

December 2014

Boating INDUSTRY

CANADA

MARINE BUSINESS MATTERS

IMPACT

Blanche Morgan
– Beneteau Top Gun

+ Exciting News
from Yamaha

“Made in
Canada” Boats

IBEX 2014

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18



22

FEATURES

IMPACT - Blanche Morgan

Blanche Morgan from Anchor Yacht Sales in Port Credit, Ontario won the Beneteau North America "The Top Gun Award" in sales and that's a major accomplishment, but there's much more to this soft spoken and sincere woman. – by Andy Adams

12

FEATURE - IBEX

The evolution of the IBEX Show over the past seven years, with its ups and downs, to its new in-water venue in 2015 ... including Andy's favourites and the post mortem from 2014. – By Andy Adams

18

PROPULSION - Yamaha's New Superstars

Yamaha's new high performance and fuel efficient outboards, WaveRunners and Sport Boats will highlight the boat shows this winter. – By Andy Adams

22

MADE IN CANADA - ABCO Industries Limited

The Lunenburg, Nova Scotia custom builders deliver their latest, a 36ft pilot boat, to the St.Maarten Ports Authority. – By Tim Edwards

24

MADE IN CANADA - Yachtsmiths International

Yachtsmiths International sees the end of one era and the start of a new one as they relocate to PEI and make an 8,000 mile delivery from Dartmouth, NS to Vancouver, B.C. in the new 65 – By Glen Cairns

26

THE BOAT SHOP - ABYC

The harmonization of boat construction standards between Canada and the United States. - By Andy Adams

29

DEPARTMENTS

INSIGHT 4

INDUSTRY NEWS 6

GE SPOTLIGHT 8

AD NAUSEAM 16



On the Cover:
Blanche Morgan at
the helm of a new
Lagoon in the Caribbean
this November.

Photo by Julie Dickson

On the podium at the 2015 Toronto International Boat Show Industry Breakfast

AGAIN THIS YEAR it is my great pleasure as editor of Boating Industry Canada magazine, to be on the podium at the Toronto International Boat Show, hosting the NMMA Canada Industry Breakfast sponsored by GE Capital and Boating Industry Canada magazine.

The event is in the planning stages now with three different industry presentations currently in development.

Our readers will receive much more detail through our weekly electronic newsletter, Newsweek as the presentations and speakers are confirmed, but the day is certain to provide a wealth of information and insights as we ramp up for the 2015 season.

In the past, GE Capital has delivered outstanding research information and insights about both the American and the global economic situation while we have joined NMMA Canada in providing valuable Canadian data and guidance for the coming year.

This event will arm you with a comprehensive picture of where we are in the rapidly changing global economic picture.

Because, one thing that is very certain is change – we will be seeing significant changes in the global economic picture but also in the new products that are coming to market. In turn, these new products are geared to the changing desires and tastes of the boating public.

A great deal has been, and continues to be written about the Baby Boom generation; how they are staying more fit and active, living longer and so on. It is also being more and more openly acknowledged that the “Boomers” continue to be a powerful force in boat buying and boating but logically, their boat buying numbers are diminishing.

Our aging population is also in the news regularly and with the leading edge of the Boomers now at age 65, retirement is a hot topic. Buying a boat for the retirement dream of cruising to the Caribbean remains on the Bucket List for many couples but new boat prices narrow the buying field to those who have done very well, not the great unwashed.

Here is where I'm going; it's the continued “gentrification” of boating.

For several years now, Canadians have enjoyed a near-parity exchange situation with the American dollar and a new boat became significantly less expensive than today when our dollar is back to trading in the \$0.88 range.

Canadian boat buyers knew an opportunity when they saw one and Canadian sales were very strong since 2008 / 2009. Now, the seesaw is heading back in the other direction and the average Canadian buyer may find their new boat dreams are fading with the currency shifts.

Yes, Canadians will keep on boating, the marina and repair business will be busy, but the business is moving up-market. In a recent conversation with a leading yacht service provider, we heard that it was just not profitable to work on boats older than 2000 models.

That's an arbitrary line in the sand but owners of older boats may not see the return on investing in major repairs because those boats lack the design features that today's buyers are seeking.

A major design force in new boats is to deliver a “quality time” boating experience in a shorter time frame, so we are seeing bigger and bigger day boats. The Beneteau Gran Turismo 35 can be ordered as a 35 foot open runabout. Cruisers Yachts 328 was a forerunner in the new 30 foot+ bowrider segment and the brand new Four Winns Horizon 440, a 44 footer, is the largest bowrider on the market.

In sailing, we are seeing much larger cockpits and drop-down transoms for all the same reasons; maximum entertaining space for family and friends.

While older designs were geared to getting as many amenities as possible into the hull length for cruising, the trend today is to spend less actual time onboard. When the doors open at the Toronto, Vancouver, Montreal and Halifax boat shows, expect to see some dramatic new models that re-define the boating experience.

Wealthy buyers will probably love what they see but the days of the floating cottage are fading. Join us at the Industry Breakfast at the Toronto International Boat Show and I bet you will learn more about the evolving profile of the new boat buyer. Will you be ready with the up-market designs and features they are looking for?

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Boating Industry Canada Present at METS 2014

Boating Industry Canada's Publisher, Greg Nicoll, was on hand at METS 2014 in Amsterdam to congratulate Stig Jensen, owner partner of Jeffe Steering System. METS 2014 ran from November 18-20 and is the world's largest marine equipment trade show. For more information about METS and the DAME Awards visit www.BoatingIndustry.ca.



Marine Electronics Manufacturers Commit to NMEA Technical Training



In the past three months, marine electronics manufacturers have invested nearly \$100,000 in technical training from the National Marine Electronics Association (NMEA).

Two major manufacturers—Furuno USA and Humminbird—have had 125 employees take NMEA's Basic Marine Electronics Installer course and a course in NMEA 2000®, the standard that provides the most advanced networking available for marine electronics devices onboard a vessel. Six other manufacturers had one or more participants take the training, including Bass Products, FLIR, Garmin, Johnson Outdoors, Navico, and Victron Energy B.V.

"We are very honoured that these manufacturers feel it is

worth this investment to train their staff to our NMEA 0400 installation standard," said Johnny Lindstrom, chairman of the NMEA. "This further supports our belief that training, standards, and the various other NMEA initiatives to raise the skill set of our industry have great merit."

"We thank these manufacturers and all who have invested in our training programs and encourage all dealers and manufacturers to keep their crews trained to the latest standards," Lindstrom said.

NMEA's new managing director, Mark Reedenauer, explained that the strong manufacturer participation shows the high level of commitment to and importance of proper marine electronics installations.

"All three of our NMEA courses are non-manufacturer-specific, so the practices our expert instructors teach can complement manufacturer installation instructions and make for a better overall installation, resulting in a better boating experience for their customers," Reedenauer said.

In December, the NMEA will release a fully updated version of the 0400 Installation Standard. Training classes will be updated to reflect the new, improved standard. The NMEA training schedule for 2015 will also be released, listing specific training dates and venues around the country.

NMEA.org

A Year in Review: Milestones Achieved for the Recreational Boating Industry

Sara Anghel, Executive Director/VP Government Relations NMMA Canada



Looking back, 2014 was a year filled with many accomplishments for both the National Marine Manufacturer's Association (NMMA) and the Canadian recreational boating industry. On the advocacy front, NMMA reached new heights this year with the most successful Recreational Day on the Hill yet as industry leaders met with nearly 30 Parliamentarians, departmental, and political staff to address key issues such as cutbacks to waterways hours of operation, cross-border pricing issues, and international trade barriers.

