

OCTOBER/NOVEMBER 2020

COMPASS

LYBA

FLIBS Scheduled To Be Live!

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Amels: Yesterday And Today

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Coinjock Marina:
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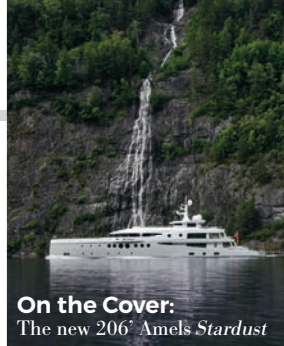
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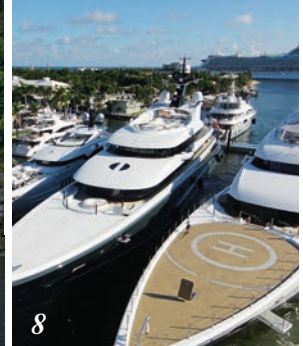
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October 7-8

IYBA Charter Open House
Location TBD*

October 28 - November 1

Fort Lauderdale International Boat Show
Fort Lauderdale, Florida
(For a preview, see page 8)

*Visit [IYBA.org/events](https://www.iyba.org/events) for the location of this
event, and to learn about future Open Houses,
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Paul Flannery, *IYBA Executive Director*

Casey Noble, *IYBA Sales and Marketing Coordinator*

Emma Ross, *IYBA Events Coordinator*

Raut Massre, *IYBA Communications Specialist*

Denise Huntze, *Print Dynamics, Designer*

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Gary Beckett & Louisa Beckett,

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FROM THE HELM

by **Paul Flannery**, *IYBA Executive Director*

YOU'VE GOT NEW CUSTOMERS, LET'S KEEP THEM ENGAGED

It is challenging to write anything these days without referring to the unusual circumstances we find ourselves in. If I hear the words “new normal” again I am afraid my head might explode, but the fact remains that we are doing things very differently in mid-2020; very differently indeed. We don’t gather as we have in the past, we meet “virtually”. Events the world over are cancelled due to concerns or regulations and that places a big cloud of uncertainty over the ways we have been doing business for decades.

But enough of Debbie Downer. Those of you who know me know that I tend to lean toward the positive and actually, there is a lot to feel very positive about right now. Sure, we have to deal with disruptions in our lives that we didn’t ask for but as far as the yachting and boating industry is concerned, it is hard to imagine it being better. In speaking with leaders across the industry, virtually every conversation I have refers to unprecedented growth in YOY business and the availability of new or clean used inventory as being the biggest challenge.

A really interesting statistic I have had related to me is that in the sub-\$3 million market, close to 50 percent of the new boat deals done in the last six months have been to new buyers. Not just new boat buyers, but buyers new to boating! That is an amazing statistic and speaks directly to a challenge that many of us have been trying to address for several years. With our client base shrinking and increased competition for boat-buying dollars from RV’ing, aviation, second homes and other distractions, a major concern has been sustainability of the business model as we know it. Well it looks like we have had a reprieve sent our way – but that faces us with yet another challenge I encourage you to give serious thought to.

High expectations

The boat buyer who is entering into the fray as a “newbie” has grown accustomed to a very high level of service in his other luxury purchases. Owners of luxury automobiles are accustomed to turning the key, rain or shine, and having everything work first time, every time.

Owners of luxury automobiles are accustomed to turning the key, rain or shine, and having everything work first time, every time.

They have grown used to being notified via email or text that service is due or a problem exists (one that maybe they didn’t even know about) and that a loaner vehicle will appear in their driveway tomorrow morning so the service department can fix their problem with the least amount of inconvenience or disruption. That is what they expect when they invest in other luxury assets and as we know, that’s a tough bill to fill in the boat world.

We know that a boat is a municipality unto itself. Most larger boats are designed to create their own electricity and potable water, have propulsion systems that require not just fuel but maintenance, and they all create waste and trash that must be stored and disposed of. Each of those functions and a myriad more require a system or mechanism that performs that task and on top of it all, must do it in one of the most hostile environments on earth, salt water.

The challenge is retention

So, what is our biggest challenge here? *Retention* is our biggest challenge, as I see it.

We as an industry must look within and identify ways that we can provide a more seamless experience to our new participants. While there are significantly more monitoring options available today, training and setting realistic expectations for new boat owners are of paramount importance. Have that difficult conversation about what to really expect.

