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## 6 WHY YOU SHOULD BECOME A SAFETY FIRST MARINE SPECIALIST

A new safety education initiative launched by the Canadian Safe Boating Council this year will see free online training offered to marine retailers across Canada. Its ultimate aim is to improve the boating safety knowledge base of frontline staff to ensure boaters are better equipped for this coming season.

## 8 MEET CANADA'S TOP MARINE EMPLOYERS

*Boating Business* magazine profiles its six inaugural *Employer of Choice* (BBEOC) award winners for 2016/2017. Gain a glimpse into some of the behind-the-scenes best practices these companies have implemented to make them the most attractive places to build a career.

## 22 MIAMI BOAT SHOW OUTCOME

It's the only boat show in North America that attracts all of the major decision makers in our industry. The Miami International Boat Show is where manufacturers unveil many of their new product introductions and the industry provides one of the largest stages for recognizing innovation.

## COVER

Winners of the Boating Business Employer of Choice award accepted their trophies at the Toronto and Vancouver boat shows. Pictured in the main photo are Jeff Doran of CCEOC, Marc Duhamel of Legend Boats, Andy Blenkarn of Desmasdons, Sarah Gregory of KingFisher, Sylvain Tisi of MD Marine Insurance, and Tony Lepera of Boating Business. Below are Kevin Isabey of Rayburns (left) and Bob Pappajohn of M&P Mercury Sales (right).

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# TO ROLL UP OR OUT THE RED CARPET?

BY JONATHAN LEE

Crossing the border between Canada and the US by boat might soon be in for a change with at least two bills up for consideration that would significantly affect procedure.

A number of Canadian politicians are actively seeking to simplify the process for American boaters visiting Canadian waters in the form of Bill S-233. In an effort to improve the experience of boating in Canada, the bill would amend the Customs Act and the Immigration and Refugee Protection Act. Tabled by Canadian Senator, Bob Runciman, Bill S-233 aims to alleviate the confusion of 'crossing the invisible line' on the great lakes and other shared waterways. The proposed solution is to allow boaters from the US to enter Canadian waters unreported so long as they do not drop anchor or arrive on shore.

Of course, for US boaters to actually support our tourism industry, they need to drop anchor or dock, requiring them to use a Canada Border Services Agency telephone reporting station upon arrival. So while Bill S-233 may make boating less worrisome for Americans, it doesn't do much to boost tourism. Additionally, it seems unlikely at the moment that this privilege would be reciprocated to Canadian boaters visiting US waters, especially given recent US sentiment on border security.

By contrast, our elected Liberal government is pushing for the passing of the contentious Bill C-23, expanding the power of border agents to search and detain at 'pre-clearance'

sites, which would gradually appear on both sides of the border. These sites would screen travellers crossing by land, air, rail and sea.

And herein lies the issue – the two concepts don't seem to mesh. Canadians are concerned about how expanding pre-clearance sites and the authority of US border agents will impact their civil liberties as they attempt to visit the US. It remains unclear how Bill C-23 would affect boaters crossing the border in either direction.

It also raises questions about how future marine crossings would be managed. Preclearance sites exist at several major Canadian airports and the Port of Vancouver, so would these expand to manage all marine traffic on shared waterways across the country? Or would cross-border boaters need to 'pre-clear' on their own side – perhaps by video phone – with agents from the other country?

There have already been numerous recent cases of Canadian citizens being denied entry into the US, despite possessing valid Canadian passports. There is no question that it is a sovereign nation's right to decide who will or will not enter its territory in the interests of its own security. However, it has been suggested that at least some of these denied entry incidents have been decided based on ethnicity or religious beliefs. If that's the case, such policies foster a spirit of exclusivity that the NMMA has been encouraging our industry to shake in recent years. ■

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**METROLAND MEDIA GROUP**

– is publisher of Boatguide, Boating Business, PORTS Cruising Guides (The Trent-Severn & Lake Simcoe; Georgian Bay, The North Channel & Lake Huron; Lake Ontario & The Thousand Islands; and the Rideau Canal & Lower Ottawa River), Canadian AutoWorld, City Parent, Forever Young, West of the City and Ideal Home.

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Boating Business is published six times each year: January, March, May, July, September and November. It is distributed on a controlled circulation basis to Canadian marine dealers, marina operators, manufacturers and distributors.

Statements, opinions and points of view expressed are those of the writers and do not necessarily represent those of the publisher, advertisers or Boating Business.

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Return all undeliverables to:  
Boating Business  
5046 Mainway, Unit 2  
Burlington, ON  
L7L 5Z1

Publications Mail Agreement No. 40069635  
Publications Mail Registration No. 3900  
Canada Post Canadian Publications Mail  
Product Sales Agreement No. 176540  
Established in 1976  
ISSN# 0702-7524



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## DOCKWA ACQUIRES MARINAS.COM

Dockwa, a slip and mooring reservation platform, has announced that it has entered into a definitive agreement to acquire Marinas.com. The extensive online marine directory database contains more than 75,000 marine locations, including 15,000 marinas, yacht clubs and shipyards across Canada and the US.

Dockwa, which was founded in 2015, believes the acquisition significantly expands its marina network footprint. “The company vision of Dockwa is highly aligned with the vision of Marinas.com,” says Mike Melillo, CEO of Dockwa. “Both connect marinas with boaters and provide marinas with the online



tools and data necessary to make informed decisions about their business strategies. By unifying these platforms, we can more rapidly advance technological adoption in the

industry and help our customers achieve their growth goals.”

The acquisition of Marinas.com also encompasses the domains reservenow.com, marinafinder.com, boatbuzz.com and geowake.com. With this acquisition, Dockwa grows its marina partner network to more than 500 businesses and further expands its international footprint to Central and South America as well as parts of Europe.

Headquartered in Newport, Rhode Island, Dockwa connects boaters to marinas in real time. Boaters can download the company’s free iOS or Android app – or log in online – and then search, explore, reserve and pay for their

## BC-BASED DISTRIBUTOR SEEKS MORE BUSINESS IN ONTARIO

Investing time and resources in order to help grow its presence in Canada’s largest marine market, Nanaimo, BC-based Marine Parts Supply of Canada exhibited at the Toronto International Boat Show for the first time this past January. Marine Parts Supply primarily distributes marine engine components.

“It was extremely positive for us,” says Dean Rispin, General Manager of Marine Parts Supply. “There was a lot of interest on both the dealer and retail sides. We fill a gap in our industry. Non-OMC dealers find themselves servicing older product, especially in [Ontario] where there’s a lot of freshwater, which hasn’t eaten away at older product like saltwater.”

Marine Parts Supply offers a wide variety of parts, including OMC, Volvo Penta and Hino components. It also represents Hyundai, Universal and Westerbeke diesel engines as well as MerCruiser sterndrives and inboards. A sign within its show booth highlighted that ‘dealer

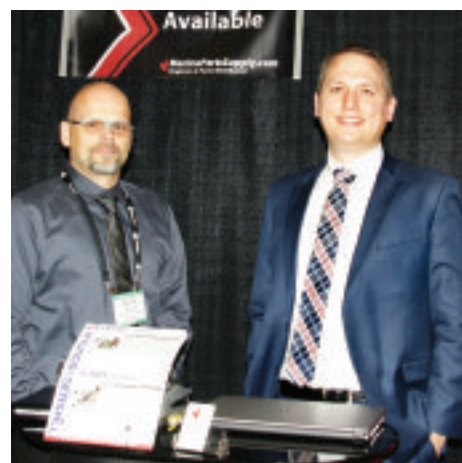
opportunities’ were available.

“We’re looking for new opportunities and we’re always striving to grow,” adds Rispin. “We currently offer two product lines with national coverage – OMC system match product and the Hyundai diesel products. In order to do justice to our suppliers and grow our business, it was time to look into the eastern market.”


Many of Marine Parts Supply’s dealer and marina clients serve boaters seeking parts for their old engines or who are simply repowering their vessels. The company says it also works with dealers seeking to expand their existing product lines.

Rispin says he’s planning to exhibit at the Toronto and Vancouver boats shows again next year. In addition to promoting the Hyundai diesel line, he plans to focus on Volvo Penta aftermarket parts and rotational electrical products.

Marine Parts Supply, founded in 1983, is located in Nanaimo, BC and has shipping ar-



Marine Parts Supply’s Operations Manager, Kevin Wanke, and General Manager, Dean Rispin, exhibit at the Toronto International Boat Show in January.

rangements with Loomis Express and UPS. According to the company, it was one of the first two dealers of the Sierra brand in Canada. 



## PROTECT BOATERS AS A SAFETY FIRST MARINE SPECIALIST

According to the Canadian Safe Boating Council (CSBC), an estimated 40 percent of recreational boaters head out onto the water without the correct safety gear aboard their vessel. CSBC points to this statistic based on data gathered from Canadian Power Boat and Sail Squadron's Recreational Vessel Courtesy Checks.

In response to this issue, the CSBC has created a nationwide online program for marine retail staff on how to educate boaters about their vessel safety requirements. Best of all, the training is free and designates those completing the program a Safety First Marine

Specialist. The program is set for launch at the start of this year's boating season.

Come summer, CSBC representatives will reach out to marine retailers across Canada to promote and implement the **Safety First Marine program**.

If you're a marina operator, boat dealer or marine business with a storefront, the program is designed to improve your staff's knowledge base through manageable video modules. Safety First Marine Specialists ensure their customers are equipped with all the mandatory gear required aboard their boat by

law, helping them to avoid a fine if inspected. They are also trained to present boaters the best available safety options, rather than simply the bare essentials.

"This program will help marine retailers to form a stronger relationship and level of trust with their customers," explains John Gullick, CSBC's President. "Increasing the knowledge of frontline staff can improve the customer's safety as well as help marine retailers shine a spotlight on to this overlooked area of the business. The customer should at the very least be presented the options available so they can de-



**Canadian Safe Boating Council**  
Conseil canadien de la sécurité nautique

cide what will best serve their needs.”

To Gullick’s point, a customer could be presented a \$23 keyhole lifejacket to meet part of their required safety equipment, but might be better served if shown a superior lifejacket that they would be more inclined to actually wear aboard their boat.

Education is broken into brief learning modules for several product categories. Upon completing a module, retail staff will be better prepared to inform consumers about the items they need in order to safely enjoy the water as well as avoid receiving a ticket while boating this summer.

Businesses can have their staff work through the modules piecemeal, allowing them to remain productive during busy periods. The program tracks a participant’s progress, allowing them to pick up where they left off if they’re required elsewhere.

“It’s approximately an hour of material in total, so a retail staff member can easily go through the program in one sitting,” says Gullick. “Or they can break it up as time permits, returning to it when they have the time. There is an element of interactivity for participants as they progress through the modules. Throughout the process there’s a series of self-assessment questions to find out if the salesperson received the message. Upon passing, they can download a certificate of achievement showing they’ve taken the course.”

Retail staff members completing the entire Safety First Marine program can now identify themselves as a Safety First Marine Specialist. The CSBC also plans to provide materials to help retailers identify their business as employing these Safety First Marine Specialists.



Gullick says these materials will include dealer/marina branded float plans, pre-departure checklists, safety equipment lists for various boat sizes and popular ‘boat notes’.


Safety First Marine modules:

- Anchors, Paddles and Oars
- Bailers and Bilge Pumps
- Charts, GPS and Compass
- Communication
- Courses Beyond PCOC
- Electronic Depth Sounders
- Fire Suppression
- First Aid Kits and Spare Parts
- Float Plan
- Heaving Lines
- Navigation Lights and Radar Reflectors
- PCOC Age Horsepower Restrictions

- Reboarding Devices
- Recreational Vessel Courtesy Checks
- Sound Signalling Devices
- Vessel Decals

CSBC’s Safety First Marine program has been made possible through a contribution agreement with Public Safety Canada. For Gullick, the measure of the program’s success would be seeing all boaters head out with a complete inventory of safety gear.