As a result, we saw many wins for our industry. NMMA actively engaged with the government to ensure water access for two of Canada's historic canals. This summer, the reinstatement of the hours of operation on the Trent-Severn Waterway and Rideau Canal were a direct result of our industry's unified advocacy efforts. Cutbacks to these two premier boating destinations would have negatively impacted our industry and NMMA made it a top priority to work together with MTAs and the Office of the Minister of the Environment to reinstate the hours of service.

Another achievement for the recreational boating industry this year was the advancement toward the alignment of boat construction standards between Canada and the U.S. Having one set of standards between the two countries will make it easier for marine businesses to sell product throughout North America. There remains work to

be done to see regulatory harmonization between Canada and the U.S. come to fruition; NMMA will continue its advocacy efforts for this into 2015.

This year, NMMA Canada also successfully worked together with the government and Canadian marine businesses to grow exports and expand the market for boating products. This past year NMMA received nearly \$60,000 in funding from the federal government, allowing Canadian marine companies to compete globally through trade missions to boat shows in various emerging and expanding markets. This included the Shanghai International Boat Show in China and the Sanctuary Cove International Boat Show in Australia. In 2015, with the same funding, Canadian marine companies will have the opportunity to attend the Dubai International Boat Show in the United Arab Emirates. Also as a result of NMMA's continued government relations efforts, the Honourable Ed Fast, Minister of International Trade visited NMMA member, Dock Edge, to discuss how trade agreements and missions can benefit marine businesses.

On a final note, as 2014 has come to a close, NMMA invites you to attend the annual NMMA Canada Recreational Boating Industry Breakfast on January 13th at the Toronto International Boat Show. It is a great opportunity to engage together as an industry and discuss the matters which affect our marine businesses.

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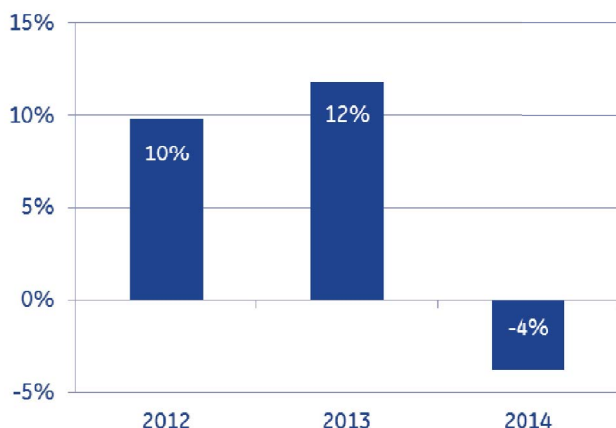
Spotlight on

Canadian Marine Industry

2014 End of Season Update

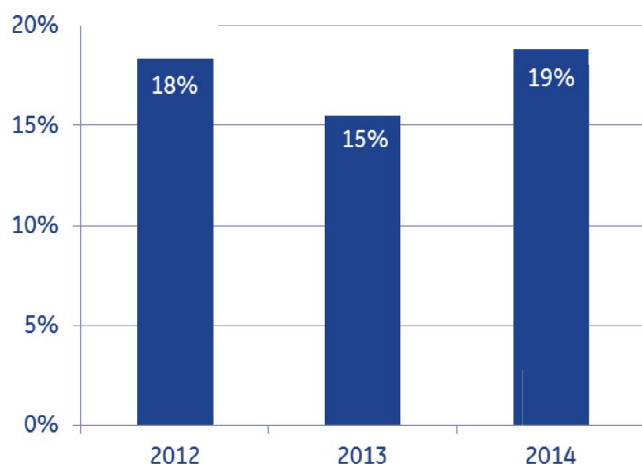
GE Capital, Commercial Distribution Finance Canada (CDF) is pleased to provide you with the new installment in its series of industry reviews. As a lender committed to serving the Canadian marine industry, CDF aims to continue to share the developments it observes in the global and Canadian economies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

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



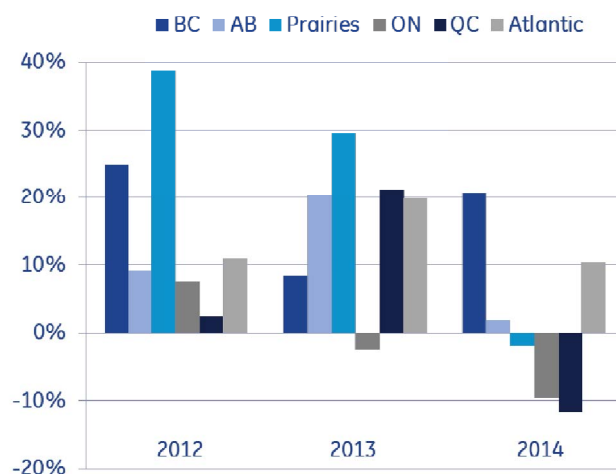
- After two very strong years, wholesale orders have declined as dealers have recognized increased inventory levels and heightened focus on sound inventory management.
- The 4% reduction in wholesale orders financed by CDF is compounded by a 3%-4% foreign exchange difference year-over-year.

% Aged > 365 @ Sept 30



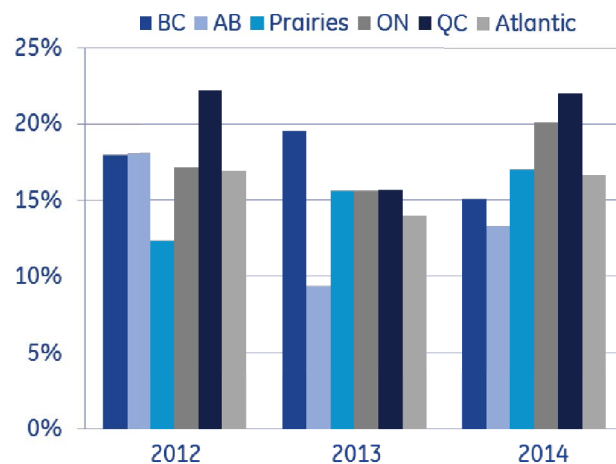
- The national level of inventory aged over one year has increased to 19%.
- This is considered to be on the high-end of the acceptable level of aged inventory. CDF continues to work collaboratively with its customers to monitor any situations where the levels become more concerning.

Regional View



- 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 two strong years.

Regional View



- Aging has increased in all regions except BC.
- 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 4% reduction in Canadian marine wholesale shipments in its portfolio through to the end of the month of September over the same period in 2013. As 2013 showed very strong growth of 12% 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 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 through to the end.

In 2014, the level of aged inventory has increased to the high-end of the healthy range to 18.9%. 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, in Ontario and Québec, the two largest marine markets, inventory levels of aged products have increased to above 20%. Dealers have adjusted their ordering in these regions to balance the level of aged inventory through to 2015. Aged inventory in BC has been reduced to 15.0% from 19.5% in 2013. This is partially due to strong orders of new stock this year and focused efforts to move aged inventory through the channel.

