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PUBLISHER

Greg Nicoll
gnicoll@kerrwil.com
416-620-9373

MANAGING EDITOR

Andy Adams
aadam@kerrwil.com

ASSISTANT EDITOR

Terri Hodgson
thodgson@kerrwil.com

CONTRIBUTORS

Andy Adams, Glen Cairns, Brian Goodwin, John Morris, special acknowledgement to Airmar

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

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

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: eileenwalsh@kerrwil.com



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At the last NMEA Convention, several questions surfaced at a technical session put on by AIRMAR, entitled CHIRP Technology. Assuming our readers may have similar questions, AIRMAR kindly agreed to respond in print with additional information about CHIRP echosounder technology. By Airmar - Reprinted from The NMEA Marine Electronics Journal with permission.

THE BOAT SHOP

– ABYC S-30 Conformity Standard 29

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Petite Standard Weighs in Big! S-30 is classified as an industry conformity standard providing a guide for determining outboard engine weights for flotation and capacity. S-30 was first published in 2002 in response to the increased market share of four stroke outboards. By Brian Goodwin - Reprinted from ABYC's The Reference Point with permission

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On the Cover:

Chip Dickison has become the NSBA's point man for raising the bar on training tomorrow's marine techs in Atlantic Canada.

Cover photo Chantel Laturneau

Solid Economic Conditions May Not Benefit the Boat Business

WHILE IT'S TOO early to tell exactly how the boating industry fared through the summer of 2014, people I am speaking to are saying it was a soft year - not a bad year, but not a big year either.

They point to the often unsettled weather, moderate temperatures and seemingly large number of cloudy days. Every time we went to go sailing, the wind dropped. Others have remarked to me that every time they went to go boating, the forecasts included a chance of thunderstorms, or a threat of thunderstorms...not good boating conditions.

The bad weather rarely hit, but the threat keeps prudent boaters at the dock.

Overall economic conditions across Canada however, should have supported a great summer of boating activities and trips out of town. Unemployment levels are not a concern for most segments of the population, interest rates remain low (remarkably low in fact) and Canada continues to enjoy the "wealth effect" of a rising housing market.

According to an August 13th report by Andrea Hopkins, Reuters, Canadian resale home prices rose in July and the pace of 12-month price appreciation accelerated. The Teranet-National Bank Composite House Price Index showed a market that continues to be robust. The index, which measures price changes for repeat sales of single-family homes, showed national home prices rose 1.1% from June, exceeding the historical average for July. Prices were up 4.9% from a year earlier.

Things gained momentum as the summer progressed. In a September 4th article in the National Post, Tyler Anderson wrote, "The average Toronto house price soared 8.9% to over half a million, with sought-after detached homes topping \$900,000, up 14.7%.

A lukewarm summer didn't cool off Toronto's red hot housing market which remains in sellers' territory, according to the city's realtors.

The average price of a home in the country's largest market continued to rise, reaching \$546,303 for the region — an 8.9% increase from a year ago. In the much sought-after detached

home segment of the market, the average sale price reached \$902,428 in the city of Toronto proper, a 14.7% increase from a year ago."

Canada escaped the U.S. housing crash that accompanied the 2008-09 financial crisis, and home prices have risen sharply, if not steadily, over the past five years despite moves by the federal government to tighten mortgage lending rules.

The housing market is finally recovering in the U.S. as well and the NMMA just reported some impressive boat sales statistics in the "Currents" electronic newsletter.

The NMMA reported that new registrations of traditional powerboats increased 5.6% year-over-year (YOY) in the second quarter and on a rolling 12-month basis (R12M), were up 7%.

The following categories continued to post R12M YOY gains through June: Ski boats (+17.2%), fiberglass outboard boats (+9.8%), aluminum outboard boats (+7.7%), and cruisers (+6%). Growth in jet boat and personal watercraft sales continued through the second quarter as well, up 14.1% and 31.1% YTD YOY, respectively.

However, there's continued softness in sterndrive boats sales which were down -6%.

So, the sales data from the U.S. seems quite positive but therein lies an issue. As the enormous domestic American market ramps up, builders will scramble to get new boat product to their recovering American dealers. The rising sales picture will affect brokerage boats too, one would assume.

That combined with a soft Canadian market suggests that the Canadian dealers may be challenged to get product for their retail buyers should there be any shortage in the U.S. domestic market as builders adjust to increasing market strength south of the border.

Heading into the fall and then the 2015 boat show season, our Canadian dealers will face a tougher than ever task to predict future sales and to order inventory accordingly.

Andy Adams - Editor

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The 2014 Boating BC Conference is open for registration!

The event will be held November 27th and 28th at the River Rock Casino Resort in Richmond, BC. Now in its fourth year, this premier networking event is back with a fresh theme and a lineup of esteemed speakers that are sure to inspire, educate and inform with the latest industry trends, updates and leading edge business insights that will add significant value to you and your business.

This year's theme Marketing Remix: Blending Traditional + Digital Strategies will explore the changing digital landscape and its impact on consumer behavior. Thought leaders and highly acclaimed speakers will share insights showcasing how to raise your personal and business profile, engage customers and increase sales through disruptive, strategic marketing, tailored to the boating industry. Social media myths will be busted while sharing simple, effective ways to build and manage your professional network.

Registration includes meals and entertainment, and is not limited to Boating BC Association members – everyone is welcome! To register or find out more, visit:

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NMMA Canada Advocates to Lessen Burden on Boat Manufacturers

The recreational boating industry is one step closer to having the same boat construction standards in Canada and the U.S. This is important to the industry across North America because the alignment of boat construction standards across the border makes it easier to sell products throughout both countries. Adopting similar construction standards will eliminate duplicate work, additional checks and unnecessary requirements for dealers and manufacturers when selling boats in both Canada and the U.S. All boats built will only need to meet the one standard for both countries.

Late this summer, the federal government released the Canada-United States Regulatory Cooperation Council (RCC) Joint Forward Plan that will see further alignment of boat construction and lifejacket standards between Canada and the U.S. The NMMA was pleased with this announcement as the NMMA has worked with senior officials in government on both sides of the border over the past few years advocating for regulatory harmonization, including at the annual Recreational Boating Day on the Hill.