The CSBC is a charitable organization advocating for recreational boating safety since 1991. The group’s aim is to prevent boating injuries and drownings through education.

For more information on signing up, visit [safetyfirstmarine.ca](http://safetyfirstmarine.ca). 



## EMPLOYERS OF CHOICE



# SECRETS TO BECOMING A TOP MARINE EMPLOYER

BY JONATHAN LEE

Attracting and retaining skilled workers is an ongoing challenge faced by the recreational marine industry across Canada.

According to Rob Davidson, Georgian College's Program Coordinator – Marine and Small Engine, the primary challenges facing interest in pursuing a career in the marine industry stems from the seasonal nature of employment and uncompetitive wages. "For marine businesses in dire need of marine techs as well as other key roles, it's becoming increasingly important to be able to entice workers by offering a clearly defined career pathway," says Davidson.

Last year, *Boating Business* magazine partnered with Corporate Culture Employer of Choice to create a program designed to help identify the best marine businesses to work for within our industry. The resulting Boating Business Employer of Choice (BBEOC) Award is

now the industry's only made-in-Canada recognition for our country's top recreational marine businesses.

### BENCHMARK STATISTICS AND WINNER ATTRIBUTES

Amongst this year's inaugural winners, the following statistics represent the average scores for each major category included in the Employee Commitment Survey.

- Reputation: 84%
- Management/Employee Relations: 80%
- Personal Enjoyment: 80%
- Environment and Facilities: 79%
- Leadership: 76%
- Training and Development: 73%
- Employee Engagement: 72%

- Rewards and Recognition: 71%
- Compensation and Benefits 70%
- Career Advancement: 70%

Our winners' average score indicates that reputation and relationships between management and staff members are particularly strong areas for our award recipients. However, career advancement and remuneration (including compensation, benefits, rewards and recognition) were areas that employees were less satisfied, although they still scored their companies well enough to qualify for the award.

The following profiles offer a little insight into the everyday best practices of our winners, setting a fine example that others can adopt if they wish to improve their own work environments.





## Legend Boats – Finding the Right ‘Fit’ the First Time



**LOCATION:** Whitefish/Innisfil, Ontario and Montreal, Quebec

**BUILDS:** Legend aluminum boats and pontoons

**NUMBER OF EMPLOYEES:** 100+

Founded by Victor Duhamel and Carl Dewar in 1968, Legend Boats designs and manufactures aluminum fishing, fish n’ ski and cruising boats as well as a variety of pontoon models. Today, those boats are distributed across the country via a network of over 50 dealers.

In recent years, the company says its success in cultivating a positive work environment stems from its improvements to its hiring process.

“The largest thing we’ve tried to do over the past three to four years is change our hiring method,” says Legend Boat’s co-CEO, Marc Duhamel. “We’re trying to write our employment ads in such a way that they attract fun and exciting people to our team. We want to have fun, but not at the expense of productivity.”

Legend’s hiring strategy is focused more on ‘fit’ instead of strictly ‘talent’. “If you can get both you’re winning,” says Duhamel with a chuckle. “We feel we are more successful teaching the job than a personality. You spend more time with your fellow co-workers, or team, than you probably do with your family.

The more responsibility we provide a person in their position, the more we get to know them before deciding whether or not to hire them.”

Duhamel says the process of interviewing a prospective new employee begins with several meetings and tests, followed by telephone interviews and possibly an informal encounter. “We’re looking for personality, fit and skill,” he explains. “Anyone being considered for a management, DSM or sales role are talked to a heck of a lot more than someone not in contact with our customers. We also seek our existing employees’ opinions on prospective new hires because they’ll be spending a lot of time with them. Through casual conversation, people will generally tell you more about themselves.”

In Duhamel’s experience, companies often hire people who interview well, only to find later that they’re not suited for the job at all. He suggests arranging more interactions with job candidates in non-formal settings – such as lunch or dinner. “You find out a lot about people on a personal level in these situations, and that’s what we really want to find out. If you

Legend staff members sign up for the company’s \$10,000 Legend Health Challenge. Clearing the path for success, the company even built a gym for its staff at its Whitefish location.

like working with these people, it makes work so much easier and benefits morale.”

Once the right person has been found, the company needs to deal with them fairly for them to stay onboard for the long run. For the boat builder, those intrinsic best practices include paying a fair wage, developing a clean working environment and being responsive to employee needs. “These are all things we strive to do and communication is key,” adds Duhamel.

The company’s new 20,000 square-foot building in Whitefish, Ontario, embodies several features highlighting the company’s philosophy on creating the ideal work environment. “We built it around our employees,” says Duhamel. “They are after all, a kind of internal customer. If you treat them well, they in turn treat your paying customers well.”

Interestingly, the building features a gym, providing staff the perfect excuse to get fit if they’re so inclined. Legend is currently operating an employee health initiative that asks each team member to seek something in their life that they want to improve. “Whether it’s losing weight, being more active, or quitting smoking or drinking, we’ve put a health challenge out there that can improve their lives.”



“40% of boaters  
set out **without**  
legally required  
safety equipment.”



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Legend staff members contribute \$100 to participate in the \$10,000 Legend Health Challenge. The company matches that money and puts it into the pot – requiring only 50 Legend staff members to make the program possible. Those succeeding in their pre-agreed upon challenge by June remain in the running for the \$10,000 prize. If they don't win the pot but still achieve their goal, they receive back their \$100. "We've had many employees lose a lot of weight, and even a few that quit smoking," shares Duhamel with a noticeable pride in his voice. "These are things we are doing to promote a healthier lifestyle. Healthier people are generally happier."

Legend recently turned to Bamboo HR, an online human resources tool that enables the company's employees to book vacation time and notify the office if they're sick. That information is passed along to the appropriate team members, improving the overall efficiency of the workplace. The resource tool also allows employees to track benefits, their records and past training.

Legend has also taken a different approach to traditional annual employee performance reviews. The company strongly feels that annual reviews have become archaic. Legend suggests both managers and employees dread the process, and that the review's basis is typically

determined only a month or two leading up to the meeting.

Instead, Legend has embraced performance previews, bi-weekly meetings that allow managers to touch base with their team members much more frequently and in a less formal style. If there is something that needs to be corrected, the manager can do it right then, rather than waiting for an annual review. If the team member is doing something particularly well, they receive ample praise immediately. This allows managers to keep their finger on the pulse of their department and helps team members understand their direction and purpose.



## M&P Mercury Sales – Engaging Staff and Vetting Prospective Hires



**LOCATION:** Burnaby, Vancouver and Nanaimo, BC

**BUILDS:** Bayliner, Sea Ray, Boston Whaler, MasterCraft, Striper, RH Aluminum Boats and Fish Rite Aluminum

**NUMBER OF EMPLOYEES:** 45

Celebrating its 60th anniversary this year, M&P Mercury Sales has a long successful history in the marine industry. As a multi-location dealer,

the company has three sales locations, an extensive parts division and two service departments (Burnaby and Vancouver).

Above and Beyond awards are presented to M&P Mercury Sales employees who go the extra mile to provide exceptional service to a customer.

Over the years, not only has the company perfected the consumer boat-buying experience, it has improved how it treats and rewards its employees as well.

For instance, M&P employs the SMART (Specific, Measurable, Achievable, Relevant and Time Bound) goal system for recognizing staff.



## EMPLOYERS OF CHOICE



At M&P Mercury Sales, employees are able to explore multiple career paths within the company.

Through this system of evaluation, the company determines its individual development and compensation plans.

The system is designed to motivate employees in each of their respective areas of expertise within the company. For instance, quarterly Customer Satisfaction Index (CSI) scores are used to determine rewards for key sales, service and admin personnel.

Year-end sales bonuses are paid to salespeople meeting pre-determined sales dollar levels and CSI scores. Service techs are rewarded based on efficiency and billable hours. 'Above and Beyond' awards are presented to employees who go the extra mile to provide exceptional service to a customer. Additionally, hockey tickets are awarded throughout the year to employees demonstrating outstanding performance.

M&P also sends out bi-annual engagement

surveys to its workers, which offers insight into employee satisfaction, allowing the company to respond as needed.

Keeping staff skills sharp is also important to the dealer, which covers the educational costs of its techs attending OEM training. For sales staff, the company works closely with Glenn Roller of The Glenn Roller Institute. Roller specializes in motivating employees as well as helping salespeople to gain greater insight into the sales process so they can achieve improved success.

When it comes to attracting new talent, like many other dealers, M&P is seeking to fill numerous positions within the company. Last year alone, M&P hired 14 people into multiple roles. Entry-level hires seeking to build a career are provided every opportunity to explore various positions within the company to see if they can grow into jobs of increasing respon-

sibility. M&P then supports that employee's educational endeavours in pursuit of that career path.

The secret to preserving the company's thus far successful culture is hiring the right person for the job. "Our evaluation process helps us to determine if the person shares our company values, if they're a good people person and if they value relationships," explains Victoria McComas, M&P Mercury Sales' Director of Finance, HR and Operations.

Like some of the other award winners included in this article, M&P admits its interview process has increased in length in recent years, to better ensure the proper fit is found.

"We spend a lot of time determining how candidates will fit with our team; it makes a big difference," says Bob Pappajohn, CEO of M&P Mercury Sales. "If you have two candidates – one with a skill level that's 10 out of 10 and a five out of 10 for personality – you're going to have problems when they don't fit in. Alternatively, if we find an eight out of 10 for skill but a nine out of 10 for personality, we're better off hiring them in the interests of the team.

"We all know that the cost of a bad hire is exponential," continues Pappajohn. "So, we try to really determine who the person actually is inside. Sometimes it begins with speaking about things not related to work – what they enjoy and what they don't. In the past we found out these things after the fact and wondered how we ever missed the issues."

If Pappajohn has doubts about a potential fit, he uses three or four additional settings to test the prospect. This could include a meal in a relaxed setting, a formal interview, a walk-through of the business while observing how the candidate interacts with employees.

He also suggests taking a prospect and their significant other (if possible) out for a meal. Observing how they treat their partner or even the waiter/waitress may offer invaluable insight into the candidate's real personality. "The key is to talk about anything but work."

# M&P MERCURY

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## WHO WE ARE:

- **Our People:** Passionate, Experienced Professionals dedicated to exceeding our customers' expectations and promoting the boating lifestyle in BC.
- **Our Story:** Established in 1957, M&P is proud to have spent 60+ years carrying out our mission of making the boating lifestyle the most rewarding, fulfilling and memorable experience possible. With three locations representing the best in premium boating products and brands, two award-winning service departments, stocked parts department and an amazing list of fabulous boating events all year long, we look forward to living out our mission for many more years to come.
- **Our Accomplishments:** Top Ten Finalist for Boating Industry Magazine's Top 100 Dealers Award: winner for 11 consecutive years, the West Coast's only 5 Star Certified Marine Dealer, Certified Brunswick Platinum Master Dealer and now a Canadian Boating Business Employer of Choice Award Winner.

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## EMPLOYERS OF CHOICE



Supporting the West Parry Sound Health Centre at the Georgian Bay Walk Run Pole event, Desmasdon's staff believes in giving back to its community.

right attitude and culture, who wants a life in the area, we will do everything we can to turn them into a full service technician," promises Blenkarn, who believes marine techs will soon become so in demand that their pay scale will jump dramatically over the next decade. "If I was a young person seeking to begin a career, I would re-locate to Parry Sound," adds Blenkarn. "It's not only about money – it's a lifestyle. If you like to hunt, fish and boat on Georgian Bay, this is the place for you."

