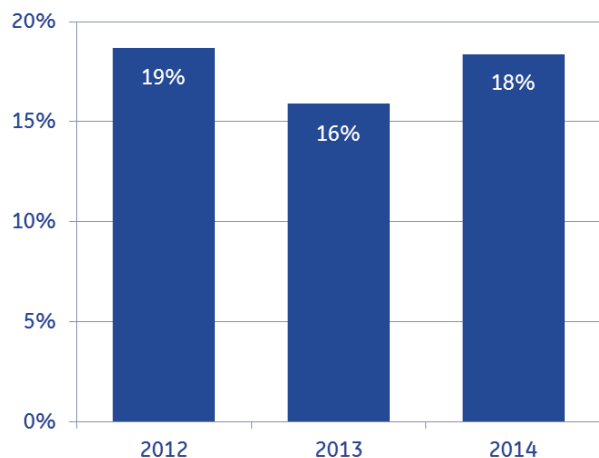
- After a very strong 12 months ending in June '13 wholesale orders have declined as dealers have recognized increased inventory levels and heightened focus on sound inventory management.
- 1% reduction in wholesale orders financed by CDF is compounded by a 3%-4% foreign exchange difference year-over-year.

Regional View



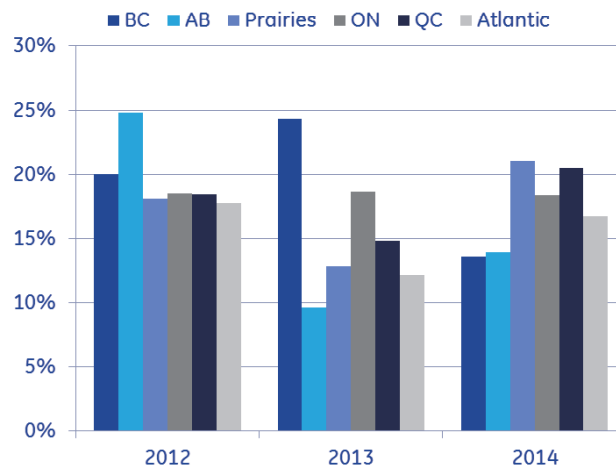
- Western provinces continued to show ordering strength as they had less carry-over product.
- Prairies, Ontario, and Québec saw orders decline as dealers focused on clearing out aged inventory.
- Atlantic provinces continued their positive trend after a very strong 2013.

% Aged > 365 @ June 30



- The national level of inventory aged over one year has increased to 18%.
- This is considered to be on the high-end of the acceptable level of aged inventory. CDF continues to work collaboratively with its customers to monitor any situations where the levels become more concerning.

Regional View



- Regionally, inventory aged over one year remains slightly more concentrated in the Prairies, Ontario, and Québec.
- The aging profile in the Western provinces is the result of a stronger overall economy and focused efforts by dealers to move aged inventory through the channel.

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

The global and Canadian environments continue to stabilize and the most recent forecasts continue to call for a lower value for the Canadian dollar relative to the U.S. dollar. While the CDF team remains close to these macro trends, its view of the Canadian marine industry remains positive.

CDF is observing a 1% reduction in Canadian marine wholesale shipments in its portfolio through to the end of the month of June over the same period in 2013. As 2013 showed very strong growth of 17% over 2012, the recent performance could point to stabilization in the industry with dealers pro-actively adjusting their ordering patterns to account for their current level of aged inventory.

The long winter has resulted in a late start to the summer and a delay in the already short Canadian selling season. This late start coupled with uncertainty in foreign exchange rates reduced dealers' orders from the start of the selling season to the mid-point.

In 2014, the level of aged inventory has increased to the high-end of the healthy range to 18.3%. The negative year-over-year trend will be monitored and CDF continues to work with our dealer network on stocking levels trying to strike the right balance between not missing sales and not ending up overstocked with aged inventory.

Regionally, inventory levels of aged products have increased in the Prairies and Québec to above 20%. Orders in the Prairies rose significantly leading into 2014 and CDF anticipates that the order pullback evidenced throughout the beginning of the year will help balance the levels of aged inventory through 2015.

As we approach the start of the ordering season for the 2015 model year, CDF understands the balancing act dealers aim to strike with their stocking levels. Thoughtful forecasting of inventory requirements will ensure that the aging levels of the inventory remain healthy in 2015. CDF will continue to work proactively with its customers to provide enough credit capacity and flexibility to match their needs.

An important aspect of business management, particularly in a seasonal industry, is cash flow forecasting. CDF continues to work with many dealers on cash flow forecasting to anticipate potential periods of cash constraint. CDF is also working with the experts at Spader Business Management® to share dealer performance benchmarks and strategies on budget management. CDF's program to subsidize some of the cost of Spader's seminars has been well received by our customers.

You can be confident that CDF's ongoing commitment to engage with your industry throughout all economic cycles means that CDF will continue to work with its manufacturer and dealer customers to help build a strong and secure Canadian marine industry and position all of its customers to take advantage of the return of consumer confidence and economic growth. CDF is investing in its resources in Canada and is focused on smart growth. We welcome your feedback.