NMMA Canada looks forward to continuing to work with the Government of Canada and other stakeholders to provide input on behalf of the recreational boating industry to ensure that together, we can generate the greatest benefit for the North American boating industry.



New Interactive Display to be Introduced at IBEX; The Connected Boat will Feature the Latest Integrated Technologies and Cloud Computing

The International BoatBuilders' Exhibition and Conference (IBEX) will feature The Connected Boat, a dynamic interactive display demonstrating how various vessel subsystems can be interconnected using existing network technologies. The display will be ongoing in the Electronics Pavilion in the exhibit hall at the Tampa Convention Center, September 30-October 2.

"This is an exciting time for the marine industry as on-board vessel gateways now link to internet driven consumer devices for global remote access and monitoring," said Joe Burke, CTO, Chetco Digital Instruments, IBEX's partner in creating The Connected Boat. "We are pleased to be working with IBEX to bring together an exciting, informative and interactive display on the show floor with sponsored demonstrations on how companies are working together to offer integrated systems. Cloud base data access is now available for the marine industry, and vendors will be offering the newest hardware and software products which link services, internet platforms, and leverages web technologies for analysis and maintenance."

The Connected Boat, sponsored by Simrad-Navico, will feature a dozen companies showcasing live products and systems integrated from helm to stern including analog sensors, CAN bus, RS232, NMEA 0183, NMEA 2000, Ethernet, Bluetooth, Wireless 802.1 b/g/n, Wi-Fi, MiFi, Cellular, Satellite, and global internet. Exhibitors participating in The Connected Boat display will demonstrate how these supported technologies can work together to provide operator access to vessel information on-board and from shore including Marinco/Mastervolt, Blue Sea Systems, Simrad-Navico, Seastar Solutions, Dometic Corporation, Gemeco Marine Accessories, Faria Marine Instruments, Garmin USA, Mercury Marine, Honda Marine, Livorsi Marine, Lowrance-Navico, Westerbeke Corporation, and Lumishore USA LLC, to name a few. There are a few pedestals still available in the display. For more information on how to participate, visit <http://ibexshow.com/ibex-live.php>.

"It's amazing how many marine systems can now be monitored from the palm of your hand. The new Connected Boat display will showcase the most sophisticated technologies available today," said Anne Dunbar, IBEX Show Director. "People expect to be connected, and boat owners are no exception. Integrated systems not only keep the boat owner informed, but they also allow the manufacturer to stay connected to their customer - which is invaluable. This display should not be missed."

There will be other live demonstration areas at the show including the IBEX 3D Digital Workshop, where attendees will see ongoing demonstrations of 3D printing and scanning technologies applicable to the marine industry; and Material ConneXion a showcase of advanced fabrics and materials



having a big impact for marine companies. The event will also feature on-water displays where companies including Elco Motor Yachts, Honda, JL Audio, JL Marine Systems, Mercury Marine, Nauticus, SeaStar Solutions, Simrad-Navico, Torqeedo Inc, UFLEX USA, Veedims, Volvo, and Yamaha will showcase their products directly from the water on their boats.

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Discover Boating Hands-On Skills Training (HOST) Sells Out at Montreal In-Water Boat Show



HOST officially launched in Canada this year with great success at the Montreal In-Water Boat Show from September 5-7, 2014. Registration for HOST sessions reached capacity before the opening of the show. In addition, before opening day there was also a wait list of 47 people who wanted to participate. The successful inaugural launch of HOST can be attributed to a range of marketing efforts including, but not limited to: public relations, consumer and industry newsletters, promotion through social media channels as well as on DiscoverBoating.ca, and a cross promotion with the boat show and training partner, the Aquanaute Training Centre (www.aquanaute.ca). Discover Boating Canada looks forward to working together with partners to offer HOST training at the upcoming Toronto International Boat Show and Vancouver International Boat Show in 2015.

Discover Boating's HOST program provides both new and experienced boaters the opportunity to get behind the helm and receive on-water training on safe boat handling, helping them to become more confident boaters. This is important as on-water skills training is the most effective way to ensure that becoming a boater is fun, safe and accessible. Boaters also find on-water training very valuable, as a matter of fact, 80% of boaters who have participated in HOST in the U.S. have continued to take more training to improve their skills. For more information about HOST, please contact Tracey Hart, Director of Discover Boating Canada at thart@nmma.org.

Monterey Boats Recently Celebrated their 30th Anniversary at their 2015 Model Year Dealer Conference

A high note of the event was the surprise presentation of an award by Kevin Grodzki, President of Mercury Marine Sales, Marketing, & Commercial Operations to Charles and Jeff Marshall, Co-Chairs of Monterey Boats, commemorating Monterey's 30th year in business and partnership with Mercury Marine. "We are incredibly humbled and honoured to have had such partners as Mercury Marine," said Charles Marshall. "Monterey Boats is very lucky to have such amazing vendors, staff and dealer partner networks that work so hard to make Monterey Boats the success that it is. They each invest so much to help make our brand what it is, and to help Monterey Boats remain the leader in the recreational marine industry!" Mercury Award

In 30 years, Monterey Boats has endured and overcome many challenges and changes. With the support of our partners, dealers, and our staff, Monterey Boats has achieved the reputation as being one of the best boat builders in the industry. We are deeply honored and want to give big thanks to our staff, vendor partners, and representing dealers. As a result of their hard work and dedication to the brand, Monterey Boats is poised for great success in the years to come. We would also like to extend a special thank you to our customers and owners for the loyalty and trust they've shown us for the past 30 years.

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The International Council of Marine Industry Associations (ICOMIA) has published its new Recreational Boating Industry Statistics, for the year 2013.