In addition to training, Desmasdon's goes the extra mile to help ensure new team members succeed in the long run. While the dealership engages its employees in individual monthly meetings, it also recognizes that some employees need more communication and guidance than others. The company does its best to oblige. New employees fill out a personality evaluation so the dealership understands their likes and dislikes. Desmasdon's believes every employee should know the direction in which the company is headed to better ensure department-by-department goals and objectives are met.

Although Desmasdon's is a seasonal business, and employees are furloughed during the offseason, Blenkarn provides them year-round benefits, helping the business to retain its best workers. The company's core employees, including newcomers who have passed the three-month probation period, qualify for the package.

"We could be a more profitable company," says Blenkarn, "but our business doesn't exist exclusively to make money. I think we're here to provide a means for families to pay their bills and better our community. We organize an annual run to help raise funds for our local hospital. While the PR is nice, we don't do this to make ourselves look good and drive sales. We believe in enriching the lives of our staff and community."

While some profit-focused business operators may disagree with that outlook, it might resonate with Millennials. It has been suggest-

## Desmasdon's Boatworks – Treating Employees Like Family



**LOCATION:** Pointe au Baril, Ontario

**SELLS:** Grady-White, Key West, Rossiter and Premier Pontoons

**NUMBER OF EMPLOYEES:** 55

Established in 1946, Desmasdon's Boatworks is a family owned and operated dealership and marina on Georgian Bay. Owners, Andy and Tonia Blenkarn, have fostered the dealership's motto, "where relationships matter," with employees as much as customers.

"Working here is a lot more than a job, it's a family," says Matt French, who has experienced this firsthand. French, Desmasdon's General Manager, started out with the company working the gas dock and gradually climbed up the company ladder. "I know that sounds like a cliché, but our senior staff members have been here on average for 15 years."

Ask any long-serving Desmasdon's employee how the Blenkarns have treated their loyal staff members over the years and they will recount numerous examples of how the duo assisted their workers during unexpected emergencies or through personal struggles – the stories are nothing short of inspiring.

Despite the ideal work environment, the business still struggles to find new blood to join its ranks. To help fill open positions, the company has reached out to local schools as well as participated in regional career fairs. "We look for

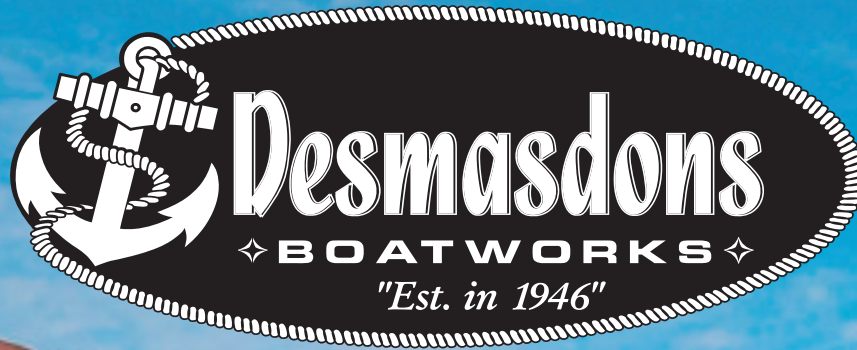
people with the necessary skill sets, but at the same time we don't box ourselves into a corner," says French. "We look for the right people, and then try to make them work within the organization by providing training. It's a small community here, and if we can find the right person, we'll create a position for them."

"We are looking for more people to join our family," adds Andy Blenkarn. "It's very difficult to find good people. Those who come to work with us will quickly discover relationships come first. However, with that said, we also pay our staff well."

The company generally offers financial reward to its employees a minimum of once per year – usually in the form of a performance-based holiday bonus. Other employees have performance-based bonuses throughout the year – bestowed at random. Service technicians, for example, are given bonuses if they are found to have gone 'above and beyond' – such as working around busy holiday weekends or staying late to get the job done.

However, finding new marine techs has been particularly difficult, so Desmasdon's is prepared to commit to newcomers willing to take on the role. "If we find a person with the

Georgian Bay is our *home*  
Come join our *family*



*Where Relationships Matter!*

**Please send your resume to Matt**

**[matt@desmasdons.com](mailto:matt@desmasdons.com)**

**[www.desmasdons.com](http://www.desmasdons.com)**

**705-366-2581**





## EMPLOYERS OF CHOICE

ed by Gillian B. White, an Associate Editor at *The Atlantic*, that Millennials differ in their views on careers than Baby Boomers and Gen

Xers. She points to a *Heartland Monitor* poll that indicates Millennials' primary interest in selecting a career path is making a difference

in society or enjoying their work as opposed to making money or learning new skills, which motivated the preceding generations.



A team-building event challenges KingFisher employees to build and navigate vessels made from duct tape-sealed cardboard as opposed to welded aluminum.

## KingFisher Boats – Building from Within

**LOCATION:** Vernon, BC  
**BUILDS:** Aluminum welded boats  
**NUMBER OF EMPLOYEES:** 140

KingFisher Boats manufactures over 35 models of welded, heavy-gauge aluminum fishing boats. The boat builder has also successfully created an ideal environment for its workers, operating employee recognition programs for both department groups as well as individuals.

"It all starts before we hire someone," says Sarah Gregory, KingFisher's Human Resources Manager. "We try to ensure we bring in quality candidates that contribute to our reputation and culture. Once we find the right person, we want them to feel they can grow and stay for a long time. Therefore, we offer competitive compensation and benefits."

Other company best practices that resonate

with employees include profit sharing, hosting social events throughout the year, length-of-service awards and operating a cash reward referral program.

KingFisher also sends out annual engagement surveys to identify areas where it needs to improve. The company then takes that feedback to help shape the following year's strategies. "If we see trends, we conduct focus groups and dive deeper into the issue," says Gregory. "This has led to improvements such as better lighting in our parking lot, better air quality in our shop and the expansion of our apprenticeship opportunities beyond our welding area to all of our shop departments."

KingFisher now offers apprenticeship opportunities within its cutting and forming, paint, and mechanic, parts and warehousing, and recreational vehicle departments. "Instead of fighting for talent, we're creating it," says Gregory. "It allows us to retain employees and offer them educational support throughout their careers. That in turn provides us a loyal employee. On the management side, we also pour resources into coaching and leadership programs for our upcoming supervisors, pairing them up with experienced mentors to assist them on their career path."

The company also looks beyond simply increasing profits, supporting the local community and charities. Through these activities, employees derive a greater sense of purpose from their work and gain a greater respect for the company. For instance, KingFisher supports Variety The Children's Charity – Boat for Hope events. Variety teams up with local skippers and volunteers to take special needs children and their families on a high seas pirate adventure. KingFisher also donates funds and prizes to the charity.

## Rayburns Marine – Providing Careers Instead of Jobs

**LOCATION:** Kelowna, BC and Calgary, Alberta  
**SELLS:** Cobalt, MasterCraft and Regal  
**NUMBER OF EMPLOYEES:** 45

Founded by Ron Rayburn in 1982, Rayburns Marine specializes in marine sales and service. Kevin Isabey, Rayburn's present-day President, joined the company in 2005 and has shaped the business into one of Canada's best dealerships.

Over the years, Rayburns has found that the best way to start the day is to have a little fun.





With an average tenure of 12 years, Rayburns Marine employees have shown that pursuing a full-time career in the marine industry is viable.

out as a detailer 12 years ago, while its sales manager started in the parts department 20 years ago.

“We look for good, mechanically-inclined people and train them ourselves,” says Isabey. “There are other certified journeyman technicians they can work with here as they gain experience. We put new employees through their schooling as well as ongoing OEM training.”

Rayburns also believes hanging on to its skilled employees. “Who wants a seasonal career?” asks Isabey in disbelief. “Everyone wants to work full time. We bite the bullet and pay good employees year round.”

For Rayburns, the proof of the company’s success as an Employer of Choice is evident in the most important way – the retention of its employees. Clearly, the dealership is doing something right.

During the summer months, the dealer holds wake surf days for its employees early in the morning before opening. The team-building activity often includes up to 15 participants, and after an hour of surfing, everyone heads back to the dealership ready to get to work in a positive frame of mind.

The average employee has been with Rayburns for 12 years. The four salespeople at the Kelowna location have a combined tenure of 80 years. Rayburns has two technicians with over 25 years and several with over 10 years.

That kind of employee loyalty is becoming increasingly rare. It has also contributed to

Rayburn’s strong culture. “For us, culture isn’t everything, it’s the only thing,” says Isabey. “If you provide employees the tools and the training along with clear goals and expectations, it allows them to succeed at their jobs.”

Practicing what it preaches, team members are encouraged to improve themselves through continuing education. Sales and service training are essential to the organization, and staff are invited and encouraged to expand their skill sets. For example, Rayburn’s pro shop manager started out as a detailer 18 years ago and now runs a profitable pro shop. One of the company’s lead technicians started

## MD Marine Insurance – Self Improvement Encouraged

**LOCATION:** Ontario, Quebec, BC, Alberta, Manitoba and Saskatchewan

**SELLS:** Consumer boat insurance

**NUMBER OF EMPLOYEES:** 40

MD Marine Insurance provides consumer boat insurance in Ontario, Quebec, BC, Alberta, Manitoba and Saskatchewan, making it the largest marine-focused insurance provider in the country.

The company has shown a commitment to the career development of its employees and is willing to pay for it. All staff interested in obtaining their insurance brokers license are

encouraged to do so. Various provincial insurance regulatory bodies across Canada offer slates of different training courses, providing plenty of options for continuing education beyond the license itself. Management and non-sales staff are also regularly encouraged to take training that expands their knowledge, benefits their work processes and supports

their desire to grow.

“We’ve had three employees graduate with their Registered Insurance Brokers of Ontario (RIBO) license in the past several months,” says Rick Layzell, MD Marine Insurance’s National Sales Manager. “We’ll take a young person coming out of college or through the school system, and put them into an entry-level role. If we see some passion and desire for growth, we’ll facilitate the opportunity to rise up to the next level, such as obtaining their RIBO license.”

The process isn’t inexpensive, costing MD Marine approximately \$1,000 up front for the training and to challenge the exam. However, the company is willing to take on the expense to help grow future talent organically.



## EMPLOYERS OF CHOICE



Last year, MD Marine held a company baseball game, which proved to be an excellent team-building experience.

At the same time, MD Marine Insurance has taken shrewd steps to ensure that the team members whose educational endeavours it supports reciprocate by committing to the company's long-term success. "If we agree to

cover the training and educational expenses of our valued team members, it's only fair to ask that they, in turn, show that they have a vested interest in MD's future as well," explains Layzell.

Seeking a formal agreement from its employees helps to ensure MD Marine retains its best and brightest while reducing the risk of turnover.

Additionally, MD Marine believes in rewarding and recognizing its staff for exceptional work. The company works closely with each employee to discuss and set attainable goals and targets throughout the year. Achievements are celebrated at meetings and luncheons put on by management to congratulate and showcase the team's success.

To keep everyone on track back at the office, MD Marine displays its goals on a large digital scoreboard that shows the status of all key customer service commitments.

## Boating Business Employer of Choice 2017/2018

Discover how your business is doing by participating in this year's *Boating Business Employer of Choice* program. Even if your business doesn't win the award, the process will better equip leaders to identify and address any areas of concern.

The benefits of achieving the award potentially in-

clude: reduced turnover and lower operating costs; more engaged and committed employees; increased productivity; positive employer branding; and ultimately higher customer satisfaction and loyalty.