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 proven and 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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AMTA Welcomes Jason Craig as President

AMTA held its Annual General Meeting on November 6th in Halifax, Nova Scotia. Jason Craig of Quartermaster Marine in Charlottetown, PEI is the new President. New Board members are

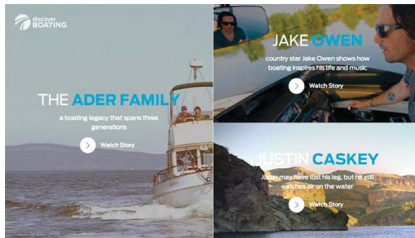
Kathryn Newell of Iron Wind Marine, NS, Bobby Mitchell of GE Finance, Chip Dickison of the Nova Scotia Boat Builders Association and Norman Wiechert of NewStar Scooter & Marine, NS join Brad Fleet of MCTi, NS, Suzanne Rent of Metro Guide Publishing, NS, Lee Toole of Stright



MacKay, NS Tara Mills of Seamasters Services, NS, Derek Bennett of the Town of Lewisporte, NL, Blair Gallant of Mercury Marine, NB, Terry Conrad of Conrad Marine, NS, and Mark Wareham of the Marine Institute, NL to direct AMTA for 2015.

DiscoverBoating.ca Sent More People to Manufacturer Websites to Shop this Year

Discover Boating Canada built on the success of the 2013 campaign by increasing awareness of the boating lifestyle thereby increasing the number of people who visited DiscoverBoating.ca. As a result, Discover Boating increased the number of people it sent to manufacturer websites to shop. Awareness of the fun and togetherness of being out on the water is essential to get people interested in buying boats. By targeting those who are most likely to be interested in boating, Discover Boating increased brand



awareness and achieved 117,491,482 impressions. As a result, the number of people who visited DiscoverBoating.ca increased in 2014 by 13% to 363,000 and the number of people Discover Boating sent to manufacturer websites increased 19% to 118,600.

A cornerstone of the Discover Boating campaign this year was the new "Stories of Discovery" documentary series which helped drive awareness and visits to DiscoverBoating.ca. The "Stories of Discovery" are real boaters' inspiring stories of their life on the water. These heartwarming "Stories" were viewed 738,000 times on people's mobile devices, including phones and tablets, as well as desktop computers. If you haven't seen them you can check them out on DiscoverBoating.ca/StoriesofDiscovery. The videos are also available in both English and French for you to use on your own websites or on social media and can be found in the toolkit at DiscoverBoating.ca/tools or fr.DiscoverBoating.ca/outils.

Miami Marine Stadium Named as New Home for Miami International Boat Show

The Progressive Insurance Miami International Boat Show and Friends of Miami Marine Stadium have announced a win-win agreement that will provide ideal accommodations for the world's largest boat show while paving the way for the restoration of Miami Marine Stadium – a long-shuttered masterpiece of modern architecture that in 2009 was declared one of America's most endangered historic places by the National Trust for Historic Preservation.

Representatives from the Miami International Boat Show announced that they have committed to hosting the boat show in 2016 and 2017 at the stadium and its grounds while exploring it as a long-term home. The announcement follows months of speculation over the boat show's future in the city due to the renovation of the Miami Beach Convention Center, which is slated to begin in 2016.

The first confirmed reuse of Miami Marine Stadium and its grounds since their closure in 1992, the agreement with the Miami International Boat Show allows the restoration of the stadium to begin in earnest.

"In 2016, the Miami International Boat Show will celebrate its 75th year in Miami. What better way to commemorate the significance of this historic annual tradition than by bringing the show to Miami Marine Stadium – one of Miami's most



iconic and beloved marine venues," said Thom Dammrich, president of the National Marine Manufacturers Association, which owns and produces the show. "With unique features to accommodate the more than 100,000 boaters who travel from throughout the globe to experience the best the boating industry has to offer, Miami Marine Stadium could be poised to be a home for the boat show in 2016 and beyond."

"The Miami International Boat Show is the premier event of its kind in the country and a significant economic force in Miami, drawing thousands of local residents as well as tourists from around the world," said Miami Mayor Tomás Regalado. "And Miami Marine Stadium is a beloved place that holds special memories for generations of Miamians. By bringing these two together, this agreement ensures that both of these important institutions are on the path to a bright future here in Miami."

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Blanche Morgan

Soft-spoken, Sincere...
and Top Gun Too



Photo by Julie Dickson

THIS YEAR, Blanche Morgan from Anchor Yacht Sales in Port Credit, Ontario won the Beneteau North America "The Top Gun Award" in sales and that's a major accomplishment, but there's much more to this soft spoken and sincere woman.

At the 2014 Beneteau dealer meetings held at the US Sail show in Annapolis, Blanche Morgan was presented with both The Top Gun Award for highest sales volume for Beneteau Yachts in North America, but was also recognized as their top sales person for boats under 40 feet. Blanche received both trophies and the honourary Pain Killer from Group Beneteau. It was a great day.

She also won third place in North American Lagoon sales and received a plaque for that.

More impressive however, is the fact that it was her fourth time winning The Top Gun Award. The first time was back in 2004 when the American market was still booming, the Canadian dollar was not at par and when interest rates were substantially higher. At that time, Blanche was only the second woman to have ever won The Top Gun Award.

So, her success is by no means circumstantial, it's been well earned.

For our readers who are not familiar with Anchor Yacht Sales, the business employs fewer than 10 people and has one location. This is not a huge dealership with multiple locations.

Remember as well, this is a North American award and Blanche has earned this recognition four times in our very seasonal market. She's not selling 12 months a year in Florida or the Texas Gulf.

As one of the largest boatbuilding organizations in the world, Blanche manages to attract and hold the attention of Beneteau management with her consistent high sales volumes and she does a tremendous amount personally, to keep our Canadian market on the radar of the globally successful Beneteau organization.

It must be a humbling experience for the hotshot sales guys in the big US markets to see The Top Gun Award go to a woman in Canada. We just had to bring you more of the story of how Blanche Morgan became so successful in this challenging, boys club of a business.

We traveled to Port Credit Harbour and sat down with Blanche at the Anchor Yacht Sales offices and we began by asking how she ever got started selling yachts.

Blanche told us that her family had owned a boat, either power or sail, most of her life and that the family had sailed on the East Coast, in Georgian Bay, around Lake Huron, through the Trent Severn system and beyond, almost since she was first born.

She and her younger sister travelled with their parents and Blanche developed a great love of the water. She still reminisces

about the wonderful feeling of riding on the bow of the boat on their cruises.

She explained that she felt very confident in her father's ability to handle the boat in virtually any situation and she shared the story of one time when they struck a deadhead.

She was very young. They had a wooden-hull cruiser and they were in a bad storm. Her father put her at the helm while he tended to the damage and together they got home safely.

All the way through childhood and her teenage years, Blanche and her sister cruised with their parents. Then she married and with her husband, she travelled west but the family remained active in boating.

When her sons were aged about 8 and 9, she put them into the Navy League and she also volunteered her time as a Navy League officer, doing a three-year stint. She told us they entered many competitions, went onboard a submarine in Chicago, tackled winter outdoor survival weekends and through these experiences, they all gained important skills and discipline.

Today, both are boys have their own sailboats and perhaps her daughter will too someday, but at the moment she's busy with her young family.

Blanche was born in Toronto and her father was in construction. It seems most of his projects were large undertakings, and the family relocated for his assignments living in the Canadian East, the West and around the northern United States.

It's an important point. Blanche told us she enjoyed the experience and found it very educational to have the opportunity of seeing new places and meeting new people. Learning how to connect with people and make new friends was certainly a very important skill to have gained.

Becoming more and more involved in raising her family, Blanche dropped out of boating for about a decade and then took time to return to college to update her skills. For a time she worked for a major corporation, but she was also very interested in holistic medicine and body care, getting a certification in aesthetics and body treatments and opening her own business.