Serving as the focal point for the global industry since 1966, ICOMIA's membership is estimated to represent more than 90% of the world's leisure boating business, making it well positioned to provide an international compilation of data. ICOMIA's Recreational Boating Industry Statistics feature:

- Detailed market analysis (courtesy of IBI Consulting)
- Global summaries of key product segments from 24 countries
- 2014 mid-year global data snapshot
- Export/import data for international trade in boats from 40 countries, including the new 'UN Comtrade' section
- Marine engine statistics from ICOMIA's Marine Engine Committee (IMEC)
- International Boat Show statistics (courtesy of the International Federation of Boat Show Organizers)
- The 2014 Superyacht Annual Report (courtesy of The Superyacht Group)
- Detailed national reports on the industry's largest market countries

In addition to the Book itself, ICOMIA is offering scribes the raw-data Excel spreadsheets, to assist those carrying out more detailed research. Plus, purchasers of the Statistics Book will receive a free 12-month subscription of the ICOMIA



Quarterly Economic Statistics Report – this report contains quarterly information on the economic development, such as inflation rates, gross domestic product growth and unemployment, of 33 countries across the world.

ICOMIA's Recreational Boating Industry Statistics are an invaluable tool in business planning; to view sample pages or to order your electronic copy please visit www.icomia.com and click on the banner.

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Training Tomorrow's Techs

BY GLEN CAIRNS

SINCE ITS FOUNDING in the late 1990s the Nova Scotia Boatbuilders Association (NSBA) has had the development of a skilled workforce at the core of its mission statement. Faced with an aging workforce the association's members knew all their efforts to promote and grow the industry would be fruitless without a supply of younger trained workers. For most of the last 10 years the NSBA's point man on the training file has been Chip Dickison.

Although he was born in New Brunswick, Chip's family moved to Halifax in the early 60s and he has been on and around the water ever since. From his first experience with a small duck punt given to him by his grandfather and powered by a mighty 2hp Westbend outboard, through sailing lessons at the Bedford Yacht Club, boats and the sea have been at the centre of his life, both at work and at play.

After attending Dalhousie University Chip began his working career with the venerable John Leckie Company as a commercial fishing gear and marine supplies salesman. Leckie's was an old fashioned company that began in Scotland in the 19th century and to say they didn't believe in training programs would be an understatement. If they liked the look of you,



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.....

then you were dumped in the deep end of the pool to see if you'd sink or swim. Right from the start it was clear that Chip was a very good swimmer.

Recruited by the IMP Group, Chip managed their Marine Division branch in PEI before spending 5 years running IMP's Portland, Maine operations. On his return to Canada in 1990 Chip decided to put what he had learned in sales and management to use as a free-lance Training Consultant helping others improve their skills. Joined in this endeavor by his wife Pauline, their training seminars focused on interpersonal skills, performance and organizational training. Their clients included both private companies, the Nova Scotia Department of Tourism and, importantly, the newly formed Nova Scotia Boatbuilders Association (NSBA).

The NSBA had identified skills training as a priority for the industry if it was to adapt to both technological and market changes. The association contracted Chip to research the many and various marine training programs in place around the world. An important factor from the outset was to find a model that did not require any new infrastructure or large government investment. This requirement pointed to an apprenticeship training model. Of all the many programs Chip examined, the New Zealand model stood out as the one most suited to Nova Scotia's needs and circumstances.

The NSBA contacted the New Zealander's (specifically the New Zealand Marine Industry Training Organization or NZMITO) about purchasing their apprenticeship program as a package. At first the Kiwis were not interested, it did not make any sense to them that they should help train their potential competition. To break the log jam the NSBA sent a delegation of builders, NSBA and government officials to New Zealand to meet with the NZMITO and pitch the idea of a NZ- NS deal. The New Zealanders were impressed that the Nova Scotians would travel half



Literally starting at the bottom. Students in the 8 week employment prep program learn how to build a wooden dory.



way around the world to meet with them, but it was an odd historical coincidence that helped break the ice. On a side trip to Wiapu on the North Island they discovered that in 1860s a number of Scots had emigrated to NZ from Cape Breton Island. Since these immigrants had built their own boats to undertake the voyage, they were among the first to establish a boatbuilding industry on the island. Today many of their descendants are working in the boatbuilding industry. The two associations

were able to work out a deal for the NSBA to license the NZ apprenticeship training model. In 2005 the Boat Builder Apprenticeship Program (BBAP) was implemented in Nova Scotia and Boat Builder received recognition as a certified trade from the NS department of Labour and Advanced Education.

With the recession in 2008 came new challenges as orders for new boats began to dry up and builders needed to focus more and more on vessel refit and repair. While there is obvi-

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Boatbuilder workshop.



ously overlap in the skills for building and for repair there are also many differences. A good repair technician is a bit like a medical diagnostician tracking down the root cause of damage or decay.

After surveying what was available in different areas Chip contacted the Quadrant Marine Institute of Sydney, British Columbia and negotiated the use of their materials for the NSBA's program. The local marine industry was consulted in the development of the program along with the involvement and encouragement of the Atlantic Marine Trades Association (AMTA). As with the BBAP, the NSBA was back to lobbying the government to have "Marine Service Technician" (MST) recognized as a trade. This was successfully concluded and the new

trade was designated in 2012. So far only BC and NS have recognized the trade. Red Seal designation for either trade is not likely in the near future as that would require the agreement of 5 provinces or territories (oh Canada). Interestingly BC liked the direction the Nova Scotians were taking with their program and changed the name of the BC trade from Marine Repair Technician to the same as NS; Marine Service Technician.

The training program for a Marine Service Technician is focused of the repair and maintenance of both yachts and small commercial vessels (of which there are perhaps thousands in the NS fishing fleet). There are two streams available: hull or mechanical (diesel mechanics are still trained at Nova Scotia Community College).



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<http://conference.boatingontario.ca>



Since this is a new trade people currently working as service technicians in various capacities have the opportunity to challenge the standard as long as they have 12,000 hours (about 6 years) of experience. The Trade Profile lays out expected outcomes for the candidate. There is a test consisting of 120 multiple choice questions and the pass mark is 70%. While many workers have 20 or more years of experience, and are highly skilled, taking a written exam can be intimidating. Chip has to do a little coaching to convince some candidates they have more than enough knowledge and experience to pass the exam.