For more information, visit [www.ccemployerofchoice.com/BBEOC.html](http://www.ccemployerofchoice.com/BBEOC.html)



# INDUSTRY GOLF TOURNAMENT MOVES TO ROYAL ASHBURN

Have you heard the big news? Boating Business' Annual Charity Golf Tournament is moving to an exciting new location this year – the Royal Ashburn Golf Club in Ashburn, Ontario – about 15 kilometres north of Whitby.

On **Wednesday, June 7**, join your industry colleagues for an exciting, fun-filled day of best-ball golf on this majestic course. The event will feature several special challenge holes as well as charity-supporting raffle prizes and a live auction during the reception dinner.

We all work long and hard to help our businesses succeed throughout the season. So why not take a brief moment to catch up with old friends

while supporting a cause that enriches the lives of children through boating? We're proud to say our tournament has helped raise over \$175,000 for marine-related charities to date. We're calling on our industry to kindly donate raffle prizes or auction items – your support makes a difference.

Register a foursome or as an individual – we're happy to find you someone to play alongside. Even with the move to a beautiful new venue, we've kept the cost of participation the same at \$175 (plus tax) per person. This includes an 18-hole round of golf, a mulligan, a golf cart, lunch and dinner.

Contact Liz Hanna at (800) 693-7986 ext. 740640 or [lhanna@metrolandwest.com](mailto:lhanna@metrolandwest.com).





# NIAGARA PARKS

## WATERFRONT DEVELOPMENT P3 OPPORTUNITY

The Niagara Parks Commission is seeking interest from investors and developers for this unique investment opportunity to redevelop the Niagara Parks Marina and adjacent 26-hectare (64-acre) site, located on the historic Niagara Parkway.

### LAND SIZE

26-hectare  
(64-acre)

### LEASE

Sliding 30-99  
years

### SLIPS

Minimum  
200 slips

### RFP

Submissions  
by June 30, 2017

Please visit [niagaraparks.com/marina](http://niagaraparks.com/marina) for additional information, status updates, and to download the request for proposal documents.

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NATURE & GARDENS

ATTRACTIONS

CULINARY

HERITAGE

GOLF

SHOPS



# STRONG SALES AT THE HALIFAX BOAT SHOW

Atlantic Canada's largest recreational marine event, the Halifax International Boat Show, returned to the Halifax Exhibition Centre from February 9 through 12. This year, the show featured 120 exhibitors offering the latest in marine gear as well as over 150 boats.

According to Catherine MacNutt, Master Promotions Marketing and Operations Manager – the company that produces the show, this year's event was moved up two weeks earlier in the year to avoid conflicts with the Family Day holiday. Although she reports attendance was lower than last year, exhibitors seemed pleased with the show's outcome.

"Overall the event was very good," says Quartermaster Marine's Co-owner, Jason Craig. "There were a lot of buyers at the show this year. We brought powerboats ranging from 16 to 36 feet in length and we did close sales."

Quartermaster Marine is based in Charlottetown, PEI, and carries the Bayliner, Boston

Whaler, Monterey, Harris, Malibu, Axis and Sea Ray boat brands.

According to Craig, consumer interest varied in the boats the dealership had on display. "In the 20-plus years we've been at the show, this was probably the greatest range of interest we've ever seen. This was a stronger show for us than last year."


Poor weather conditions on at least one day are thought to have influenced show attendance.

"Even with a number of impending and actual weather 'events', the show enjoyed a brisk attendance, especially on Sunday, pre-'snowmageddon,'" says Show Manager, Scott Sprague. "We heard lots of feedback from dealers that visitors were serious about buying and that business was solid throughout the four days of the event."

Marine businesses based in Atlantic Canada are invited to exhibit at next year's show. "The

Halifax International Boat Show is the largest gathering of marine dealers and the largest opportunity to see new boats and equipment in Atlantic Canada," explains MacNutt. "Advertising for the show consists of traditional media as well as a strong social media presence, with online contests to create excitement about the event. The marine industry owners of the show and its producers work together to create a product that is a must-take-part-in event for the recreational marine industry in Atlantic Canada."

To MacNutt's point, show organizers held a Facebook Photo Contest prior to the event's opening, which received well over 100 entries. The contest featured two themes: Best Boating Time and All Paws on Deck. All photos can be found on the Halifax International Boat Show Facebook page.

The 2018 edition of the Halifax International Boat Show will take place from February 8 to 11. 



A testament to its commitment to customer satisfaction, Smoker Craft Boats received three CSI Awards for its deck, pontoon and outboard-powered aluminum boats. Pictured is Starcraft's SVP/Marketing, Peter Barrett; District Manager, Robbie Lanham; and International Sales Representative, Adam Reed.



NMMA President, Thom Dammrich presents a CSI Award to Stingray Boat's Vice President of Operations, Barry Avent, during the Miami International Boat Show's Innovation Breakfast.



Dammrich presents a CSI Award to Suzuki's Executive VP-Marine Division, Takuya Sata, and VP-Marine Division, Gus Blakely.

## 2016 CSI WINNERS HONOURED IN MIAMI

The National Marine Manufacturers Association (NMMA) announced 52 recipients of the 2016 Marine Industry Customer Satisfaction Index (CSI) Awards during the recent Innovation Breakfast at the 2017 Progressive Insurance Miami International Boat Show in Miami. The annual awards honour boat and engine manufacturers who actively measure customer satisfaction and pursue continuous improvement to better serve their customers.

For some manufacturers, the award was yet another achievement in a string of CSI success spanning years. For others, it represents a renewed focus on improving customer service.

To receive the honour, manufacturers were required to achieve an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the past program year, based on information provided by customers purchasing a new boat or engine during the period between January 1, 2016 and December 31, 2016.

Participating manufacturers must survey all new boat buyers during this period. For this reporting period, the program surveyed more than 122,000 customers.

"Fostering a culture of excellence in customer satisfaction not only builds exceptional

brand loyalty, but creates an outstanding boating experience, ensuring that today's boater remains the boater of tomorrow, and promotes industry growth by developing boaters into lifestyle advocates," notes Robert Newsome, Vice President of Engineering Standards and Membership for NMMA. "We congratulate these 52

manufacturers for their commitment to their customers and for creating an incomparable boat ownership experience."

Next year's Marine Industry Customer Satisfaction Index (CSI) Awards will take place during the Miami International Boat Show, which runs from February 15 to 19, 2018. <#>

### The following companies received the 2016 CSI Awards for their efforts:

- Avalon and Tahoe
  - Beneteau
  - Bennington
  - Boston Whaler
  - Centurion/Supreme
  - Chaparral
  - Chris Craft
  - Cobia
  - Crestliner
  - Cypress Cay
  - Forest River Marine
  - Formula
  - Four Winns
  - G3
  - Godfrey Pontoon Boats
  - Grady White Boats
  - Harris
  - Honda Marine
- Hurricane
  - Ilmor
  - Indmar
  - Larson
  - Lund
  - Mako
  - Malibu/Axis
  - Manitou
  - Mastercraft
  - Monterey
  - Nautique
  - Nitro Boats
  - Pathfinder
  - Pleasurecraft Engine Group
  - Premier Marine
  - Pursuit
  - Regal
  - Regency
- Regulator
  - Robalo
  - Sea Ray
  - Skeeter
  - Moomba
  - Supra
  - Smoker Craft
  - Stingray
  - Sun Tracker
  - Suzuki
  - Tahoe
  - Tiara Yachts
  - Tige
  - Tracker
  - Volvo Penta
  - Yamaha

## SHOW NEWS

Honda made noise by unveiling an aggressively styled outboard concept that could be offered in several high-end power options. Jared Hall, Creative Design Lead for the company's Advanced Design Studio, pointed out design elements from Acura's NSX that were incorporated into the outboard.



Torqeedo's President, Steve Trkla, and Marketing/Communications Specialist, Tess Smallridge, showcase a variety of the company's latest environmentally friendly electric propulsion systems. Torqeedo's Cruise FP (fixed pod) System won an Innovation Award at the show.

# MIAMI BOAT SHOW

According to show organizers, year two of the Miami International Boat Show was a huge success. Held at Miami Marine Stadium Park and Basin in mid February, this year organizers expanded the show's in-water display and enhanced transportation options.

According to the National Marine Manufacturers Association (NMMA), which owns and produces the show, attendance rose seven percent compared to 2016, attracting nearly 100,000 attendees from an estimated 30 to 35 countries. The show counted nearly 90,000 water taxi and shuttle bus riders by attendees who went to or from the show from designated offsite locations.

"We learned important lessons as it re-

lates to transportation during last year's show, and the resulting adjustments we made for the 2017 event not only made it easier for our guests to get to and from the show, but ensured we again kept traffic flowing smoothly on Virginia Key," says Ben Wold, Show Manager. "The vast majority of show-goers took advantage of our upgraded park and ride system, and we're particularly pleased with how well the water taxi system worked this year."

Travelling to and from the show via the courtesy shuttle bus and water taxi was significantly streamlined compared to last year, greatly improving the overall experience for exhibitors and attendees. The number of

water taxis increased by more than 47 percent over 2016 and higher-capacity vessels were used. At the same time, the number of water taxi pick-up and drop-off locations was streamlined from seven to four, further meeting the high demand for water transportation. Shuttle bus operations were improved as well, with one fewer departure location than in 2016, boosting the frequency of trips at all five pick-up locations. The shuttle bus departure area at the show was also better organized, with staff grouping attendees into lines for shuttles headed to specific drop-off locations.

"Our guests and exhibitors continue to be thrilled with this waterfront venue, and we

Volvo Penta's VP of Marine Sales (Americas), Marcia Kull, and President of the Americas, Ron Huibers, pose next to the company's newly unveiled 6.2L V8 gas engine.



Miami saw Mercury unveil a flurry of new gear, including a 6.7L diesel MerCruiser engine, VesselView 703 and expanded Skyhook features. Mercury Racing followed suit, announcing two new sterndrives and the 400R Carbon Edition outboard. On hand for the media launch was Mercury Racing's Director of Marketing, Steve Miller; Mercury President, John Pfeifer; Mercury's VP North/Central America and Asia Pacific, Randy Caruana; and Brunswick's Chief Technology Officer, David Foulkes.

# A HUGE SUCCESS

are, too – it's clearly a natural fit to host the Miami International Boat Show and we're already looking forward to welcoming guests back to the Marine Stadium site in 2018," says Thom Dammrich, President of the NMMA.

## EXHIBITORS FEEDBACK

This year's event featured an estimated US \$3 billion in product on display. Exhibitors reported sales as attendees demonstrated a willingness to buy everything from fishing equipment to new yachts.

"This year's Miami International Boat Show put us on a very positive track," says Brad Leatherman from Yamaha Motor Company. "Attendee traffic appeared to be up

and buyers were very interested. Many of our builder partners provided early reports that it's been the best Miami Show ever."

"We saw huge improvement in all areas of the show compared to last year," says Ty Hare of Pursuit Boats. "We had a tremendous show and are already looking forward to expanding our display next year."

Another positive sign for the event and industry as a whole, the Miami show featured a long list of new product introductions, which is evidence that manufacturers are investing heavily in R&D.

NMMA's show team says that it is already booking space for 2018 as well as receiving feedback from exhibitors that will affect

next year's strategy. "We're already making plans for things like improved lighting and air conditioning in the tents, ongoing enhancements to the transportation plan, and working with exhibitors to create even more exciting displays," notes Wold.

NMMA says the Miami event directly supports more than 6,500 full-time jobs and estimates its economic impact to be in the neighbourhood of US \$600 million.