By now you should be realizing that Blanche is very adaptable and fond of people so it should be no surprise that her business became quite profitable. That success resulted in an invitation to come and teach and she spent the next 9 years as a teacher.

Her life changed again and she returned to the Toronto area where her parents were still well and still out boating too. Her lifelong love affair with boating resumed. It was about time that she met Mike Green who was one of the principles at Anchor Yacht Sales. United by the love of boats and boating, they became a couple in lived on board their boat in Port Credit Harbour for 10 years.

To underscore how much she loves being on the boat, at that time they also had a townhouse and a cottage up north, but preferred to stay on the boat!

Inset: Blanche with Frederic Signat, director of the Americas and Yann Masselot, director of Lagoon.



Blanche here with Chris Doscher, regional director of Beneteau and Laurent Fabre, President of Beneteau.

Photo by Julie Dickson

It was inevitable that she would get involved in the business but she was still teaching. At first, she just helped Mike a little bit on a part-time basis. That was the thin edge of the wedge of course, and she slowly migrated into her career at Anchor Yacht Sales.

Work hard, play hard. During those years she would go to the Caribbean to charter for the winter. She was always on a boat, met lots of people and she describes it as a simply fantastic life. It's amusing that sometimes in the winter they would go to their cottage to go snowmobiling or skiing! She describes those times as being the best of both worlds.

It must've been a great life and a lot of fun but at the same time, being Beneteau Top Gun four times takes a lot more than just knowing people, or being around Anchor Yacht Sales. Blanche told us she absolutely loves the business but at the same time, acknowledge that she has had to work very hard and that she puts in a lot of evenings and weekends.

Her soft-spoken and sincere personality helps her to listen very carefully and to understand what her customers are looking for and how to best meet their needs and desires. As background, she's travelled overseas to the Beneteau factories in France eight or nine times and even more often to their factories in South Carolina.

Living the life is a lot more than just relaxing at an anchorage in the Caribbean. She tells the story of one occasion when she and Mike picked up a 45 Beneteau in South Carolina to deliver it to Miami in December. They found themselves out in a major storm and it could have been a terrible experience.

In spite of the bad weather, she said they sailed it south to Miami making the best use of the autopilot and taking advantage of the boat's excellent design and sea-keeping qualities to arrive safely. She tactfully described this as a memorable experience and acknowledged that experiences like that, "...build both his character (Mike's) and mine."

Great attitude! Times like that can turn out to be a part of sailing and she said it's important that she makes it all sound like fun and that it is a "do-able" experience for people. She holds herself up as proof that they can do it.

She also told us that it hasn't been easy being a woman in the boating industry. She has to really work hard to win the confidence of the men as well as the women when selling. Really knowing the product inside and out through the first-

hand experience of living aboard and cruising gives her a major advantage.

She passes on her own experience to her buyers and in particular to the women who may not have knowledge of how to pack for a cruise or how to cook on board.

Picking up on this, we asked Blanche if it was an advantage being a woman in yacht sales and she said that in some cases it was. She can certainly win some women over by sharing her experiences but she is quick to add that you have to talk to both the man and the woman.

Modestly, Blanche acknowledged the strength of the Toronto market. Perhaps it's also the lifetime of friends and connections she has with so many people, but the buyers keep coming to her, often looking to move up or improve the boat that they own. It's clear that she has earned their confidence.

She also commented that from her view, "...there has never been so much money in the world. The baby boom generation want to buy their toys..." Blanche commented that she often finds herself selling big boats to people who have never sailed before.

For some couples approaching retirement age, a big boat was on the bucket list but they may have never had the time or the opportunity before.

From her lifetime of boating and cruising experience, and tremendous product knowledge, Blanche explains the new boats are very different today than the old ones. She points out that they are easier to sail and that the electronics onboard are so advanced, that it's opening up the pleasure of sailing to many more people.

She cites features like remote controls that mean people don't have to go up on deck the way they did before. Features like in-mast furling, big spacious cockpits, hard chine designs that deliver more speed and drop transoms that make access easier and the cockpit much more open and enjoyable, all make it easier for people to sail the big boat of their dreams.

Blanche also points out that the new interiors have larger windows and so are much more bright and airy than ever before while the decks themselves are lower and easier to walk on. Features like flush hatches mean you're less likely to trip or lose your balance. It all adds up to a better experience onboard and that also makes it easier for the social side of boating.

Bringing family and friends on board it is easier and safer as well.

A great anecdote she shared with us was that she had just sold a 380 Lagoon to a couple who previously had been mono hull sailors. The wife is 75 years old and her husband is now 78. It's obvious that Blanche is delighted to know this couple.

He was a pilot in the Korean War whose plane went down and she was his nurse in the hospital. Later they married, had a family it sounds as though they've had a great life. In the plane crash, his leg and foot were injured but that hasn't slowed them down in life. Blanche tells us that the wife is bare-

ly 5 feet tall but very energetic and really gets around the boat. They're heading south down the Eastern seaboard this year to spend time in the Caribbean and it's clear from the way she tells the story that Blanche is delighted to be a part of the joy they are finding in sailing. They give her a big hug whenever they see her.

Although we were attempting to interview Blanche about herself and her life, as any highly skilled sales person should, she continued to turn the discussion back to the great benefits of owning the boats she is so proud to sell. She told us that the market continues to be strong, that they are doing more and more charters and that the new Beneteau First 22 is a great boat for the sailing schools to go after the youth market because it's an excellent learning boat.

From there, Blanche quickly moves into their relationship with Gone Sailing, a charter operator who uses his two new Beneteau yachts for teaching in the downtown Toronto area and describes how owner Howie is a fantastic teacher who really gets people out and sailing.

Anchor Yachts now has a catamaran in Tampa as well, and they're looking at expanding into more chartering down south with Gone Sailing and Howie. They're planning a four-day learn to sail program onboard the cat.

She also mentions that great advertising and more videos

will help to sell the sailing experience to more potential participants because sailing can be easy. These days, your computer can literally run the boat.

Always modest, Blanche acknowledges that the Toronto area is a great market because there's a lot of money in the GTA and she repeats her belief that the world has never been so rich.

More and more of her clients are buying their boats now with the plan to head south later.

Maybe she makes it sound easy, but she also confesses that there is a tenacious side to her and she keeps working until she succeeds.

Blanche said, "I attribute much of my Top Gun success to the support of our Anchor Yacht Sales team; Mike Green, Wim Zegers and Julie Dickson." Anchor Yacht Sales has been in business for over 30 years and she credits Mike as being a great inspiration to her.

Several times in our conversation, Blanche mentioned that it's critically important to listen to people and to learn how to read them. It's classic sales "best practices" but I'm amused to see how disciplined she is in that. The moment I start to speak she stops to listen every time.

You don't win Beneteau's The Top Gun Award by missing details!

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Brand 'em, cowpoke

BY JOHN MORRIS

CAN THAT DOCK be a catwalk? Does that rain jacket just say soggy or announce style? Boating wearables usually fall into one of two camps – functional boater togs that do the job but look ‘meh’ or exciting high-end sportswear that fashionistas wear to the boat. There’s an opportunity for your own custom brand to fill the space between those two ends of the wardrobe spectrum and create profits and loyalty at the same time.

Boaters across the land spend fortunes on what they wear. They need functional clothing that keeps them warm and dry or to be protected from the sun and wind. You may well meet someone meeting those needs if you provide good quality Columbia (or whatever you sell) sportswear. However, there’s a better alternative.