Take the extra time to introduce the buyer to a great support network whether it is “in house” or through preferred providers and help make

the ownership experience as enjoyable as possible. I know that this is an old song to sing but as we have an influx of new people enjoying the marvelous world we know as boating, let’s up our game one more notch and keep a large percentage of these new participants in the game, ensuring a healthy industry for years to come.

That’s just my opinion and it’s worth what you paid for it, but I encourage you to give it some thought. Now get out there and sell something, will ya....

Cheers,

Paul

Paul Flannery



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SHOWS

by **Grant Henderson**, Chair, IYBA Boat Show Committee

MIAMI YACHT SHOW 2021: THINKING OUT OF THE BOX

Every day we inch closer and closer to the Miami Yacht Show, coming up on February 11-15, 2021. During these strange times, there are certainly more questions than answers out there, but we at IYBA are pushing forward to making sure we have a successful show.

The new location is just in its third year and we have an opportunity to do something different and take advantage of all that Miami has to offer. Our new colleague, Susan Penrod of Susan Penrod Public Relations, is helping to make the Miami Yacht Show a truly remarkable event. Susan and her team come with a wealth of knowledge in this space. Not only is it important to elevate the overall experience of the customers attending the show, but the exhibitors also must feel it is a show that will attract the right clientele.

The journey from start to finish must be seamless, unique and enjoyable. In order to achieve this, here are a few potential ideas to better the show:

- An MYS Kickoff event featuring local culinary talent and well-known entertainers
- St. Tropez All Day – French foods and wine as well as pop-up French boutiques
- Charity celebrity chef cook-offs featuring live music and DJs
- Shoe valets offering comfortable footwear with fashion shows and models
- Valentine's Day events with millionaire matchmakers and private dinners
- Family events incorporating local businesses such as Jungle Island.

These are just a few of many ideas that are being worked on to take the 2021 Miami Yacht Show to a new level.

Overall, the wheels are in motion and already much work has been done. Miami is one of the most diverse, distinctive and entertaining cities in the world. Our goal is to take advantage of those features and use them to create more than just a boat show, but an event no one is going to want to miss.

Please stay tuned to this column for more updates on MYS 2021.

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61ST ANNUAL FLIBS: IT APPEARS THE SHOW MUST GO ON!

On September 10th, when the news broke that the Broward County (Florida) Commission had voted to give permission for the Fort Lauderdale International Boat Show (FLIBS) to go forward as a live event, a collective gasp of surprise was heard from many yachting industry professionals. Most of the other major fall boat shows in the U.S. and Europe had been cancelled due to concerns over the COVID-19 pandemic. But as of *Compass* magazine's press date in late September, FLIBS is still on track to take place on October 28 – November 1 in the “Yachting Capital of the World”.

Fort Lauderdale Mayor Dean Trantalis issued a statement right after the Broward County Commission's decision was announced, saying, in part: “It is vital that we get our economy back on track. The upcoming boat show is critical to accomplishing that because the show has a major positive economic impact on Fort Lauderdale by supporting local businesses and their employees. Public health will be protected. Fort Lauderdale has been a leader in addressing the COVID-19 pandemic, and we have worked with the boat show to put

together a solid plan to ensure it will be held with the utmost safety.”

Of course, this year's show will look and feel different from the usual annual event that, according to a 2019 study by the Marine Industries of South Florida (MIASF), draws some 100,000 people and generates \$1.3 billion in economic output throughout the state of Florida.

“Due to travel restrictions in place in foreign countries that usually exhibit at FLIBS, we are expecting fewer foreign exhibitors this year. However, with strong sales in the U.S., we expect a more regional show,” Andrew Doole, president of Informa Markets U.S. Boat Shows, said on Sept. 10, adding, “Currently, we have 455 exhibitors confirmed and could expect 50 percent more.”

Ten percent of FLIBS attendees typically travel to the show from outside the U.S. and 49 percent come from states other than Florida. This year, due to the pandemic, attendance undoubtedly will be smaller. “We don't know yet what the travel restrictions will be at the time of the show, but with a high demand for boats currently in the U.S., we are confident that this year's show will bring in quality buyers,” Doole said.

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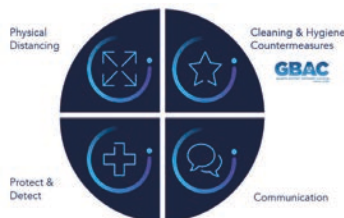
The 2019 Fort Lauderdale International Boat Show had a massive footprint. *Photo by Joel Eriksson*



Social distancing will keep the FLIBS docks less crowded this time. *Photo by J Christopher*

Informa AllSecure

Instrumental to Broward County's giving permission for the FLIBS to go forward are the new Informa AllSecure health and safety standards that international event-management firm Informa Markets drafted in collaboration with the Global Biorisk Advisory Council for all of its shows held during the pandemic. "Informa Markets has now hosted several safe and successful events in Asia using the AllSecure guidelines," Doole said. "FLIBS will be the first Informa event hosted in the U.S. to implement the AllSecure."