The 2018 Miami International Boat Show returns to Miami Marine Stadium Park and Basin from February 15 to 19, 2018. <#>

# WELLS FARGO CDF OFFERS DEALERS NEW RESOURCE: CDFCONNECT

Wells Fargo Commercial Distribution Finance (CDF) has launched a new resource for its customers: CDFconnect. The knowledge-sharing program offers CDF's clients access to business resources designed to help increase revenues, improve margins, gain market presence and increase efficiencies.

CDFconnect resources include tools, subject matter experts and training to help Wells Fargo CDF's global network of 40,000 dealers, and 2,000 distributors and manufacturers grow their businesses.

"Using our long-standing history and broad reach, this new program will offer customers world-class support in areas beyond inventory floorplan financing," says Steve Battreall, Chief Executive Officer of Wells Fargo CDF. "We believe CDFconnect will be an integral resource for our customers."


Within CDFconnect are seminars covering topics such as succession planning, strategic planning and execution, and maximizing the voice of customer feedback.

Wells Fargo expects to expand the program



to other industries in early 2017. Additional topic areas that may be added to the program's portfolio include: inventory management; financial statements and key ratios; digital marketing and social media; leveraging cus-

tom feedback; economic and macro trends; industry specific issues facing business; and leadership capabilities.

For further information on CDFconnect, visit [cdf.wf.com/cdfconnect](http://cdf.wf.com/cdfconnect). 

# GROUPE BENETEAU BRANDS PARTNER WITH LH-FINANCE AT MIAMI BOAT SHOW


During the Miami International Boat Show this past February, Groupe Beneteau launched a strategic partnership with marine inventory financing expert LH-Finance. Through the new relationship, Groupe Beneteau, which manufactures the Four Winns, Glastron, Scarab and Wellcraft boat brands, will provide inventory financing solutions to dealers of these lines in Canada and the US.

"We are delighted to grow our relationship

with LH-Finance with this advanced inventory financing solution," says George Armendariz, CEO, Groupe Beneteau Americas. "We anticipate that in the future, the partnership with LH-Finance will expand to introduce custom financing products as well."

"We are proud to advance our innovative collaboration with Groupe Beneteau by providing its popular boat brands with a state-of-the art inventory financing answer," adds Hervé Bon-

net, President and CEO of LH-Finance. "Stay tuned for more to come."

According to Philip Davidson, Groupe Beneteau's Director of Dealer Development, LH-Finance is already working with Beneteau's larger motor and sailing vessel dealers and the addition of other brands represents a natural extension of the business. Dealers seeking more information can contact Davidson at: (231) 775-1351. 





# Master Marine Pro

## Full Assistance for Marine Engine Repair

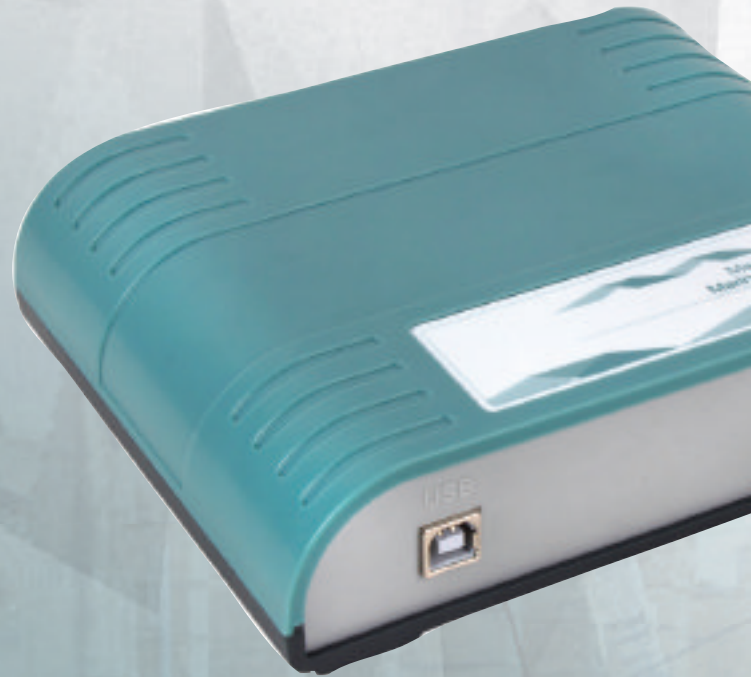
New brands in 16.3 version

CUMMINS MERCUISER DIESEL

MERCURY DIESEL

MAN (SSFR SYSTEM)

VM MOTORY



Diagnostics: engine living conditions report; components location; components images and wiring diagrams; troubleshooting by symptoms and fault codes; tuning; trim adjusting; cylinder testing; injector calibration (Yamaha 2016); Evinrude garage resource planning software; real-time reporting; customized reporting; Evinrude Ficht RAM Injectors calibration; remote calibration on Mercury DTS engines; Yamaha and BRP remote key programming; MAN diagnostics on SFFR body computer; Cummins MerCruiser Diesel engines; DTronic remote assistance and more than 600 models and 800 systems

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UPDATES 3 TIMES A YEAR!!**

We update your device 3 times a year



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Visit us at

[mastermarinepro.us](http://mastermarinepro.us)

Follow us on our social media





Friday Harbour's Marina Manager, Rob Walters, and Chief Sales and Services Officer, Leanne Ruest, pose in front of the new VanDutch 30.

## VANDUTCH AND FRIDAY HARBOUR ARRIVE THIS SUMMER

During its invitation-only launch of the new VanDutch 30 held earlier this year in Toronto, Friday Harbour All Season's Resort announced that its marina will be open at some point during the upcoming boating season. Located on the outskirts of Barrie, Ontario on Lake Simcoe, Friday Harbour will also serve as the site of VanDutch's first Canadian sales office this summer.

"Four years ago we started construction at Friday Harbour," says Friday Harbour Partner, Jim De Gasperis. "I'm proud to announce that we will be open this summer."

The audacious \$1.5 billion dollar development is expected to ultimately feature 2,000 residences, a 1,000-slip marina, 40 retail storefronts, a spa, beach club and 18-hole championship golf course.

"We're aiming to have the marina open for June," says Leanne Ruest, Friday Harbour's Chief Sales and Services Officer. "As far as the condo developments are concerned, phases one and

two are in advanced construction stages. Somewhere between 350 to 500 homeowners will move in this summer. Move in will take place in stages, starting in the spring and running into the fall. Retail stores will be opening as well."

Friday Harbour also has secured new personnel to oversee the management of its marine operations.

"I was recruited to come aboard as a certified Marina Manager," explains Rob Walters. "I'm involved with the progress of the marina, working closely with the developers. We are aiming to have the marina ready during the 2017 boating season. At full build out, we'll have 1,000 slips, which will make us the largest in-land marina in Canada. As far as slips go, it will be a phased development. We'll start out with 150 slips from 25 to 50 feet in length at our village marina – but can accommodate larger vessels if need be. We'll have a beautiful two-storey marina office with a six-dispenser fuel dock offering ethanol

free-gas as well as diesel. A company in Quebec is custom building aluminum-frame docks for us that feature composite decking."

Shortly after unveiling its new 30-foot model, VanDutch's Director of Operations, Reed Nichol, said he is interested to see how the Canadian market will respond to the brand. "We are super excited to bring our line to Ontario," says Nichol. "This boat is great for the freshwater market. It offers plenty of power, producing 520hp from its Yanmar diesel engines. A great feature of our boat is its windshield design, which maintains a quiet interior for riders in the cockpit. This is an important stylistic element of VanDutch that we want to bring to Toronto – a clean, crisp design we've successfully established in Miami and other major cities across the United States."

The VanDutch 30 is available in 520hp (twin Yanmar 8LV 260hp diesels) or 640hp (twin Mer-Cruiser MX 6.2 MPI 320hp gas) versions, and carries a base MSRP of US \$395,000. [DD](#)

# BY THE NUMBERS

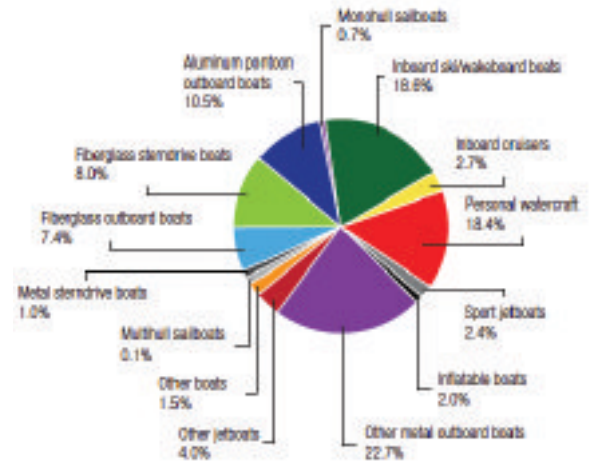
Each year, the **NATIONAL MARINE MANUFACTURERS ASSOCIATION OF CANADA (NMMA)** releases its annual Statistical Abstract containing a wealth of insight into boat sales across the country.

In our previous edition of *Boating Business* (February), we shared NMMA's most recent statistics (2015) concerning outboard engine sales by province as well as boat sales by category for Ontario and BC.

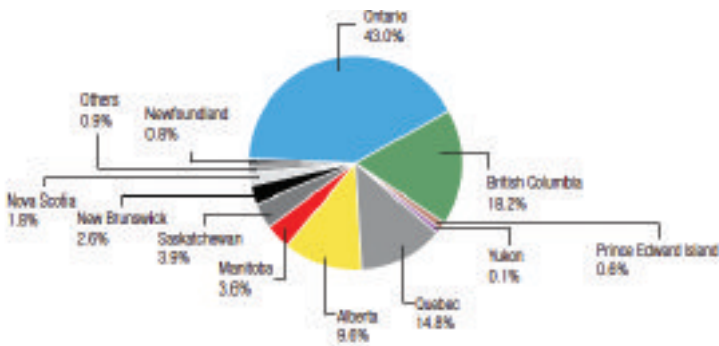
Here is a look at **STERNDRIVE BOATS BY PROVINCE** as well as **BOAT SALES** by category for **ALBERTA** and **QUEBEC**. While Alberta reveals a fairly diverse variety of boat classes, Quebec remains dominated by aluminum hull watercraft.

Members of NMMA Canada and Boating BC (for 2017) are entitled to a free digital copy of the Statistical Abstract as part of their annual memberships, while non-members can purchase the data from the NMMA.

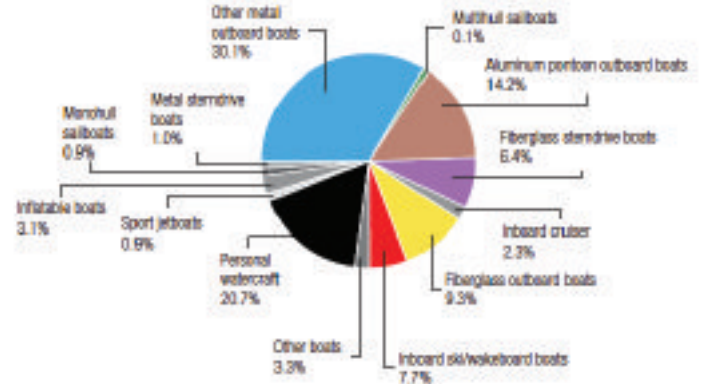
Alberta recreational boat sales in 2015



Stern drive boat sales by province in 2015



Quebec recreational boat sales in 2015



# TRANSPORT CANADA PLEASURE CRAFT LICENSING

License data for pleasure craft provided by Transport Canada.