As Industry Training Coordinator, Chip and his assistant Christian O'Neill, visit each apprentice, in either the BBAP or the MSTAP, 4 times a year. This is when they sit down with the apprentice and his/her mentor to review progress. Under this process there is accountability for both the apprentice and the mentor as well as the opportunity to head off any problems that may have developed. As it is the mentor's responsibility to sign off on the apprentice's competence, failure to be diligent could result in a black eye for the program.

This past winter the NSBA offered its first Marine Services Technician Orientation course. This was an 8 week program consisting of classroom work and site visits. The course provided prospective students with an incredible opportunity to understand just what would be involved in a career in the marine industry. The course was taught by Keith Nelder, a very experienced Master ABYC certified boat builder and instructor. This course will continue to be offered as demand requires.

For the boat yards involved, these apprenticeship and training programs do represent an investment of both time and money. However, having a third party, in the form of the NSBA, manage their apprentices takes a huge responsibility off their shoulders. Getting boat builders and yard owners moving in the same direction is a bit like herding cats, so the success of these programs to date is due in no small part to Chip's people skills, and his dedication to the marine industry.

For more information visit:
www.nsbboats.com
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Winning Women Customers

BY JOHN MORRIS

YOU'D THINK BY NOW that there was little left to say about marketing to women, but that would be incorrect according to Margie Seyfer, a consultant I recently heard speaking at an automotive aftermarket conference. All the same chestnuts came out but Seyfer was adamant that despite all the supposed awareness of the purchasing impact of females and their approach to buying, not enough has changed.

To begin her talk, Seyfer pulled out the numbers that illustrate what a commercial force women are. We know these facts anecdotally – men and women buy cars together, buy homes and refrigerators together don't they? Seyfer's fact list says that women make 65% of car purchases, 66% of computer purchases and, as you would expect from a traditional POV, 80% of home improvement decisions. It's not clear where data like this comes from but let's believe it and go forward.

The world, your marina and the Internet are all filled with musings about females although I haven't encountered any hard or even soft stats. BUT, it is surely the case that boats are decreasingly 'toys for boys' and more a project for couples and families.

Seyfer makes a point of acknowledging, then skipping past, the physical aspects of making a sales place female friendly. As you have likely heard (endlessly) clean washrooms, with flowers even, help set a crucial tone as do clean baseboards in the showroom. Cat Ward of Toronto-based M2W Consulting even talks about full-height bathroom partitions as being an influencer, or at least a welcome mod. Seyfer noted, and this is something you can test yourself, that when women enter a showroom they very often ask for a washroom prior to



- Know it all
- Impatient
- Poor listener
- Bad manners

The most complexing sin that was pointed out in the discussion was “baffling them with your brilliance.” Sales people cannot resist their inner need to show how much they know so they pile on jargon and ‘information’ until they have effectively overwhelmed the person they are speaking to. Go buy yourself a new cell phone and you'll see what she means – I tried that experiment and was shocked. Apparently women really feel it and don't like it.

any meaningful discussions.

It's easy to get distracted by these physical details and conclude that by putting potpourri in the washrooms you've solved the problem but according to Seyfer's talk, that's a minor aspect of the task.

You've heard it before and you know it's true that when a male-female couple comes to talk boats at a marina or at a show, the conversation mostly gravitates to the guy. Not surprising – men are easier going (says Seyfer), may be more familiar with boats and may be used to bulling their way around. Seyfer rolled out a list of phrases that women use to describe how the salespeople they meet talk to them. She noted that this behaviour pervades most shopping situations, but since we're selling boats and equipment let's consider if they apply. Here's the list:

- Too aggressive
- Minimize my questions
- High pressure
- Like I am stupid
- Intimidating
- Secretive

Based on the discussions I have had with Seyfer and Ward, my sense is that the Canadian boat business is ahead of the curve, but it never hurts to review your approach and attitudes. Politeness, accessibility and a cup of fresh coffee are good tools to attract customers of any sex. A well laid out parking lot and a mix of current reading material in the waiting room are concepts we're familiar with but don't quite get around to.

Remember, if you're selling a boat, or equipment, you're dependent on a customer making a buying decision that takes money out of their bank account. As such you are competing with every other expenditure, leisure or otherwise. If it's more fun for your female customers to shop at the Bay, or to take a morning at the spa, let alone a golf equipment store, they will. If they are keen to buy a boat or accessory, but the welcome they receive isn't welcoming on their terms, they won't. And they remember forever, experts agree. You've probably heard a lot of this before and maybe meant to adapt, but haven't. Please don't be a bonehead – set up to win over women customers.

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Rick Chang

– NMDA President

CC Marine's Rick Chang talks about the value of the NMDA and his experience as volunteer president

BY ANDY ADAMS

IT'S NOT A COMMON THING to see a Canadian as President of what is largely an American association, but CC Marine's Rick Chang is heading into his second year as the President of the National Marine Distributor's Association, NMDA.

It's been a great experience and he is making an important contribution to the association's success.

There are 27 distributors in the NMDA. Six of those are Canadian distributors; CC Marine, Hutchings, Kimpex, Mermaid, Paynes and Western Marine.

Rick Chang is the President until July of 2015. We asked how long he has been involved in the NMDA and how he got started. Also, we asked how he was able to make such a major commitment of time and resources.

Rick explained that Charlie Bulmer and CC Marine stand behind him to make that commitment as a volunteer. There is

a significant time investment as well as travel cost, but the CC Marine team all believe in supporting their industry and their customers by doing this.

Originally, Mike Medart from the U.S. company Medart Marine, called to ask Rick to get involved. Mike's father was a founding member of the NMDA and Mike recruited Rick to be a part of it. The Association always needs new members to join to keep the organization focused and up-to-date. This gives Rick, and CC Marine as well, great coast-to-coast connections to the other members and especially to the NMDA Board of Directors.

Rick told us that he only started at the NMDA about 6 years ago and that at first he was hesitant to get involved at such a high level thinking, "What could I bring to the table?"

But the Association comes together to work as a team and

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overall, Rick discovered that they all have very similar issues to deal with; delinquent accounts, weather issues, geographical differences and so on.

Other Canadians have been involved in supporting the NMDA but Rick Chang is the first Canadian President so far. While this may seem like a prestigious thing to do, it is very much a practical and valuable business investment as well.