Four cornerstones of Informa AllSecure

The AllSecure guidelines call for mandatory face coverings, temperature screenings, social distancing, and enhanced cleaning and sanitizing procedures throughout FLIBS. Even the buses and water taxis bringing exhibitors and guests to the show will be deep-cleaned and disinfected nightly, and high-

touch areas (grab bars, seats, handrails, counters, etc.) will be disinfected after each drop-off. Electrostatic foggers will be used and air purifiers with UV lights will be installed in the show tents to help with the disinfection process.

There will be additional entrances to FLIBS this year, in order to cut down on lines, and signage and markers will be used to help keep those people who are in line spaced out at six-foot intervals. Inside the show, seating in the Windward VIP Club, cafes, cocktail barges and outdoor areas will be reduced and spaced out in order to maintain social distancing, and food will be offered in contact-less packaging.

The amount of space per person allotted throughout FLIBS' footprint will be increased from a pre-COVID standard of 14 square feet to 36 square feet – which may force exhibitors to re-think the traffic-flow patterns through their displays. At press time, some of the bigger marine companies that typically send dozens of people to work at FLIBS were considering reducing the number of team members staffing their displays, in order to allow more room for social distancing both by workers and show attendees.

The AllSecure guidelines state: "Exhibitors will comply with all requirements (as applicable) outlined for retail establishments in Broward County's Guidelines and Emergency Orders initiated for retail including but not limited to:

- Floor markers within each individual exhibitor booth to allow for social distancing.
- Increased sanitation of all items throughout the day.
- Encourage adoption of contactless payment mechanisms.
- Eliminate interactive exhibits."

Attend with confidence

"We have devoted significant effort to safeguard the show to ensure that every person who attends the mostly outdoor show can do so with confidence," Doole said. "In addition to implementing Informa Markets' comprehensive AllSecure health and safety standards, we are working closely with our elected officials in Broward County and the City of Fort Lauderdale to employ Broward County's emergency orders providing for a safe and healthy

These new measures and rules should be taken seriously by everyone at the show.

environment that prioritizes the safety of all attendees, exhibitors, crew members, and staff.... These new measures and rules should be taken seriously by everyone at the show."

He continued, "It is important that we come together as a community to celebrate what we love – boating – while doing it safely. There will be plenty of new yacht debuts and expanded areas offering great food and drinks to safely enjoy.... Our show has been well-received by our exhibitors and the marine industry. We look forward to a successful event this year and are optimistic despite attendance being lower than the quality buyer will be present."

For more information about FLIBS 2020 and the Informa AllSecure health and safety regulations, please visit www.flibs.com.



Superyacht Village will return this year. *Photo by J Christopher*

BANYAN AIR SERVICE REPORTS MANY CROSSOVER CLIENTS WITH THE YACHTING INDUSTRY – ESPECIALLY AT THIS TIME OF YEAR

Each year during the Fort Lauderdale International Boat Show (FLIBS), Banyan Air Service, located at Fort Lauderdale Executive Airport (FXE), welcomes many transient clients who visit South Florida to attend the show. Typically, there is a 25 percent increase in air traffic during FLIBS, and many visitors will choose to fly into FXE because it is a general aviation airport as opposed to Fort Lauderdale International Airport (FLL), which can be busy with both commercial and general aviation traffic.

Since Fort Lauderdale is the “Yachting Capital of the World”, and many corporate jet owners are also yacht owners, it is only natural that Banyan should attract and serve the same clientele. Numerous aircraft owners and crew fly into Banyan to visit their yacht or come to purchase a new yacht.

Banyan and the yachting community in South Florida maintain a great relationship and have collaborated on several projects together. For example, after Hurricane Dorian in 2019, Banyan and several marine industry companies including Yacht Chandlers and Hooker



Banyan's Key West-style lobby

Banyan and the yachting community in South Florida maintain a great relationship.

Electric aided in The Bahamas hurricane relief effort, sending containers and aircraft filled with supplies and food donated by the local community.

Banyan also has hosted Tapas on the Tarmac, a networking event promoting aviation and yachting with vendors from



Banyan partnered with several marine industry companies to provide Bahamas hurricane relief after Hurricane Dorian.

both industries showcasing their aircraft and yachts. The event was held in the Banyan hangar to kick off the 2015 FLIBS.