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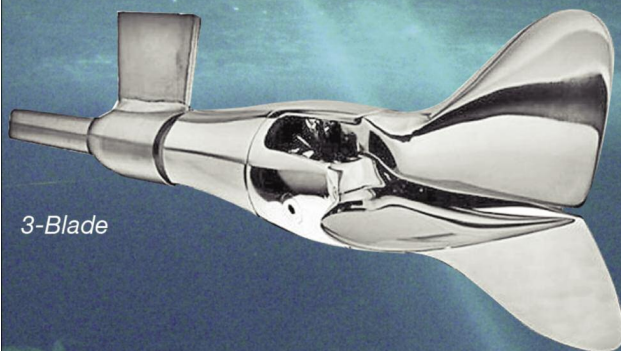
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How an 8th Grade Science Project Explains Boat Corrosion

BY JOHN ADEY, PHOTOS BY MAGGI ADEY

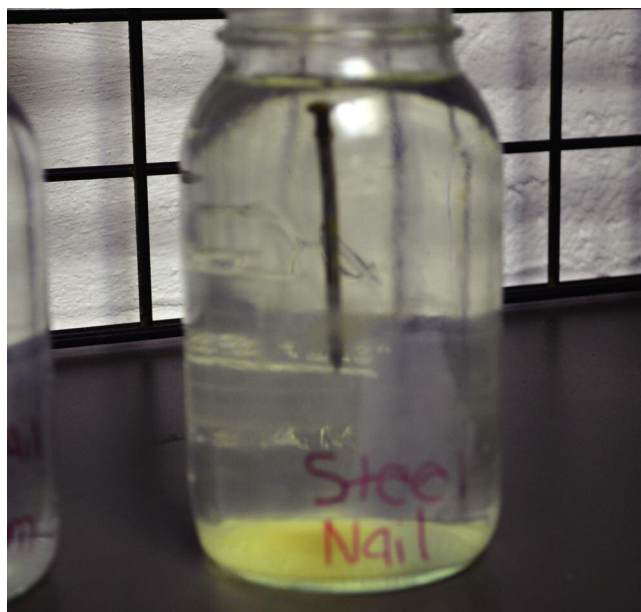
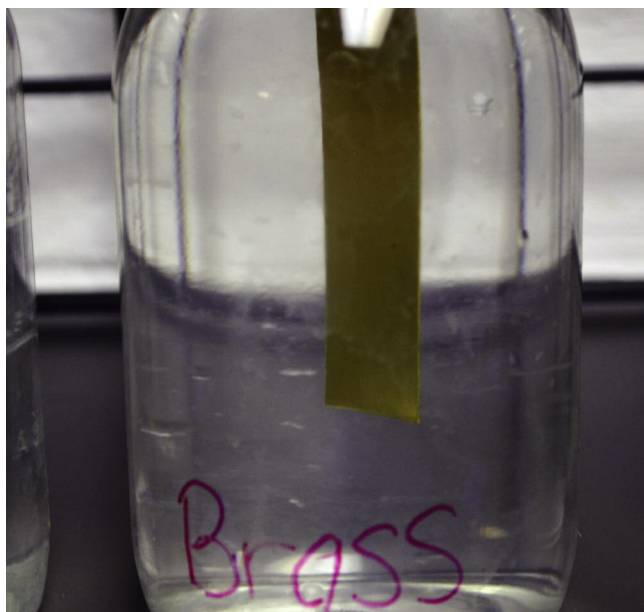


WHEN MY DAUGHTER came home with her annual science project, I reminded her of last July, when the boat was on the hard and I had asked her to replace the zinc. A fairly long conversation ensued about why one metal can protect another metal and what was really going on under the boat all season. She immediately said “then I’ll do a project on corrosion!” which I knew would include help from Dad and even ABYC. So where to start? I set her up with a copy of ABYC E-2 Cathodic Protection (Father of the year award is in the bag with that move!) and a couple of other choice titles. After a bit of internet research as well and a couple of YouTube videos, she had her experiment.

The component list was relatively short:

- 6 Mason Jars
- “instant ocean” from the pet store
- Copper, zinc, steel nails, brass, aluminum and stainless steel pieces
- Copper wire

She and I proceeded to cut and drill the metal coupons and then attach them with a short length of wire, bare on each end. The salt water was mixed to a specific gravity of 1.024, mimicking sea water, and the jars were filled. The coupons were immersed in the water, attached by the copper wire; we now had our galvanic cells as well as the metal by itself as a control.



Now was the waiting game, what would happen? Each metal was chosen and coupled according to the galvanic series table in E-2, some were very close while others were very far apart. Would steel be protected by aluminum? What would copper and stainless steel do?

She was very diligent in her note taking, twice a day she

would make observations on the condition of the metals, day by day things were changing.

The most obvious was the steel nail /aluminum (-760 to -1000 mV) combination (-600 to -710 mV). The steel remained unchanged while the aluminum started to bubble. The second most noticeable was the brass (-300 to -400 mV) and zinc (-980 to -1030) combination. Where the brass alone was deteriorating, the zinc was beginning to turn dark in color with no change to the brass.

This is where she finally got it, we use zincs to keep the more valuable metals protected underwater. This is where her research stopped, her report was written and submitted (she got an "A" by the way). But I had different plans! With an excellent test setup, I decided to introduce a DC stray current with a power supply; just a couple of amps, just for fun. Mimicking a bonding system, I attached the negative of a DC motor and power supply to the Brass/Zinc combination and tossed the motors and the supply's positive wire in the water, added the power and there you have it, rapid DC stray current corrosion! The results were catastrophic and instantaneous! (see video/facebook smartcode). The good news is that it was only on a massive scale until the bare ends of the positive wires corroded off, once that happened we settled into a slow and steady decomposition of the associated metals.

Bottom line, in its pure form this is not rocket science! The reason we follow ABYC standards is to keep the electricity where it's supposed to be. If the rules of E-11 are followed, then issues like this and many others solve themselves. That said, as we all know boats are not mason jars! The years of additions, subtractions and modifications make even the most obvious fault difficult to find. The best troubleshooters I know start with the simple and slowly progress to the more obscure. So, next time you come across an issue that has you scratching your head, break it down to the simple first; so simple, in fact, it can be an 8th grade science experiment!





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