Typically custom wearables have been low cost (and low interest); hats, t-shirts and golf shirts with a logo on the left side. That world is beginning to flex its muscle so that a much broader rack of clothes has made its way into the promotional wear catalogues. You no longer have to wear schlock just because it has a logo on it.

According to Imprint Canada, the trade mag for the promo item business, promotional wear is changing to mirror the fashion world by replacing the inevitable conservative colours with brighter and more interesting hues. They point out that Pantone’s colour of the year for 2014 is “Radiant Orchid.” New fabrics are making their way in as well, replacing the inevitable polyester blend adding texture, yarn dyes and other fashion derived ideas that are exciting for the people making, and those buying, custom logo’d items.

The bottom line of all this is that you can now provide high-end, better looking items that replace the clothing your customers are chasing at the mall. Plus, you have improved each item by connecting it with the boating lifestyle they love and

enjoy identifying with. They might even pay a bit extra if the item was hot enough!

I spoke with my pal Tracey, a dedicated boater who works for Genumark, a big time Canadian supplier of corporate apparel. Tracey is also your customer in that she has a sense of style and taste and wouldn’t wear rags except when she is polishing the hull.

She sent along some examples of the kind of items her com-





pany is supplying that boaters (or outdoor enthusiasts) love to wear because they do a great job and are proud to wear because it makes a statement about their own identity. The wearables companies – as you know there are hundreds out there – are responding to demand and producing sharp attire

that actually attract oohs and aaahs. Those items are the ones you need in your shop, on your customers and on your docks.

Time to gear up for this summer's boat fashion season. It's a winning idea. You get the brand recognition, they get to connect and everyone looks amazing.

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IBEX- The 24th Annual International BoatBuilders' Exhibition & Conference

BIG TURNAROUND IN TAMPA!



For the first time in the show's history, IBEX was held in a location that was on the water and many exhibitors had examples of their products in the water that you could drive, or try out. This was a feature everybody enjoyed!

BY ANDY ADAMS

IBEX, the International BoatBuilders' Exhibition & Conference is everything to do with boats and boat building. Before 2007, the show virtually filled the Miami Beach Convention Center and spilled out into the parking lot with unbelievable demonstrations of people actually building boats right on site, demonstrations of all sorts of products and a rich selection of entries into the Annual Innovation Awards competition.

Then came 2008, the subprime mortgage crisis and the staggering downturn in our industry. To save the show the organizers had to really cut costs and it was relocated into Louisville, Kentucky with more favourable costs both for the show space and for the food and hotel bills that many delegates would face. In particular, Louisville was considered to be a location where perhaps 70% of the American boatbuilding industry could drive to in a matter of a few hours rather than having to pay for airfares.

The change worked, the conference continued and nobody will be surprised to know that the boat business continued, but in 2014, IBEX moved to Tampa, Florida for the first time and we saw a huge turnaround!

Over 650 marine industry professionals packed into the Industry Breakfast and Awards Ceremony to kick off the 24th Annual International BoatBuilders' Exhibition & Conference at the Tampa Convention Center. In addition to a dynamic presentation by NCAA Division 1 Head Coach Bob Knight and the State of the Industry address by Thom Dammrich, President of the National Marine Manufacturers Association there were several important industry awards presented.

"We are thrilled to be here in Tampa for the first time and

feel the energy and excitement from the attendees and exhibitors as we kick off this year's IBEX event," said Anne Dunbar, Show Director. "With a sold out show floor featuring 573 exhibiting companies, and over 7,000 marine professionals registered to attend, thousands of new and innovative products are being offered on the show floor, and over 55 technical seminars, the next three days will certainly inspire and educate boatbuilding professionals from around the country."

During the Industry Breakfast several awards were presented, including:

The Exhibitor Video Awards, or EVAs, honoring the best product and company videos submitted by IBEX exhibitors. The winners were:

- The Best Company Video Award was presented to Marinco/Mastervolt
- The Best Product Video Award was presented to SeaStar Solutions
- The People's Choice Award was presented to SeaStar Solutions

The Boating Industry Mover & Shaker of the Year was presented to Jim Lane, President and Buck Pegg, Founder of Chaparral Boats and Robalo who have both embraced change and adapted to today's radically different boating industry.

The Mel Barr Award which honours an individual who has contributed to the improvement of the marine industry through personal involvement was presented to Zach McLanahan, After Market Sales Manager at T-H Marine Supplies.



The 2014 IBEX Innovation Awards

During the breakfast the NMMA also presented the IBEX Innovation Awards acknowledging the importance of technological advancements in the marine industry and the Marine Industry Customer Satisfaction Index Awards. For a complete list of winners, visit www.nmma.org.

NMMA created the Innovation Awards program to recognize significant contributions to marine technology. The winning products were selected from 90 entries by a panel of experienced technical boating journalists from Boating Writers International (BWI).

The 2014 IBEX Innovation Award winners are:



Boatbuilding Methods & Materials:

Protomet Corporation, G4 Tower

Honorable Mention: Bogantec Marine, Eco-Teak System

Deck Equipment & Hardware: TACO Metals Inc., Stainless Steel Ratchet Hinge (photo N/A)

Honorable Mention: JL Marine Systems, Power Pole Micro (photo N/A)



Furnishings & Interior Parts: Kenyon International, Silken Grill Lid



Mechanical Systems (Co-Winners):

Dometic Corporation, Variable Capacity Chiller



Webasto Thermo & Comfort North America, Inc., BlueCool Variable Speed Chiller

For Andy Adams' video product reviews visit www.BoatingIndustry.ca



Electrical Systems:

Marinco/Mastervolt, ProInstaller Series Clustering System



Inboard Engines: Mercury Marine, MerCruiser 4.5L 250 hp Sterndrive



Outboard Engines: Suzuki Motor of America, DF25A - Outboard Motor 25 hp



Boatyard Hardware/Software and Dealer Equipment: Trimaco, E-Z Floor Guards

Honorable Mention: Skudo, Tack-Mat



Propulsion Parts, Gauges & Propellers: Gemeco Marine Accessories, Offshore Dual Engine Display



Boat Care and Maintenance: Gold Eagle Co., STA-BIL 360 Fuel Treatment
Honorable Mention: Intertape Polymer Group, SMT-1



This gives you a good idea of the crowds. This is the booth for Professional Boatbuilder magazine, founders of the IBEX show.



OEM Electronics: Medallion Instrumentation Systems, Medallion Viper II Malibu Command Center
Honorable Mention: Wet Sounds Inc., WW-BT VC Bluetooth Volume Controller



Trailers, Parts and Trailer Accessories: Magic Tilt Trailers, Custom Reinforced Tube Trailer

Environmental Award: BluSkies International LLC, Diurnal Control Valve (photo N/A).

BWI members who served on the 2014 IBEX Innovation Awards judging panel:
Zuzana Prochazka, Awards Chair, Bill Bishop, Ben Ellison, Brady Kay, Beth Leonard, Mark Masciatorre and Judy Waldman.

Andy's Favourites

If you are familiar with my sense of humour, you'll know I love a little 'whimsy' in my life. And, after the last six years in the boat business, it's great to see some practical but fun products. Of the Innovation Award Winners, my favourite and one that everyone enjoyed trying out was the Trimaco, E-Z Floor Guard.

They had this product set up for trial in their booth. It's a plastic box a fair bit bigger than a man's shoe and it's full of plastic film like food wrap that clings. You step onto the plastic, then pull your foot back and it wraps your boot in clean plastic. Put a box onboard at the cockpit door into the yacht you're working on and without even bending down, you can quickly cover both feet in clean plastic. Walk into the boat without tracking in any dirt. When you leave, just peel them off and throw them away – far less hassle and expense than booties.