Every year, there's an NMDA Conference in July. The agenda starts with the members-only Annual Meeting and goes into the S.T.E.P. Purchasing conference, (Sales, Training, Education and Purchasing) At the S.T.E.P. Purchasing conference, manufacturers have hotel rooms and schedule the distributors to go from room to room, meeting with them and talking about the new products. These are very tightly structured as 45 min. meetings so the sessions are very intense and fast.

Last year, in a very short space of time, CC Marine was able to cover 200 meetings! They learn what's new for the next year and things that are coming down the chute in the future. Non-members can attend this but at added cost.

At the Wednesday luncheon during the Conference, they do the Supplier of the Year Award presentations. The S.T.E.P. Training is held every 2 years whereas the Purchasing Conference is held annually.

There is also an Annual Business Meeting for all NMDA members and this includes a rundown on what's going on in the industry, the past President brings the slate of new board members and the current President gives the State of the Industry address.

Rick Chang is the President until July of 2015 and he gave his first industry address in 2014. The State of the Industry information is very comprehensive; one of the most valuable benefits of NMDA membership and it is shared with the industry and the press as well.

There is always a guest speaker and last year it was Matt Gruhn from the Marine Retailers Association, MRAA who was a speaker and was also promoting attendance at the MRAA's MDCE Conference.

One of the most important initiatives at the NMDA is to reach out and support the marine dealers who are collectively, the customers for the NMDA members.

Two years ago, the NMDA board put together a Mission Statement.

Our mission is to advance industry growth by:

- Strengthening the supply chain**
- Providing training and education**
- Promoting best practices**
- Fostering partnerships with industry stakeholders**



"One of the most important initiatives at the NMDA is to reach out and support the marine dealers who are collectively, the customers for the NMDA members."

Recognizing their common interests and purposes and that the MRAA is there for the dealers, the NMDA supports them and is an educational sponsor at the MDCE Conference.

Nancy Cueroni is the Executive Director at the NMDA and she is also on the board for the Recreational Boating Leadership Council, RBLC, and sits on the board of the American Boat and Yacht Council, ABYC. Rick explained that as a distributor group, the NMDA tries to participate in and support everybody's recreational boating businesses.

Because the NMDA promotes boating generally, they also support the Discover Boating program and Nancy Cueroni attended their business brainstorming sessions held a few years ago in Chicago. She also travels to Washington to lobby with the NMMA.

We asked Rick if there were benefits to Canada from his involvement with the NMDA and he said that our market is really just a smaller version of the American market in most respects, but by being involved at this level, the bigger industry south of the border now better understands Canada and our situation. That helps them cater to our market needs better.

The personal benefit is that Rick has been able to get to know other people in the industry including his counterparts at what is now a much broader business and social level too. He has gained a lot of personal knowledge.

The S.T.E.P. Training sessions happen in January every 2 years and last year 113 salespeople attended at the Maritime Institute in Baltimore. Rick sat with other salespeople to discuss the business and he discovered that they all have similar issues.

Another important NMDA program are the Supplier of the

Year Awards. This is a scientific and structured program guided by rigid judging criteria. Suppliers have to be nominated and then they are very tightly scored on such things as graphics and marketing support, warehousing, accounting practices and many other important business measures. It's a very thorough process and businesses have won by a margin of .001—it's very tight!

The Supplier of the Year Awards benefits the industry because the manufacturers are there and to be nominated and to win is a great recognition that pays big dividends to the winning manufacturer. Everybody wants to deal with companies that have excellent packaging, carefully barcoded products for accuracy and efficiency, and so on. The whole process is intended to raise the bar for everyone.

Of course, there's big excitement for the winner. The standards are established from the NMDA and their website has the manufacturer requirements clearly spelled out.

This benefits all of the industry to encourage the manufacturers to be organized, strong and efficient.

The Executive Conference is another excellent NMDA initiative where a distributor can meet the president or head of the manufacturer in a private, closed door, face-to-face session. Distributors can even exclude the manufacturers sales rep in order to speak openly and directly to the top people. That's a powerful communication opportunity.

The NMDA also has a Cost Study Report, done by a third party, which is highly confidential and shows hard numbers

The value of the NMDA and his experience as volunteer president.

from the participating NMDA distributor members collectively to get industry averages then shows each participant their specific individual numbers to clearly show how they compare to the industry averages. The participating NMDA member company can compare their inventory turns, revenue per employee and many other measures. The individual company report is a 70 page document.

A company could not develop this data alone, but you can get great and actionable data at low-cost through your NMDA membership. Manufacturers are able to buy the information to help them better gear their products and services to the needs of the industry.

Being so involved and connected to all the NMDA activities really benefits CC Marine and Rick Chang in improving their own business practices.

As an example, in the upcoming CC Marine Show to be held in Niagara Falls on October 26 and 27, they have added a session with Kevin Scullen from ABYC as part of their dealer information and training.

We applaud Rick Chang and CC Marine for the valuable contribution they are making to the NMDA and to the recreational boating industry here in Canada.



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Canadian Quality is a Top Choice for Domestic and Export Markets

BY ANDY ADAMS

Doesn't it make good business sense to deal with domestic manufacturers where ever possible?

Domestic manufacturers are nearby and can ship without crossing borders, thereby avoiding duty and customs handling costs. There are usually no currency exchange issues. Delivery timing can often be tighter for added effi-

ciencies as well.

Then, there is the attraction of the "Made In Canada" label. I know I always feel good about buying a product that is made in Canada because I automatically assume it is made to a high standard of quality, environmental regulation and material specification.

I believe your Canadian customers, at every level, will be positive about buying a Canadian product, both to support our

own industry and economy as well as to get a product that meets a Canadian level of expectation. They may be open to paying more to get a product that they believe is better.

Starting with this issue of Boating Industry Canada, we will be turning the spotlight on the long list of marine industry products that are "Made In Canada" and we think you will be surprised at how many companies there are!



Kropf Industrial

Located in Parry Sound, Ontario near Georgian Bay and close to literally hundreds of lakes and rivers, getting into the marine industry was a logical move for the Kropf family years ago. They now manufacture a wide range of all-Canadian products in their facilities.