## DECEMBER 2016

PROVINCE	NEW	AMENDED	TRANSFERRED	DUPLICATE	CANCEL	ABANDONED	RENEW	TOTAL
Alberta	27	2	38	3	2	0	0	72
British Columbia	93	22	168	8	14	0	0	305
Manitoba	6	1	10	2	0	0	0	19
New Brunswick	7	1	19	0	1	0	0	28
Newfoundland	5	0	3	0	0	0	0	8
Nova Scotia	3	1	7	0	7	0	0	18
Northwest Territories	0	1	0	0	0	0	0	1
Nunavut	0	0	0	0	0	0	0	0
Ontario	110	39	498	38	16	0	0	701
Prince Edward Island	0	0	3	0	0	0	0	3
Quebec	70	30	355	53	6	0	0	514
Saskatchewan	13	0	5	0	2	0	0	20
Yukon	0	1	0	0	0	0	0	1
Non-Residents	5	0	3	3	6	0	0	17
<b>TOTAL</b>	<b>339</b>	<b>98</b>	<b>1109</b>	<b>107</b>	<b>54</b>	<b>0</b>	<b>0</b>	<b>1,707</b>

## JANUARY 2017

PROVINCE	NEW	AMENDED	TRANSFERRED	DUPLICATE	CANCEL	ABANDONED	RENEW	TOTAL
Alberta	40	3	54	6	42	0	0	145
British Columbia	125	18	206	19	564	0	0	932
Manitoba	15	2	9	1	1	0	0	28
New Brunswick	9	3	15	1	183	0	0	211
Newfoundland	9	0	0	0	0	0	0	9
Nova Scotia	7	3	16	1	123	0	0	150
Northwest Territories	0	0	1	0	1	0	0	2
Nunavut	0	0	0	0	0	0	0	0
Ontario	143	47	463	37	202	0	0	892
Prince Edward Island	1	0	2	0	0	0	0	3
Quebec	50	33	298	34	46	0	0	461
Saskatchewan	16	0	7	1	1	0	0	25
Yukon	1	1	1	0	83	0	0	86
Non-Residents	3	1	9	0	10	0	0	23
<b>TOTAL</b>	<b>419</b>	<b>111</b>	<b>1,081</b>	<b>100</b>	<b>1,256</b>	<b>0</b>	<b>0</b>	<b>2,967</b>

# Boating Ontario



## TOP 5 REASONS TO BECOME A BOATING ONTARIO ASSOCIATION MEMBER

- Reason #5: It's an investment in **YOUR** business and **YOUR** industry.
- Reason #4: Discounted exhibit space at the Toronto Boat Show.
- Reason #3: Over 15 business benefits including lower credit card processing fees to reduced insurance rates.
- Reason #2: Member benefits: Clean Marine, access to industry updates, statistics, educational and networking forums including the annual Boating Ontario conference.
- Reason #1: Have an **ACTIVE VOICE** to **ALL** levels of government.

*As your advocate, Boating Ontario works diligently to advance, promote and protect boating in Ontario.*



Join today at [BoatingOntario.ca](http://BoatingOntario.ca) | 888-547-6662

## NIAGARA PARKS ISSUES FORMAL RFP

Niagara Parks Commission has issued a formal Request For Proposal (RFP) seeking interest in a Waterfront Development opportunity for its Niagara Parks Marina property at Miller's Creek in Fort Erie, Ontario. The Commission will be accepting submissions until June 30.


Niagara Parks Commission envisions a world-class waterfront development for Canadian and US boaters at the marina as well as the adjacent 26-hectare (64-acre) site. Submitted proposals should demonstrate innovation, ecological sustainability, excellence in design and strong fiscal responsibility.

"Niagara Parks is seeking a developer of in-

ternational acclaim to design, build, finance and operate a new premier waterfront marina development, which captures the very essence of the cultural heritage and values of natural preservation that define and make Niagara Parks unique," says Niagara Parks Chair, Janice Thomson. "Our vision for the marina is to create an outstanding destination that is befitting of the Niagara Parkway, its historical river setting and the lands we are entrusted to protect. This vision is based on the establishment of an exceptional public marina facility that will be developed in an economically and environmentally sustainable manner."

The Niagara Parks Commission considers the redevelopment project an investment opportunity for investors and developers, while the Town of Fort Erie and the Region of Niagara view it as a potential economic driver.

Interested parties will find the RFP on the Biddingo procurement portal at: [www.biddingo.com/niagaraparks](http://www.biddingo.com/niagaraparks).

For more information on the project visit [www.niagaraparks.com/marina](http://www.niagaraparks.com/marina) or contact David Adames, Chief Operating Officer for The Niagara Parks Commission, at [dadames@niagaraparks.com](mailto:dadames@niagaraparks.com) or 905-356-2241, ext. 2238. 

## Q&A WITH VOLVO PENTA

So far, 2017 has been an active year for Volvo Penta, which introduced two versions of its new compact D2 diesel engine as well as expanded its gas engine line with a 6.2L model offered in two power options. Here's what Volvo Penta's President of the Americas, Ron Huibers, told *Boating Business* magazine about the company's outlook moving forward.

**Boating Business:** What has you excited about the company's latest product offerings?

**Ron:** Last year, we introduced our new D8 diesel engine, IPS15, joystick control for inboards and battery monitoring system last year. All of these products contribute greatly to our Easy Boating initiative by simplifying and enhancing the experience for consumers. Joystick inboard control not only makes boating easier for new owners, it's an exciting prospect for boaters seeking to repower their older boats.

The addition of the 6.2L rounds out our gas engine offering – adding 380 and 430hp V8


models to the lineup. People have loved the performance of these new models. As the technology has improved, engines have become smaller but more efficient and powerful. One of our top clients used to avoid buying V6s from us because their customers wanted the power of V8s. That's changed as the technology has improved, and that same client is now our largest customer for our V6 280hp engine.

**Boating Business:** What needs to happen to get more boaters onboard with Forward Drive?

**Ron:** Previously I've said 'wake surfing was the best thing to happen to boating since water skiing'. I've adjusted my tune on that now because we've found that less than one out of 10 consumers understand what wake surfing is. Until that changes, Forward Drive sales will hinge on dealer education. It's also surprising the number of dealers that don't appreciate the potential of wake surfing. That's why we're encouraging dealers to get out on to the water



Volvo Penta's National Marine Sales Manager for Canada, Fred Lachlan, and President of the Americas, Ron Huibers, at the Toronto Boat Show.

and experience it for themselves. Wake surfing can be a powerful tool for attracting new boaters – more so than wakeboarding and waterskiing. This is the sport that can get people off the couch and out boating. Surfing will be part of the Olympics in 2020, and we're certainly excited about how it will help promote the activity. 

## SPECIFICATIONS

Length:	21' 10"
Beam:	8' 6"
Dry Weight:	2,715 lbs.
Passenger Capacity:	9 (US)
Fuel Capacity:	44 gal.
Deadrise:	13°



# STARCRAFT LAUNCHES DECK CENTRE CONSOLE CROSSOVER MODEL

As usual, the Miami International Boat Show offered one exciting announcement after another. This included some big news from Starcraft Marine, which unveiled a brand new 21-foot, 10-inch deck/centre console crossover, the MDX 211 OB Center Console.

“We believe this model will have success in Canada,” says Peter Barrett, Starcraft Marine’s SVP/Marketing. “This model is family friendly up front, just like our traditional deck boats, while offering serious fishing features in the stern. The MDX 211 provides livewell storage and rod holders but retains the family features sought on deck boats, such as its generous passenger seating, four speakers and abundant cup holders.”

Although few dealers have had the chance to see the boat firsthand, at least one Canadian dealer expressed excitement for the new model.

“People appreciate centre consoles because they offer 360-degree fishing,” says Glenn Jackson, Principal of Fenelon Falls Marina, a new

dealer for Starcraft Marine based in Fenelon Falls, Ontario. “We sell a lot of deck boats in the Kawartha Lakes from 18 to 22 feet. These have historically been side consoles or full windshields, but a centre console offers us another option to present to our customers.”

This year marks Fenelon Falls first summer offering the Starcraft brand and the company is pleased to report it already made several sales at the Toronto International Boat Show back in January.

Stepping aboard, the MDX 211 OB Center Console features a number of features that should appeal to consumers. This includes a stern bench and portside seat that fold down to expand the vessel’s rear Sea-Dek clad casting platform; a large-sized head in the main console; customizable full-spectrum LED lights incorporated into speakers, cup holders and the courtesy lights; livewells featuring blue LED lights; a large U-shaped bow seating area; and a forward casting deck covered in a non-slip Sea-Dek surface. At the helm, a



large space remains open for the addition of an MFD of the user’s choice, in addition to the optional Simrad display located just above the wheel. A fold-down Bimini top provides generous shade and can be angled forward so as not to interfere with the stern casting area. ■

# ESTEEMED 2017 INNOVATION AWARDS ANNOUNCED

Amongst a flurry of excited show goers determined to see the latest new boat models and marine tech, the Miami International Boat Show serves as a platform for honouring the industry's most substantial innovations over the past year.

This year's Innovation Breakfast (formerly known as the 'Industry Breakfast') took place at Miami Marine Stadium Park and Basin on Virginia Key in February in front of a sold-out crowd of 400 guests. Here the National Marine Manufacturers Association (NMMA) and Boating Writers International (BWI) selected 19 winners and two honorable mentions in 16 product categories.

In total, the judges evaluated 63 products. The 2017 Miami International Boat Show Innovation Award winners include:



*Honourable Mention:* CLite2 LED Searchlight with FLIR Camera, IMTRA Corporation

- **Boat Care and Maintenance:** Davis Instruments' Snap Tool Multi-Key – A versatile stainless steel multi-tool that can do many things including opening deck plates or closing canvas snaps.
- **Center Console/ Walkaround Fishing Boats:** Boston Whaler's 230 Outrage – Featuring a convertible leaning post offering a prep station and aft-facing support while watching lines.
- **Consumer Safety Equipment (Dual Winners):** Spinlock USA's 100 N Junior Harness Lifejacket – Lightweight, low profile vests; FT-Tec USA's SeaAngel SA15 ASI Flare SART/MOB – A compact rescue transmitter with lifejacket integration.
- **Cuddy Cabin and Bowrider Boats:** Sea Ray Boats' SLX 400 – An elegant design featuring a fold-down swim terrace and retractable sunshades.
- **Deck Equipment and Hardware:** Scout Boat's Articulating Rocket Launcher – A button-activated function that electronically lowers or raises the launcher for mounting or removing rods.
- **Docking and Fendering Equipment:** EZ Dock's EZ Kayak Launch – A design allowing a single kayaker to easily launch or dock using their paddle for leverage.
- **Electric Motor/ Battery Powered Propulsion:** Torqeedo's Cruise Fixed Pod System – Electric propulsion for sailboats available in models ranging from five to 20hp.
- **Fishing Equipment, Gear & Tackle:** Sea Lime's Fishing Lures – Interchangeable Mylar lure bodies provide anglers with multiple presentation options.
- **Furnishings and Interior Parts:** Anti-Spill Wine Glasses, Royal Stabilis – Spill and break resistant wine glasses made from crystal.
- **Inboard Engines:** Ilmor Marine's GDI Engine Series – The 5500 and 6000 models feature the Thermal Command Center core cooling system as well as the Engine Power Distribution Module, which eliminates the need for a traditional fuse box.
- **Personal Gear, Soft Goods:** Grundens USA's Deck-Boss Boot – a line of rubber boots designed specifically for anglers.
- **Personal Watercraft:** BRP's Sea-Doo SPARK TRIXX – Enables consumers to more easily perform tricks through the unit's Variable Trim System and step wedges.
- **Propulsion Equipment and Parts:** Volvo Penta's Inboard Joystick – Offering a new level of control and confidence for inboard powered watercraft.
- **Tow Boats:** MasterCraft Boat Company's Dock Star system – Finally allowing tow sport enthusiasts to back up in both directions. *Honourable Mention:* Nautique Boat Company's Super Air Nautique GS-Series
- **Watersport Equipment (Dual Winners):** Fusion Electronics StereoActive – A waterproof speaker with 'Puck-It' mount that's designed for anglers, paddle boarders and kayakers; Hobie Cat Company's Mirage Eclipse – A versatile platform complete with handlebars.
- **Consumer Electronics, Mobile Applications and Software (Dual Winners):** Standard Horizon's GX6500 Fixed Mount VHF – Offers a 66-channel WAASP GPS antenna, GPS compass, dual-zone hailer/PA and collision avoidance alarms; Raymarine's Axiom MFDs – Featuring a quad-core processor, Lighthouse 3 operating system and RealVision 3D sonar.