And they make a hilarious ripping noise when you put them on!

My other big favourite is socially irresponsible but brilliant!

Dometic introduced Dometic Cup Cooler, the industry's first thermoelectric refrigerated cup holder for boats. The Cup Cooler keeps drinks refrigerator-cold, and can replace most standard cup holders.

The Dometic Cup Cooler makes your last sip even colder than your first, even on the hottest days...when you are tied to the dock of course!

The Final Results – A Big Turnaround in Tampa!

Summing it up at the close of the IBEX 2014, Show Director, Anne Dunbar issued the following statement, "We have been feeling positive all week about the strong attendance, and are so happy to report that we had a 47% increase of industry professionals who attended IBEX 2014. With a strong economy and such a successful event we are confident that the 2015 event in Louisville, Kentucky, September 15-17, will be strong as we bring the industry together to celebrate our 25th anniversary".

Near the close of the show, I had the pleasure of sitting down with Anne to talk about the show. You can view the video of our conversation at, <http://youtu.be/iAe8lFJGtGI>.

We also interviewed several IBEX exhibitors in video. Go to the Boating Industry Canada website when you have a few minutes and see what they had to say in Tampa

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Outboards Get a **Starring Role** Among **Yamaha's** New Products

BY ANDY ADAMS

IN A YEAR WHERE we have seen several important new design and product advances from Yamaha, outboards have enjoyed a starring role.

This October, Yamaha Motor Canada announced a host of exciting changes to its outboard product lineup.

Headlining the announcement is the introduction of the V MAX SHO 175 and V MAX SHO 115, bringing the number of outboards in the performance-oriented

V MAX family to six. The V MAX SHO 175 will fill the sweet spot between 150 and 200 HP models, while the V MAX 115 promises to open up a whole new customer base.

The V MAX SHO 250 and 150 have received 25" shaft lengths and a new designation to go along with their aggressive look. The 25" models will be called the V MAX SHO 250 X-Shaft and V MAX SHO 150 X-Shaft. The 5" extra shaft length allows for the expansion of SHO power into other applications such as multi-species boats.

Next, Yamaha's well-established F150 has been redesigned to offer even better reliability, quieter operation, updated appearance and for fishing, the addition of variable trolling speed.

For smaller boats and the angler who wants a matched troller, the new Yamaha F8 has updated features and styling.

For the fishing enthusiasts who want a matched set, a refined F8 portable is offered that maintains Yamaha's reputation for smooth, quiet and fuel-efficient operation to complement the F150 or other Yamaha models. With an increase in displacement, and improved design for portability and storage, the twin cylinder F8 is also a fantastic outboard for



The new V MAX 115 brings V MAX performance to a new, more accessible market segment.



smaller boats.

Yamaha continues to expand its propeller line to best match the performance needs of every outboard. Yamaha announced an all-new Talon SS SDS series, as well as additions to the Reliance SDS, Performance 3, Performance 4 and Performance XT lines, plus an updated shift dampener system in the Saltwater Series XL SDS.

The new props offer customers more options than ever to get the best performance out of their Yamaha outboard, regardless of the application.

Innovation in Yamaha WaveRunners

The folks at Yamaha may be highlighting their big-selling outboard line but after riding the latest

WaveRunners with the new dual handlebar throttle controls and new patented bucket design, I was really impressed!



For 2015, Yamaha has launched their new RiDE™ technology, and they say it is the most significant enhancement to the PWC in the last 30 years.

RiDE changes everything people know about riding and operating a personal watercraft because it has dual handlebar throttle controls; sounds weird but it comes naturally.

RiDE is ultra-intuitive. Pull the right hand lever to go forward, pull the left hand lever to slow down and go in reverse. Let go of both levers and the watercraft is in neutral. There is no shifting or clicking to switch between gears.

The patented bucket design ensures maximum control. When engaged, water is forced out the sides of the bucket, allowing the operator to maintain complete directional control.

RiDE is controlled by a Boat Control Unit, or BCU, that is specifically tuned at the factory to account for the power and weight of each model. This ensures a completely smooth experience whether riding around a dock in close quarters or taking a turn at full speed.

The BCU is also programmed to understand driver input and intention when both levers are pulled simultaneously, applying the appropriate level of acceleration or deceleration to maximize control.

In spite of being a totally new system, I hopped on and immediately discovered it was easy to control the WaveRunner for docking and low speed running. Cruise Assist and No Wake Mode that set and hold a consistent speed while cruising or towing, or setting a perfect no wake speed for those long no wake zones is a great feature, but I found that Cruise Assist was a bit tricky to engage. Possibly that's a safety feature to prevent accidental engagement.

In any case, RiDE is a technology that WaveRunner owners will use every time they are on the water. It's a great advance in PWC enjoyment.

Andy Adams is having a ball on the latest Yamaha WaveRunner equipped with RiDE technology.

Big Changes in Yamaha Sport Boats

At a recent Yamaha event, I had the opportunity to sample the changes in the 240 and 242 lines and the designers and engineers behind Yamaha's all-new 24-foot boats have significantly improved the jet boat experience with a new hull and deck design that steers effortlessly at all speeds, significantly reduces cockpit noise throughout the engine RPM range, and is both more comfortable and spacious.

For 2015, Yamaha's 24-foot boat line includes the luxurious 242 Limited S and 242 Limited models along with the sporty AR240 and SX240, designed with the active family in mind. These boats are now six inches longer with higher freeboard and higher bow lines than their predecessors greatly increasing the usable interior space.

That is good but the big advance to me, is the industry's first "articulating keel" that enhances steering responsiveness at all speeds and Quiet Cruise that creates a quieter, more comfortable experience for all onboard.

Yamaha's articulating keel is a mechanical extension of the boat's keel. It moves and tracks through the water in perfect relation to the jet pump nozzles. This system puts the driver in complete control whether they are going through chop, cornering at high speeds, or maneuvering around a dock in close quarters.

All of these 2015 innovations in the Yamaha product lines will be on display at the boat shows this winter. Too bad! Because you have to drive 'em to realize how big the improvements are!

Just wait for spring...



ABCO Pilot Boat destined for St. Maartens

BY TIM EDWARDS

CONTINUING THEIR REPUTATION as custom builders of world-class pilot, patrol and scientific research boats, and as jet boat specialists, ABCO Industries Limited of Lunenburg, Nova Scotia has just delivered a 36ft pilot boat to the St. Maarten Ports Authority in the Caribbean. As with all their boats, this latest ABCO design is constructed in all-welded, marine grade aluminum. It features a hard chine planing hull powered by twin Marine Jet Power waterjets driven by Cummins engines each developing 405 horsepower at 2100 rpm giving a cruising speed of 25 knots, and a top speed of over 30 knots.

The deep vee hull means that cruising speed can be maintained in moderate seas in comfort – a distinct advantage for the St. Maarten's pilots who regularly have to meet ships in a variety of weather and sea conditions. The boat has a soft ride and the placement of the spray rails and the chine flats do a great job of deflecting water and keeping the boat dry during normal operations. A proprietary 6" deep non-marking fendering system along the end of the flush deck is supplemented by three diagonal fenders per side. The bow incorporates a proven but simple double tire system for front boarding.