The company really started by developing a unique yard trailer to move bigger boats and their Conolift line now includes many models of highway trailers, yard trailers, self-propelled trailers and marine mobile lifts.

The company's design, steel fabrication and finishing expertise has allowed them to expand into docking systems, wave-attenuation, aquaculture and other industrial products as well.

Jordan Kropf responded to our questions and listed their

marine product lines as steel tube floating docks, hydraulic boat trailers, mobile boat hoists, trailer tugs and boat storage stands, all of which are sold both across Canada and into

export markets, particularly the U.S.A., but also into the Caribbean, Central America, Europe, and UK.

Kropf Industrial exhibits at many Canadian boat or marine shows plus three or more a year outside of Canada to promote their growth in export markets.

Jordan noted that the lower Canadian dollar helps by giving them a price advantage over American competition and that the company has good relationships with vendors that help them mitigate the impact of higher material purchasing, and a lot of their biggest inputs are made in Canada. Their growth

targets are for increased penetration of the U.S.A. in both marine and non-marine markets.

Jordan added that, "In general, being able to say 'Made in Canada' is well-received in non-US markets. He also notes that there are some challenges in differentiating our industry from our American friends.

For more information on Kropf Industrial, visit:
www.kropfindustrial.com

ComNav MARINE

Since their introduction in 1982, ComNav Autopilots have gained a reputation for top performance and reliability in even the harshest sea conditions. Trusted worldwide, ComNav Marine has a broad line of marine navigation systems for virtually any commercial, or pleasure boat application.

Given the global scope of the electronics industry and the highly competitive environment, you may be surprised to learn that ComNav Marine Ltd., in Richmond, B.C. is one of the largest privately held autopilot manufacturers in the world. They have been providing advanced marine navigation solutions for commercial, recreational and government markets since 1982. Their products are fitted to vessels from smaller recreational boats to freighters 1,000 feet in length.

The company also produces marine equipment for other global brands to sell under their names.

Satish Narayan, Manager, Sales & Marketing told us that their "Made in Canada" products include their P series Autopilots, G series GNSS satellite compass and solutions, NX3 Series Instruments for pleasure boats (power and sailboats), and their V series Lowlight & Thermal Camera systems.

All these lines are "Made in Canada" and sold into markets globally (including the U.S.A.). ComNav Marine participates in both regional and International shows.

Satish commented that for ComNav Marine, the lower Canadian dollar does help their export efforts and they are expanding with two more representatives; one hired for Western Europe and one for growth in the Asia Pacific region.

For their company, exporting "Made in Canada" marine products Internationally attracts expensive shipping costs and Satish

says that ComNav Marine is at a disadvantage due to duty compared to European Union manufactured goods being exempt when shipped within the union. Expensive freight plus duty makes it very difficult to compete on price but Satish said an advantage they have is that "Made In Canada" reflects quality.

For more information on ComNav Marine, visit:
www.comnav.com

CAFRAMO



With a charmingly European-looking type face for their company logo, more than one person has guessed that Caframo fans are Italian but no – they are made in Warton, Ontario near Georgian Bay, then they are sold globally!

Caframo Limited is a privately owned Canadian manufacturing company that has manufactured high quality consumer products in Canada since 1955 and today, Caframo product lines that are made in Canada include The Ultimate, The Bora, The Kona, The Taku, The JOI Lamp, The True North, The Stordry, The Pali and the Ecofan.

There are two divisions, "consumer" that provides products that improve one's personal environment and "laboratory" that provides products that enhance the quality and productivity of scientific endeavour.

Battery and electric fans, portable electric heaters and unique hearth fans and accessories are the products that make up the consumer products division. The fan, heater and hearth lines are marketed through marine supply stores, upscale retail and hardware stores.

Caframo attends shows and exhibitions at home and abroad including; The National Hardware Show, Hearth, Patio and BBQ Show, METS, STEP and IBEX shows.

With many lower priced products, fluctuations in the Canadian dollar require a balance to manage, but as Caframo marketing staff explained, there is huge potential for the company in the international markets. They enjoy something of a niche market and in addition to the good halo-effect of "Made in Canada" quality, the Caframo marine products are sure to see growth as the company expands into new countries.

For more information, visit: www.caframo.com

Watch for many more "Made in Canada" products to be highlighted in upcoming issues of Boating Industry Canada!



CHIRP 101

Frequency Matters

AT THE NMEA CONVENTION in San Diego last September, several questions surfaced at a technical session put on by AIRMAR, entitled CHIRP Technology. Assuming that other dealers and technicians may have the same and similar questions, AIRMAR kindly agreed to respond in print and provide additional information about CHIRP—the technology that has revolutionized the world of echosounder development and the sportfishing market. Our focus will be on the transducer's role in the CHIRP equation. In this, the first of a series of articles, we begin with frequency—and why it matters.

Frequency basics

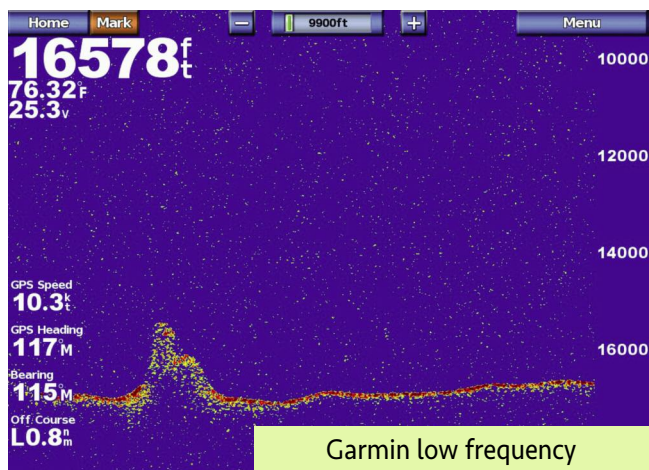
Frequency is the number of complete cycles or vibrations that occur within a specific timeframe, typically one second. It is usually measured in Hertz. Back in the “olden days” (before CHIRP was available to recreational anglers prior to 2011), traditional transducers were designed to operate at only two discreet frequencies—50 kHz (50,000 cycles per second) and 200 kHz (200,000 cycles per second). AIRMAR continues to manufacture and sell single- and dual-frequency transducers that work very well with the traditional fishfinders on the market.