The Innovation Awards judges' committee is comprised of eight BWI members who perform product testing throughout the year, and have specific expertise in marine products and equipment. [bb](#)



### AFTERMARKET TOWER

Monster Tower's new HS1 universal-fit wakeboard tower features an OEM-style cast aluminum mounting bases for a factory-installed look. The tower has an adjustable header for a custom fit on boats ranging from 76 to 96 inches wide.

The HS1 features an integral navigation light as well as a swivel tow mount to reduce line chafe. Without the need of tools, the tower folds manually for storage or low bridge clearance. An EZ-Fold lift assist option employs gas shocks for minimal effort when raising or lowering the tower.

Another option is an integrated Bimini top for weather protection – even while a rider is in tow – that can be stowed away when not in use.

The HS1 can also accommodate all Monster Tower accessories including mounts for the Wetsounds sound bar.

Built from 2.25-inch diameter 6063-T6 aeronautical grade aluminum, the HS1 is said to feature a high tensile strength, quality surface finish and corrosion resistance. Customers can choose between a polished and anodized finish (for an additional level of corrosion protection) or a black powder-coated finish to match their vessel. It comes with a five-year warranty.

The HS1 is currently available to Monster Tower dealers followed by retail sales beginning later this season.

[monstertower.com](http://monstertower.com)

### VERSATILE TRAILER SAVES YARD SPACE

Kropf Industrial's Conolift Sling Lift (SL) trailers offer marinas and dealers an affordable alternative to a fixed-width straddle carrier for handling boats up to 55 feet in length. Offered in capacities ranging from 10,000 lbs. up to 80,000 lbs., the company's 'SL' series features Conolift's unique expanding width frame to reduce the wasted space between stored boats that can be caused by using less flexible fixed-width lifts.

The forward sling position can be hydraulically adjusted fore and aft up to six feet to allow the slings to always be placed under the recommended lift points on the boat. The trailer can also be used on your existing launch ramp, eliminating the need for the construction of costly piers or lift wells.

Unlike a conventional hydraulic trailer, a sling trailer can lift sailboats directly out of or onto cradles, but works just as well with boat stands. Each model is available as a towable unit, or if more maneuverability is required, as a complete-



ly self-propelled unit.

Each unit offers standard stainless steel pins and hardware, high-strength hydraulic cylinder shafts, pilot operated safety lock valves and vertical cushions to protect the boat sides and rub rails. The hydraulic system is powered by a Honda engine, eliminating the need for electrical connections.

Optional features on the SL series include a self-propelled power unit, hot dip galvanized frame and custom paint colours.

[kropfindustrial.com](http://kropfindustrial.com)

### ECO-FRIENDLY DISTRESS LIGHT

Weems and Plath hopes its SOS Distress Light will one day address the environmental concern caused by the improper disposal of pyrotechnic flares in Canada.

The company's SOS light is non-toxic and fully recyclable. It features an LED light signal that meets United States Coast Guard requirements for day and night use on a recreational boat. In the United States, it's estimated that seven million flares expire each year and only nine percent are disposed of properly. This is also an issue in Canada, and Weems and Plath hopes Transport Canada will come to recognize the light as a legitimate substitute for mandatory flares in the future.

The SOS Distress Light retails for \$169.99.

[weems-plath.com](http://weems-plath.com)







Above: BRP Vice-president Global HR, Anne Le Breton; Executive Vice-President of BRP's Design and Innovation Centre, Denys Lapointe; and NMMA Canada's Chairman, Tom MacNair.

Left: Early stage design concepts for Evinrude's G2.

## BRP'S DENYS LAPOINTE ENTERS NMMA CANADA HALL OF FAME

The National Marine Manufacturers Association (NMMA) Canada inducted Denys Lapointe, Executive Vice-President of BRP's Design and Innovation Centre, into its Hall of Fame earlier this year during the Toronto International Boat Show.

"I am extremely grateful to NMMA for this honour," says Lapointe in response to his induction. "As much as I appreciate this recognition, I don't think I would be here without my colleagues who have contributed tremendously in bringing to life many of the ideas and visions we have created collectively."

NMMA Canada's Executive Director and Vice President of Government Relations, Sara Anghel, says Lapointe's significant industry contributions led to his induction. "Denys has contributed greatly to the advancement of the marine industry over the years and has propelled our industry forward through his perseverance in creating intelligently designed products that meet consumer interests," explains Anghel.

Lapointe is indeed known within the indus-


try for driving innovation. Some of his early accomplishments began in 1985 when he joined BRP. Lapointe initially worked as a junior product designer for the 1988 launch of the Sea-Doo watercraft. Over the years, he has actively contributed to the advancement of the marine industry, mostly focused on watercraft. To this day, he remains committed to the industry and contributes substantially to the marine industry in his role with BRP. Over the years, Lapointe and his team have won numerous awards, including more than 60 international design awards, such as the Red Dot Design Award, International Design Excellence Award (IDEA), Good Design Australia Award, Good Design Japan, Good Design/USA Award and iF Product Design Award.

Due to Lapointe's contribution, the 1988 Sea-Doo watercraft gave birth to an industry with huge potential. Lapointe and the Sea-Doo team designed and launched the first two-passenger watercraft with a V-Hull, rotary-valve engine, producing 55hp and capable of cutting

through chop as well as pulling a water skier. Despite the economic downturn in the mid-90s, Sea-Doo designs helped the organization survive and prosper.

In 2014, the talent and imagination of Lapointe's design team combined with BRP's engineering team resulted in the creation of the Sea-Doo Spark. The affordable, stylish watercraft proved itself a game-changer, generating 25 percent global growth in 2015 compared to the previous year.

Lapointe also led the design team that developed the unique look of Evinrude's G2 outboard, which has renewed the concept of custom matching engines with the boats on to which they are bolted.

The NMMA Hall of Fame is the Association's highest honour. It was established in 1988 and recognizes individuals who have or continue to generate substantial and lasting contributions toward the advancement of the marine industry. 

### NMMA CANADA

# EASING US BOATING ACCESS

**BY SARA ANGHEL**  
**EXECUTIVE DIRECTOR, NMMA CANADA**

NMMA actively engages on a range of government issues and regulations that impact the recreational boating industry, especially when boating access is on the table.

Bill S-233, An Act to amend the Customs Act and the Immigration and Refugee Protection Act, is currently before the Senate of Canada. Introduced by Senator Bob Runciman (Thousand Islands and Rideau Lakes) – a friend of the boating industry – S-233 seeks to ease rules for boaters crossing into Canada. The Bill has passed second reading in the Senate and will now move towards committee stage. If passed by the Senate, S-233 will make its way to the


House of Commons and be sponsored by Gord Brown, Member of Parliament (Leeds-Grenville-Thousand Islands and Rideau Lakes).

Currently, boaters are required to report to the Canada Border Services Agency (CBSA) if they enter Canadian waters. If enacted, S-233 would exempt boaters who cross into Canadian waters from reporting to Canada Customs, as long as they do not drop anchor or arrive on shore. The present situation has deterred pleasure boaters from crossing into Canada and, in general, has hurt the economy in tourist-dependent regions.

Senator Runciman became interested in this issue when he learned of an incident in 2011 when CBSA officers charged an American fisherman who strayed into Canadian waters near Gananoque for failing to report. The individual's

boat was seized indefinitely until he paid a \$1,000 fine, which was later reduced to \$1.00 after complaints on both sides of the border.

NMMA will provide support to both Senator Runciman and MP Brown and look forward to engaging with them on the issue moving forward. Of course, one matter that may keep S-233 from passing is the fact that it is a Conservative sponsored Private Members' Bill (PMB). PMB's are not passed regularly, especially when a minority party is sponsoring; therefore, it will be important for NMMA to engage with the appropriate Liberal officials to express our support for S-233. This will likely include meeting with key government officials in Ottawa.

If you have any examples to share on this topic, please do not hesitate to contact me directly. 

### DISCOVER BOATING CANADA


# SAFETY APP GOES LIVE

**BY TRACEY HART**  
**DIRECTOR OF MARKETING,**  
**DISCOVER BOATING CANADA**

Launched in Canada for 2017, the brand new Discover Boating Safety app is designed to make Canadian boaters safer. Indispensable for recreational boaters, this app is available through both the Apple iTunes and Google Play stores in English and French and is set to be released in Mandarin sometime in 2018. The app was developed for Canadian boaters with a dedicated content committee comprised of key representatives from the NMMA, Discover Boating, all five regional marine trade associations, the Canadian Power and Sail Squadron, marine police representatives, Transport Canada as well as the Search

and Rescue Secretariat.

The app includes a wide range of content that is organized into four basic categories, making it simple to use, namely: 1. Be Prepared, 2. Plan your Trip, 3. Reference Guide and 4. Just in Case of Emergency. Once downloaded, most of the information within the app resides on the user's smartphone making the information easy to access whether or not boaters have access to the Internet when they are on the water (a key safety feature).

Discover Boating offers resources for stakeholders to promote the "Discover Boating Safety" app to its customers. Visit <http://www.discoverboating.ca/tools/discover-boating-safety.aspx> to leverage these resources and encourage Canadians to boat safely this summer. 



## BOATING BC

# GRANT AND SPONSORSHIP PROGRAM TO SUPPORT BOATING

Boating BC Association is launching a new grant and sponsorship program designed to support British Columbia's boating industry and local communities seeking to enhance boating as a recreational and economic driver.

"BC is better on a boat, and through our various grants and sponsorships we hope to create access to our beautiful waterways for more British Columbians all over our beautiful province," says Don Prittie, Boating BC President. "Boating BC is committed to improving access to boating, along with preserving and enhancing the industry. We can further support this important sector through the grants and sponsorships that will be awarded this year."

The new program, made possible through proceeds from the Vancouver International Boat Show, will distribute grants or sponsorships up to \$2,500 to organizations that:

- Facilitate and/or improve access to recreational boating in BC

- Work to stimulate knowledge and education on key aspects of the recreational boating industry
- Promote, improve or advance boating interests in BC, including participation in boating and environmental stewardship of BC's waters.


Financial support will be made available to not-for-profit organizations that undertake projects related to capital infrastructure or events and initiatives deemed to increase participation in recreational boating or help to grow the recreational boating industry in BC.

British Columbia offers 27,000 kilometres of coastline alone as well as thousands of lakes and rivers across the province. With such premiere boating destinations, Prittie notes that public access to waterways needs to be at the forefront. In British Columbia it is becoming increasingly difficult, particularly in urban areas

with increasing real estate values and expanding development, and he hopes community organizations will leverage the grant program for capital projects that create or improve public access such as boat launches and other infrastructure.

"There are tremendous local economic benefits to having a strong and vibrant boating industry, but those can only be realized if boaters have easy public access to waterways," says Prittie. "Recreational boating has had positive impacts on economic growth through the province of British Columbia's history, and with ongoing support, it will continue to be a staple within every community."