Key features:

LOA:	42' 6"
Hull Length:	36' 0"
Beam:	13' 4"
Draft:	2' 8"
Construction:	Welded marine grade aluminum, flush deck, 4 watertight compartments
Engines:	2 x Cummins QSL9 405hp@2100 rpm
Propulsion:	2 x MJP 305 HT waterjets
Speed:	Cruise 25 knots, Max 30 knots
Other:	9 kw Onan genet 2.5 AG Darley fire pump with 300GPM @ 150PSI monitor

ABCO's in-house design was based on the St. Maarten's Ports Authority requirement for a robust boat with good accessibility for maintenance and with basic systems. A 3D computer model was developed which was submitted to their client for approval before any aluminum was cut. The model included a video simulation of actual pilot operations from the boat and meant the Ports Authority could have a virtual tour of the



L to R: Boatbuilders Joe Dicks, Dave McAdoo, and ABCO President John Meisner.

boat to ensure the layout and design features satisfied their requirements with particular consideration for helmsman visibility and console layout.

Once design approval was given, ABCO got to work cutting and setting up the hull frames – with the hull inverted for ease of assembly. Once plating was complete, the hull was turned right side up and the wheelhouse which had been fabricated alongside the hull was then fitted to the deck. The boat's systems were then installed, followed by the furnishings and trim.

The actual build process took approximately six months from start to finish after the design was complete, and sea trials were accomplished in two weeks which included extensive builder's trials followed by customer acceptance trials. The trials took place off Lunenburg, Nova Scotia in a variety of conditions that included a nasty southeasterly with the boat performing very well. The design is to Transport Canada Small Vessel Construction Standards and meets TCMS: TP7301 - STAB 6 - Standard for Intact Stability of Non-Passenger Ships and Passenger Ships Carrying not more than 12 Passengers.

The wheelhouse provides excellent all-around visibility, and comfort for the three person crew is ensured by suspension seating and a 24,000 BTU marine air-conditioner. As per the Ports Authority's requirement, outfit and furnishings down below has been kept basic for ease of maintenance. In addition to numerous hand rails, a 'Hadrian Rail' runs around the vessel so the pilot can clip in and safely move around on deck in rough seas. A man overboard retrieval davit lifting system is mounted on the side of the wheelhouse.

The vessel is fitted with a 9kw genet and a 300 gym fire pump and monitor. The twin waterjets provide excellent manoeuvrability and allow steady positioning of the boat for optimum operational control of the fire monitor.

ABCO President John Meisner is very pleased with this latest boat from the company: "Our people have done another wonderful job. The boat handles really well and can turn on a dime. What's most important to us is that the St. Maarten Ports Authority like what we've done for them. They've got what they wanted, and that's the main thing."

The new St. Maarten's Pilot Boat will be shipped to her home port of Phillipsburg, St. Maarten where she will start work in November after a period of crew familiarization.

Captain Eddy Johnson, Chief Pilot-Manager Maritime Services for the St. Maarten Ports Authority reports: "Our contact with ABCO was unexpected. When we visited and saw their production facility we were impressed. A great level of comfort throughout the project was a real new one for us, ABCO did it.

From conception to finish their team has been excellent. The design turned into a tough multi-tasking piece of equipment. The little ship exceeded our expectations in design, quality, performance, practicality and price."

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Yachtsmiths International Ltd.

End of an era, start of a new one

BY GLEN CAIRNS

THE NEWEST and last launch from Dartmouth, Nova Scotia, custom yacht builders Yachtsmiths International is the beautiful (perhaps handsome is a better word) 65' aluminum motor yacht RowDay-O. The yacht was constructed over a two year period for a Calgary businessman and will be based in Vancouver, British Columbia.

Upon completing sea trials in Halifax harbor this past spring RowDay-O departed for the 8,000 mile voyage to the west coast under the command of her builder Brian Smyth. For the past 12 years Brian has been the chief engineer and production manager at Yachtsmiths which is located on the Dartmouth waterfront across from downtown Halifax. His business partner Dave Canning handled matters financial while Brian oversaw construction and the occasionally challenging task of keeping the customers happy. The sort of people who decide to spend the considerable sums required for a custom yacht are usually type "A" individualists. Anyone who with the financial means to buy any production yacht in the size range they are considering, and yet is still willing to wait the 1 to 2 years for a custom yacht, is bound to have very definite ideas of as to what they want.

In the case of RowDay-O the owner sought out Hal Whitacre of Hal Whitacre Yacht Design to bring his vision to reality. Hal spent many years working with Bruce Roberts Design before hanging out his own shingle in Annapolis MD., He told me his philosophy was not to impose too many of his own ideas on the owner. "After all it's the owner's boat". In this case the result is a yacht with a businesslike "patrol boat" look on the exterior and some design DNA from the Long Island



Brian Smyth, chief engineer and production manager at Yachtsmiths International on the bridge of the new 65.

Sound commuter yachts of the 1920s. Like RowDay-O the commuter boats were long, low, and lean, which meant a good turn of speed with modest power. The new yacht has a stunning blue hull, beautifully faired and painted with Alex Seal system paints, a product Brian has had good results with in the past. The 65's all painted aluminum exterior is in contrast the very luxurious and finely finished cherry wood interior.

RowDay-O is powered by a pair of Cummins QSB 6.7 litre 480hp diesels, which is fairly modest power for a boat weighing in at some 79,000 lb., this is where the narrow beam and shallow draft will show to advantage. With modern high-output diesels, a wide, heavy boat can be made to get up and go but only at the expense of massive fuel burn. So these days it's the cost of fuel, rather than the availability of power, that makes the case for efficient hull design. The use of V-drives for

the engines opens up the machinery space for under the saloon for fuel tanks and for the SeaKeeper 8000 gyro stabilizer, which is perhaps this boat's most interesting feature.

The idea behind the SeaKeeper is not a new one. The use of gyro-dynamics was first developed in the early 1900s. Older gyros were extremely heavy and required large amounts of power. Modern units are much lighter and more efficient, but the system still weighs in at about 1,000 lb. . SeaKeeper's web site provides this explanation as to how it works:

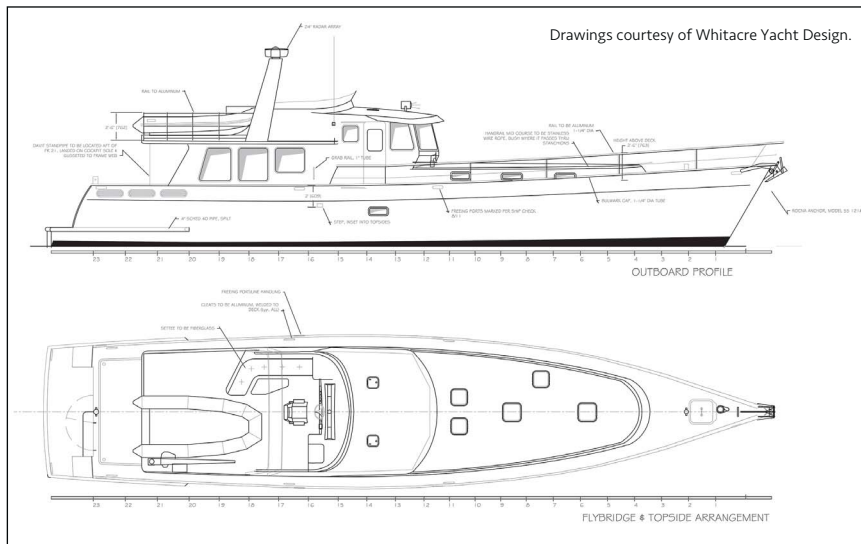
"The Seakeeper gyro stabilizer is a computer controlled gyroscope that provides major reductions in resonant boat roll at zero speed as well as underway. Seakeeper aims to achieve 70 - 90% roll reductions helping eliminate fatigue, anxiety and seasickness that goes with it.