In the new world of CHIRP technology, many anglers have jumped onboard the bandwagon and are enjoying the gamechanging performance of CHIRP fishfinder systems that offer five times greater sensitivity and performance than current fishfinder technology. Rather than operating at discrete frequencies of 50 kHz or 200 kHz, AIRMAR's CHIRP-ready broadband transducers are designed to automatically sweep a range of frequencies anywhere from 28 kHz to 250 kHz (range depends on transducer model). It's now possible for customers to install one transducer and have the ability to fish popular frequencies of 28, 38, 50 and 200 kHz, capturing unprecedented visibility of targets in the water column in both shallow and deep water.

This unprecedented expansion of bandwidth results in improved target definition and clarity at low and high frequencies as well as the ability to find targets within “noise” at high speeds provide customers with serious performance. Simply put, it's a lot like going from analog television to HDTV.

Low frequency (Example: 42-65 kHz)

With fewer cycles per second, low-frequency sound waves are longer and therefore travel further in the water. The benefit is greater range for very deep areas where high-frequency sound waves cannot reach. Low-frequency transducers can see to



greater depths and provide a very clear image of the bottom, yet they are not as sensitive as high-frequency transducers in detecting small fish or other small obstacles. A low-frequency transducer will allow great bottom and target detection in deeper water, i.e., Lake Michigan or the ocean, including depths of 10,000 feet.

Lower Frequency = Greater Depth

High frequency (Example: 130-210 kHz)

With more cycles per second, high-frequency sound waves are shorter and travel less distance than low-frequency sound waves. The benefits are a higher-resolution picture of what is present under the boat, including a crisp clear picture of the bottom. High-frequency transducers tend to be best for shallower water and are popular with anglers fishing at depths below 1,000 feet.

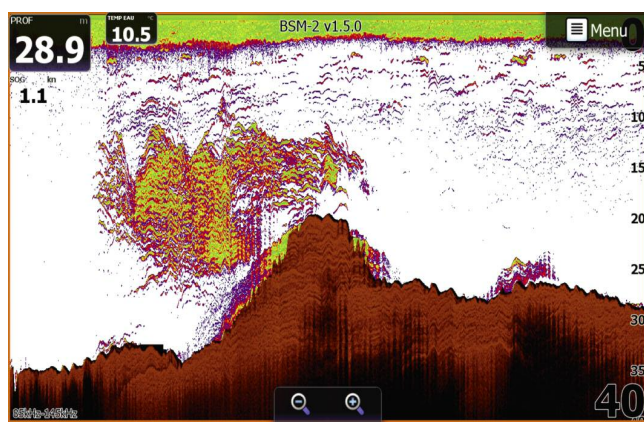
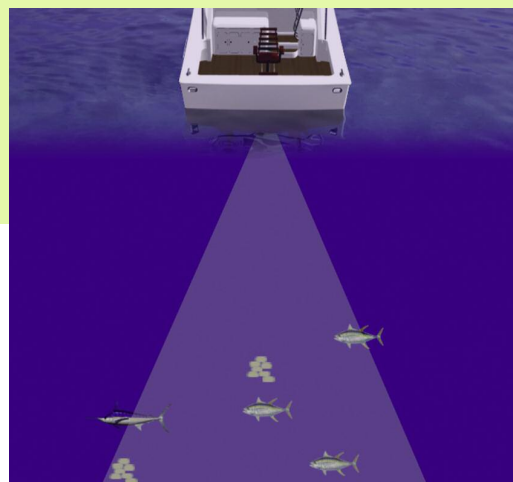
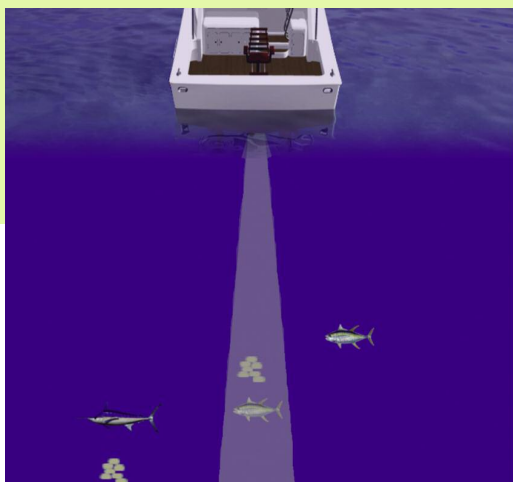
Higher Frequencies = Greater Detail

Medium frequency (Example: 80-130 kHz)

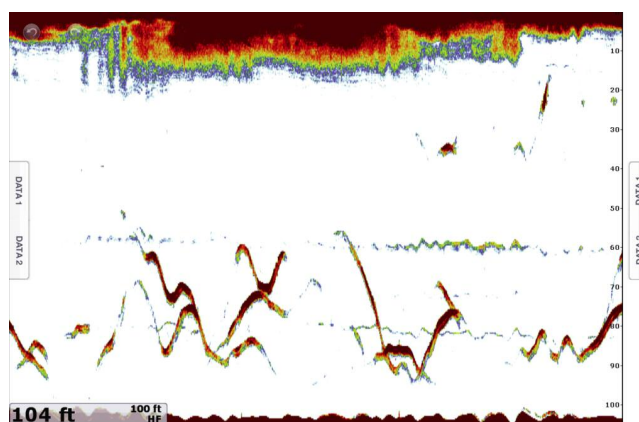
Medium frequency benefits include the ability to sound deeper than the high-frequency, along with better target resolution than the low-frequency. Advantages include tracking billfish and baitfish from the surface to midwater depths, as well as excellent detection of bottom contours, pelagics and bottom dwellers at depths beyond 2,000 feet.