For additional details on the programs and deadlines, visit: [www.boatingbc.ca/cpages/grants-and-sponsorships](http://www.boatingbc.ca/cpages/grants-and-sponsorships)

Boating BC Association is comprised of 315 member companies that represent all aspects of the boating industry. 

## BOATING ONTARIO

# NEW ASSOCIATION WEBSITE OFFERS MORE FUNCTIONALITY


Boating Ontario Association has announced major changes to its website, BoatingOntario.ca. The overhauled site now features consumer boating education information and links to its key industry partners such as Discover Boating and the Toronto International Boat Show.

"We will be expanding and adding to the website content, and we look forward to re-

ceiving your feedback," says Cynthia Hodgson, Boating Ontario's Marketing Manager.

The website provides tools for quickly locating a marina, boat dealer, boat broker or service centre within Ontario. Through the directory search function, consumers and industry members can also find marine-related products and services.

Boating Ontario members can also access

member-only information when they log into the site using a unique password for each employee they associate with their company profile. Company profiles are customizable with logos, photos and downloadable files. Members are encouraged to update their company profiles. 

## AT A GLANCE

### APRIL

★ **Windsor Boat, RV & Recreation Show & Sale** April 7 to 9

★ **Sudbury Sportsman Show**  
April 7 to 9

**Suncoast Boat Show**  
April 21 to 23

**Southeast US Boat Show**  
April 21 to 23

★ **Orillia Perch Festival**  
April 22 to May 13

**China (Shanghai) International Boat Show**  
April 26 to 29

★ **Victoria Inner Harbour Boat Show**  
April 27 to 30

**Colombia Nautica International Boat Show**  
April 27 to 30

★ **Edmonton Cottage Life & Cabin Show**  
April 28 to 30

### MAY

**American Boating Congress**  
May 15 to 17

★ **Deans Marine annual Marine Swap N Shop (Duncan, BC)** May 20

**Sanctuary Cove International Boat Show**  
May 25 to 28

**Korea International Boat Show**  
May 25 to 28

### JUNE

★ **Port Credit Spring Boat Show**  
June 2 to 4

★ **Variety's Boat for Hope – Victoria**  
June 3 (tentative)

★ **Boating Business Charity Golf Tournament (Royal Ashburn)** June 7

★ **Orillia Spring Boat, Cottage & Outdoor Show** June 9 to 11

Submit your calendar info:  
[jlee@metroland.com](mailto:jlee@metroland.com)

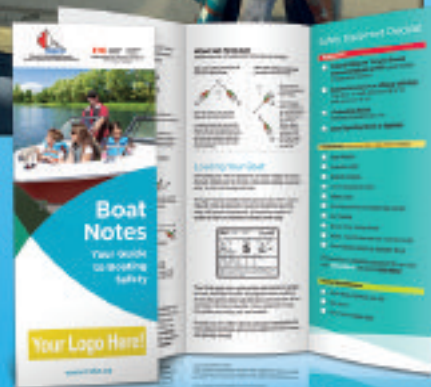
# Waiting for Spring can be "Ruff!"



**Safety can contribute to your bottom line and save your customers money too!**

No sense in your customers paying unnecessary fines for not having the legally required safety equipment on board. Help make sure they do.

While waiting for the ice to melt, give them Boat Notes! A handy brochure containing critical boating safety info that will help your customers have a safe and enjoyable boating season.



Visit [csbc.ca](http://csbc.ca) to learn more!





**Northpoint Commercial Finance** has announced that **Natalie Bouchard** has joined the company as Director of Business Development in Canada. In this role, she will be responsible for further developing the company's portfolio. Bouchard joins the efforts of the existing field sales team to provide enhanced regional coverage of existing customers and develop new business opportunities.

Based in Alberta, Bouchard will lead business development efforts in Alberta, Saskatchewan and the Northwest Territories.

She brings more than 16 years of floor plan financing experience to the position, formerly working with companies such as TCF Commercial Finance, GE Commercial Distribution Finance and Transamerica. Previously, Bouchard has held sales and management positions throughout her finance career, and is passionate about customer service.



**EdgeWater Power Boats** has named **Jennifer Butera** its new President and CEO.

Butera comes to EdgeWater Power Boats after serving as general manager of Brunswick Commercial and Government Products Inc. (BCGP), which is based in EdgeWater, Florida. Prior to holding that position, Butera worked for Walt Disney Corporation.

"We are very excited to have Jennifer join the team," said Bryan Powderly, EdgeWater Vice President and Chief Financial Officer. "She has taken BCGP forward significantly during her stewardship, growing sales locally and internationally, and developing the operation and commercial team, as well as implementing LEAN processes. Jennifer has a track record of strategic vision and excellence in execution. We are excited that she will bring this experience to bear on our business as well. I know she has strong intentions to involve our deal-

ers even more in the future to help EdgeWater develop even more exciting products."

EdgeWater manufacturers yachts, centre consoles, dual console fishing boats and bay boats.



**IMTRA**, a manufacturer and importer of marine and commercial products, announced the addition of **J. Mark Barrett** and **Eric MacDonald** to the outside sales team.



"After 35 years with the company, **Jerry Truax** has retired from IMTRA," explains Eric Braitmeyer, CEO of IMTRA. "He has been a tremendous technical resource, a valued advocate

for his customers, a dedicated representative for IMTRA and just a great person. With such big shoes to fill, we have decided to do so with two people. These appointments will allow us to provide a dedicated focus on recreational marine and our growing commercial customer base."

Barrett joins IMTRA as recreational Pacific Northwest Account Representative. Most recently with West Marine Pro, Barrett has been working the Pacific Northwest marine market for over 25 years and brings with him a deep technical knowledge and great connections in the industry. His territory will include Washington, Oregon, British Columbia and Idaho.

MacDonald is already performing his duties at IMTRA in the newly created position of Commercial Pacific Northwest Account Representative. MacDonald has worked in the territory since 2014 and will support commercial and industrial customers from the San Francisco Bay Area in Northern California to Alaska and inland to the Rocky Mountains. An enthusiastic advocate for his customers, MacDonald will focus on supporting IMTRA's commercial marine, fisheries and other industrial market clients.



**WOW Watersports** welcomes **Samantha Baker** as its new Administer and Customer Service Specialist. Baker will play a vital role with the inflatable water toy manufacturer as it seeks

to grow its presence across North America.

She will oversee customer service and dealer growth programs for the company as well as web events and other key initiatives.

Baker will be based in the company's North American office and warehouse in Orillia, Ontario (844) 969-9063.

The **National Marine Electronics Association** (NMEA) has appointed four additional members to its Board of Directors. Named and approved by the NMEA membership to the board during the annual meeting in Naples, Florida were **Brian Kane**, **Sean Hatherley**, **Jason Young** and **Kevin Boughton**. During their three-year terms they will be responsible for helping to create and drive NMEA strategies, programs and efforts in all areas.

Brian Kane is Chief Technology Officer, founding partner and Board of Directors member of Global Ocean Security Technologies-GOST (see page 30).

Sean Hatherley has been Sales Director at Navico since 2014, overseeing sales to technical installers, local retail accounts and wholesale distribution in the Americas.

Jason Young oversees the outside sales department, key account management and brand management at CWR Electronics for more than 15 vendors.

Kevin Boughton, as Senior Technician, oversees techs and installers at Midcoast Marine Electronics in Rockland, Maine.

Additionally, **Mike Spyros** of Electronics Unlimited took the reins as NMEA Chairman in January, after serving as Vice Chairman since 2014. He succeeds **Johnny Lindstrom** of Westport Yachts, whose term ended at the end of 2016. Board members **Steve Katz** of Steve's Marine Service and **Lou Rota** of FLIR Systems

moved into the positions of Vice Chairman and Secretary, respectively.

**Taylor Made Group** has announced that **Jason Pajonk-Taylor** has been named the company's new President and Chief Operating Officer (COO). The company distributes a variety of marine products through a worldwide distribution network.

Pajonk-Taylor began his career at Taylor Made in 1993, working in Templemore, Ireland, as plant manager for that facility's marine windshield business unit. In 1996, he returned to the United States to join Taylor Made Products, the company's aftermarket accessories division based in Gloversville, New York. He has served as President of Taylor Made Products since 2004, rising from his prior positions as vice-president of sales and marketing, and product manager.

Pajonk-Taylor served as chairman of the National Marine Manufacturers Association (NMMA) Board of Directors from 2010 to 2012 and as chairman of the Accessory Manufacturing Division Board of Directors from 2006 to 2008. He continues to remain active with the NMMA.

Additionally, The Taylor Made Group announces the appointment of David Karpinski as President of Taylor Made Products, filling the position left vacant by Pajonk-Taylor.

Karpinski joined Taylor Made Products in 1993 as Mid-Atlantic regional sales manager. From 1994 to 1997, he served as national sales manager of the hardware division. He has served as vice president of sales and marketing for Taylor Made Products since 1998.



**Global Ocean Security Technologies (GOST)**, a specialist in marine security, tracking, monitoring and video surveillance systems, has promoted **Brian Kane** to Chief Technology Officer.

A founding partner and GOST Board of Director member, Kane has taken on the position of Chief Technology Officer. In this capacity, he is responsible for overseeing all technical aspects

of the company.

Kane oversees the development and implementation of the company's strategies for new security technologies for the global maritime marketplace. A long time leader in the marine market, he was recently appointed to the Board of Directors of the National Marine Electronics Association (NMEA).

The **Marine Retailers Association of the Americas (MRAA)** has appointed **Mickaela Giese** its new Program Marketing Coordinator.

After graduating from South Dakota State University with a degree in Consumer Affairs, Mickaela accepted a position within the marketing department at Tige Boats. For the last year, she has been immersed in the marine industry and witnessed firsthand the opportunities and challenges that marine retailers face across the world. She says the time spent with Tige Boats has prepared her for her new position with the association because she now has the necessary skill set needed to support and contribute to the success of marine retailers.

In her previous position, one of Mickaela's main responsibilities was to connect with marine dealerships in order to learn how to best reach their ideal customers. She intends to take this knowledge and implement it throughout the marketing efforts produced by the MRAA.



**Safety Components** has named **Ana-Maria Petrea** its new Merchandise Planning Manager.

Petrea will manage planning for Safety Components' growing product lines, including WeatherMAX performance outdoor fabric, Armor AP, Glide Ice and PBI Max structural firefighting materials. She has extensive experience as a demand forecast analyst and is skilled in inventory level control, production planning, customer service and inside direct sales.

Prior to her new position, Petrea worked as a forecast analyst at Toronto-based Grand and Toy

and was a production planner at the Nuremberg, Germany, company, LEONI Wiring Systems.


## IN MEMORIAM



**Rodney Gene Hayward**, 55, passed away on February 4. Hayward was born on June 26, 1961 in Kalamazoo, Michigan to M. Eugene and Alice Marie Hayward. He is survived by his wife of 23 years, Anna, and his four children, Tyler, Dustin, Megan and Brooke, as well as his granddaughter Micah. He is also survived by his brother Douglas, sister Tonya and numerous nieces and nephews.

Hayward combined his love for art with his love of boats, spending his professional career working for companies such as Spartan International, Syntec Industries, Valley Screen, Craft Originators and most recently Burlington Graphic Systems. His commitment, his drive and his talents were unwavering.

Hayward specialized in graphics, emblems and logos for boat builders across North America. He also inspired many interior design trends. He was a pioneer in developing new products that raised the bar and set new standards, such as incorporating designs and custom patterns into marine carpet.

Hayward constantly pushed forward to bring new colours, shapes, textures and lighting into his design work. 



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