The product works by spinning a flywheel in a vacuum thus eliminating the air friction and allowing weight, space and power consumption to be minimized. As the vessel attempts to roll, the flywheel will pivot fore and aft along the gimbal axis (called precession), and in doing so the system produces a gyroscopic righting torque to port and starboard that counteracts the boat's uncontrolled roll motions. The unit also includes an active control mechanism which optimizes the gyro's performance over a wide range of sea states."

Got it? So how did the unit perform on RowDay-O's maiden voyage? Brian took the boat as far as the Pacific side of the Panama Canal where the owner's crew took over for the run up the west coast to British Columbia. This trip gave him plenty of time to see how the boat performed in a fairly wide range of conditions, including seas in the 5 meter range. Normal cruising speed for the voyage was 10 knots at about 1700 rpm, a sweet spot for economy while still reeling off the miles. There

was no question the stabilizers stabilizer did their job, although in rough water the boat would occasionally roll past the limit of the stoppers on the gyro. Anyone who has been at sea is aware that nothing short of an aircraft carrier is comfortable in truly rough conditions.

The gyro stabilizer offers a number of advantages for a boat like RowDay-O over more traditional solutions. Paravanes, such as are seen on commercial trawlers and some heavy displacement yachts, work only at low speed, cause considerable drag and can occasionally be difficult to deploy, as well as being aesthetically unacceptable on this type of boat. Active fin stabilizers are the most common solution, but do not work at low speed or at anchor and develop drag at higher speeds. The gyro system works at all speeds, including at anchor (you do need to run the generator though). The only real problem the delivery crew had was related to cooling pump failure. This problem was exacerbated by occasionally having to clear the



water intakes due to debris. Scoop strainers would have solved this but at the owner's request they were not fitted. RowDay-O was designed as an express cruiser for fast, efficient coastal cruising, she was not conceived as a deep sea cruiser, so the fact that she made this delivery journey is a testament to both her designer and builders.

With the completion of this latest vessel, Yachtsmiths is winding down its Dartmouth operation. Having survived the recession with a full order book, the closure has been precipitated by Dave's desire to retire and Brian's wish to move to PEI. Yachtsmiths International has been a success story in the Canadian custom yacht building scene, with at least one large vessel built each year. There will be no retirement for Brian however as he is looking for a new location on the island to start operations under the name Yachtsmiths PEI Ltd. Brian says he has several serious enquires and the nature of his next commission will determine to some extent where he locates the yard.

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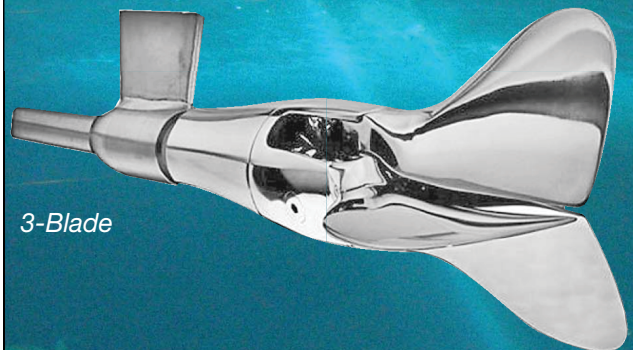


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Harmonization of Boat Construction Standards Between Canada and The United States **A Win-Win**

BY ANDY ADAMS

IT MAY BE A SHORT season but Canadians love to go boating on the coasts, the Great Lakes and through the literally hundreds of thousands of fresh water lakes and rivers across the country.

Nearly one in five, (19 %) of Canadian households owned at least one recreational boat and more than one-third (36 %) of boating participants owned a boat. Plus, more than one-third of boat owners owned more than one boat, according to the NMMA Canada 2013 Recreational Boating Statistical Abstract research report.

This also stated that “slightly more than four of ten (44 %) Canadian adults boated for recreation at least once during the past 12 months. This equates to 15 million Canadian adults.”

That said, it remains a small market compared to the United States boating market and there are relatively few Canadian boat builders of significant size. In volume, Princecraft is likely the largest volume builder in the country but they are part of the Brunswick Boat Group and have significant resources to manage the regulatory requirements imposed by both countries.

Campion Boats from Kelowna, British Columbia is a family-owned builder with perhaps Canada's second largest unit volume. The Campion Allante line starts with a 16' outboard runabout and goes up to a 28' stern drive cruiser. They have a performance line and an extensive line of outboard fishing boats. The company exports globally with dealers across Canada and the U.S., Australia, New Zealand, China and in many European countries as well.

We contacted company owner Brock Elliott and Campion's head of Engineering Research and Development, Chris Nelson who is the person responsible for dealing with the regulations governing all the markets Campion sells into.

Chris explained that from Campion's perspective, having worked with ABYC for years, the transformation to similar standards has been fairly painless. There were several positive aspects to harmonization and Chris commented that, “ABYC has always been more in-depth and specific, leaving less to be answered by a tech at Transport Canada.” To the staff at Transport Canada, marine has been a very small part of the mandate and boat builder's questions could often take days to get answered.

Another example of the practical benefits to harmonization is that now Canadian builders can print their own labels (capacity plates) locally, replacing the very burdensome process of obtaining labels from the government.

Balancing the positives, Chris pointed out that the harmonization process is not yet complete, nor identical and at present, there are still enough discrepancies that it can tie the company up for days trying to find an acceptable solution. Chris noted that Transport Canada continues to require hard copy and the use of notary publics for example, while ABYC is for the majority, fast and convenient electronic communication.

He summed it up by saying that this is a huge step forward for harmonizing North American regulations. Brock Elliott added that Campion also follows the ISO Standards required to export to Australia, China and some other countries. This is the CE Certification stamp.

Coming from the other end of the spectrum is Canadian builder Rossiter Boats in Ontario. From a small shop building row boats a decade ago, owner Scott Hanson has built a dealer network across central and eastern Canada and down the Atlantic seaboard to Florida and has developed a line of high-end fiberglass boats including several outboard models up to





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23 feet.

For a small builder, the harmonization process will be a great relief simply because there are limited resources to deal with the red tape and regulations, so the costs of compliance can become a major hurdle to new model introductions.

Logically, Scott Hanson has taken a high-road approach and he told us, "We build to the highest combined standards of both countries and if a boat has extra equipment that's fine."

Hanson has developed a significant dealer network for Rossiter Boats and while total volumes are still in the custom builder range, the company enjoys steady growth.

NMMA Canada recently released a statement saying that "The National Marine Manufacturers Association Canada (NMMA Canada) is pleased with the announcement of the Canada-United States Regulatory Cooperation Council Joint Forward Plan. According to the August 29, 2014 press release issued by Prime Minister Stephen Harper, the plan sets the stage for fundamental changes in the way regulatory departments and agencies in both countries work together, making it easier for businesses to operate in both countries. The plan commits to deepening the level of regulatory cooperation between Canada and the U.S., a benefit to marine manufacturers on both sides of the border."

Overall, this process of harmonization seems certain to make it easier for American builders to sell into Canada and for Canadian builders to export to the United States. But additionally, marine dealers and technicians will benefit because the equipment and systems can be common between both countries making boats easier to repair properly and ultimately, harmonization might even reduce the costs of boat ownership while delivering a better boating experience. That would truly be a win-win.

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