For example, AIRMAR's R109LM (low-medium) CHIRP transducer operates at a medium-frequency range of 80-130 kHz and delivers a wider beam (13 to 8 degree beam) along with the high sensitivity of the medium CHIRP ceramic. This

Widebeam vs current



Simrad bsm2 medium shot



Competitor's wide beam

encompasses the mythical 88 kHz frequency, which a lot of anglers call “the tuna channel.” Now, is 88 kHz any better than other frequencies to see tuna? Difficult to tell, but at this frequency the ratio of the beam coverage to frequency allows for the transducer to go deeper and a bit wider than a high-frequency unit and has better sensitivity than a low-frequency (38 or 50 kHz) transducer.

New wide-beam transducers (150-250 kHz)

AIRMAR's best just got better with the recent introduction of the new wide-beam CHRIP broadband transducers. In addition to an expanded high-frequency range of 150 kHz to 250 kHz, the new transducers provide a constant beam width of 25 degrees across the entire frequency band. Traditionally, high-frequency transducers have narrow beam widths that change with frequency.

Now, in addition to providing vast bottom coverage and improved fish detection in the upper water column, AIRMAR's new wide-beam format enables echosounders with advanced digital processing to produce crisper and larger return images on the fishfinder display. The new wide-beam transducers are ideal for marking bait and game fish in shallow to mid water depths of 300-600 feet. All 275LH-W series models provide a

low-frequency option along with the new high-frequency range of 150 kHz to 250 kHz.

Selecting the right frequency transducer

Selecting the best frequency for your specific application is very important. The good news is that once you know what frequency will work best for your particular application, there's an AIRMAR transducer (CHRIP or non-CHRIP) designed to fit every angler's mission.

If you haven't already downloaded Gemeco's free iNstall App, it's a great tool that takes the guesswork out of selecting the right transducer for your application. Based on frequency, mounting, housing, and cable options, iNstall will reveal the available option(s) and give you instant access to their specifications. The App is free and designed for iPhone, iPad and iPod smart phones and tablets running iOS 6.1 and newer. The iNstall App can be found in the Apple App Store by searching for Gemeco or by going to <https://itunes.apple.com/us/app/install/id692762311>.

For additional information, contact AIRMAR at sales@airmar.com, 603-673-9570 or www.airmar.com

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

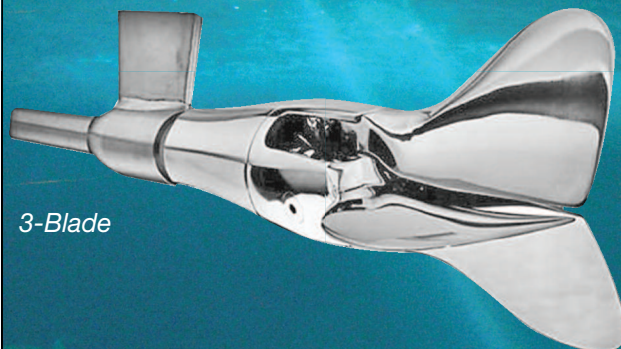
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BY BRIAN GOODWIN, TECHNICAL DIRECTOR

WITH EACH PASSING YEAR, most of us tend to get heavier. The same holds true with boats, equipment/accessories and engines, and in the ABYC standards S-30 Outboard Engine and Related Equipment Weights. S-30 is classified as an industry conformity standard with the intent of providing a guide for determining outboard engine weights for flotation and capacity. While S-30 is a relatively short standard, it is fairly far reaching and important because it is referenced in numerous standards including H-5 Boat Load Capacity, H-8 Buoyancy in the Event of Flooding/Swamping, H-35 Power and Load Capacity of Pontoon Boats, and H-28 Inflatable Boats, just to name a few.

S-30 was first published in 2002 in response to the increased market share of four stroke outboards and the lack of updating of the federal tables. Before then, engine weights for determining capacity and flotation were the pulled from the table in 33 CFR subpart H Table 4. An important consideration is the weights in the revised edition of S-30 exceed the weights in the CFRs. As per all ABYC standards, this ensures that the standard meets or exceeds the federal requirements.

Older boats have older capacity plates with horsepower ratings that were set when light and simple two-stroke engines were the norm. This shot from a recent antique boat show has a vintage Lyman with a 1959 Johnson 50 and ahead of that is another classic boat with a modern Yamaha four-stroke 40.

Credit Andy Adams

Changes include:

- There are now only 9 columns instead of 10. Column headings have changed.
- “Remote oil tank” column was removed (four stroke do not have remote oil tanks).
- All fluid weights associated with the engine, 2- stroke oil, 4-stroke oil, lower gear case oil, etc., were factored into “running weight”.
- Running weight includes the heaviest propeller.
- Horsepower ranges were redistributed and additional ranges were included to better capture the 250, 300, and 350 Hp engines.
- Weights were updated.

To get the most out of the standard, read the NOTES. For instance, building a boat designed for a short shaft engine, the



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dry weight could be decrease by 10% per Note 1. Or, if the boat has a permanent fuel system, the portable tank weight in column 8 may possible be omitted per Note 5. The notes even cover how to address diesel outboards.

COMPARISON FOR S-30 TO CFR WEIGHTS

Engine HP	9.9 HP	90 HP	150 HP
CFR Weight	160 lbs	550 lbs	575 lbs
S-30 2012	185 lbs	628 lbs	762 lbs
Percent Increase	15.6%	14.2%	32.5%

When three common engine horsepower are compared (9.9, 90 & 150HP) between the CFR and 2012 revision of S-30, the total weight increased between 14 and 32 % (see table). The weights increased 4% and 2.5% for the 90 HP and 150 HP respectively between 2005 and 2012 version of S-30. The news is not all bad, the 9.9 HP actually decreased by 8% from 2005 to 2012. So why is this important? In one conversation I had with Dave Marlow, ABYC Technical Board Chair, he stated that across the Brunswick lines of boats, over 150 models had to be re-evaluated for capacity and flotation based on the revision of S-30. If I have your attention now, you may also want to review the 2012 versions of H-5 and H-8 as they have also had changes impacting capacity and flotation. Again, it is important to check the capacity calculation and flotation requirements with the new weights from S-30 for the 2014 model year and make appropriate production and labeling changes.



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