As the travel industry recovers from the recent pandemic, Banyan expects to see both the aviation and marine industry continue to cross over and work together to serve customers.

Award-winning FBO

Banyan Air Service is an award-winning full-service fixed base operation (FBO) with more than one million square feet of hangar and office space within a 100-acre aviation complex. Banyan provides comprehensive business aviation services, including ground services, aircraft sales, heavy maintenance, exterior and interior upgrades, turbine engine service, structural repairs, avionics installations and services, and aircraft part sales. It also is home to the world's largest pilot shop and one of South Florida's most unique dining experiences – Jet Runway Café.

Banyan repeatedly has been voted the Best Independent FBO in South Florida. It is experienced at catering to year-round air traffic ranging from based customers to seasonal travelers. Visitors love the tropical “Key West”-style terminal complete with cascading waterfall, 800-gallon saltwater aquarium, 30-foot palm trees and plantation-style paddle fans.

Banyan reports that attendees of FLIBS generally are interested in discussing the benefits of owning private aircraft or they are in the market to sell their current aircraft. However, the purchase of an aircraft, much like purchasing a yacht, is a highly technical transaction that often requires a singular focus. With more than 30 years of aviation experience, Banyan Aircraft Sales is here to guide you and your clients through the process. Banyan specializes in the selection, evaluation, valuation, negotiation and management of turbine-powered aircraft. Whether you are a first-time aircraft owner, avid aircraft owner, or need aircraft management, Banyan Aircraft Sales can help.

HondaJet experts

Banyan is also the Southeast Sales and Service center for the HondaJet, which has been exhibited at FLIBS several times with great interest from the yachting community. The HondaJet is the world's most advanced light business jet aircraft, with best-in-class advantages in performance, comfort, quality and efficiency. It is the fastest, highest-flying, quietest and most fuel-efficient jet in its class.

For more information about Banyan Air Service, please visit www.banyanair.com.



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DRIVING FORCE: THE LATEST LUXURY AUTOMOBILES

Editor's Note: Each year, the Fort Lauderdale International Boat Show (FLIBS) has eye candy on display beyond its miles of gleaming luxury yachts. Show goers also are treated to a close encounter with some of the latest high-end automobiles. Here, longtime FLIBS exhibitor Holman Motorcars of Fort Lauderdale presents some of the new models gracing its showroom floors.

ROLLS-ROYCE GHOST

The minimalist design brief for the new Ghost, which glided into Holman Motorcars' showroom this summer, was to create a "Post-Opulent" luxury vehicle that "doesn't shout, it whispers". This is most technologically advanced Rolls-Royce yet, succeeding the original Ghost unveiled in 2009, which is billed as the most successful model in the auto maker's 116-year history.

Key styling features include the down-lit Pantheon grille which discreetly illuminates Rolls-Royce iconography. An illuminated fascia debuts with this model, featuring the Ghost nameplate surrounded by more than 850 stars.

Built on rigid aluminum Rolls-Royce spaceframe architecture, the Ghost features all-wheel drive and all-wheel steering for unprecedented surefootedness. The world-first Planar suspension system significantly increases agility and effortlessness. The hallmark 6.75-litre twin-turbo V12 engine delivers 563bhp/420kW and 850Nm/627lb ft of torque. In order to keep the interior whisper-quiet, however, the air intake system incorporates larger porting. Interior components are tuned to a specific resonant frequency to create a sense of serenity.



ASTON MARTIN DBX



A landmark model for the brand, the DBX takes Aston Martin into a new segment of the global luxury market. Built upon an all-new, dedicated SUV platform, the DBX has received early praise from the media and enjoyed a rush of pre-orders. Although it is not a traditional Aston Martin sports car,

the DBX is everything an Aston Martin should be – beautiful, hand-built and technologically advanced.

Powered by a new version of the characterful 4-liter, twin-turbocharged V8 engine found in the DB11 and Vantage, the DBX features an impressive output of 550PS and 700Nm of torque, carefully tuned to meet the specific needs of this model. With a sound character that is unquestionably Aston Martin, the active exhaust system ensures this is a luxury SUV that can sound refined one moment and exhilarating the next. The engine's versatility isn't restricted to its vocals either; the turbocharged V8 has cylinder deactivation to enhance fuel economy, yet it can propel the DBX from 0 to 62mph in 4.5 seconds and on to a top speed of 181 mph.

BENTLEY BENTAYGA



Key to the new Bentayga is its strikingly dynamic look, which draws inspiration from the marque's new design language, introduced by the third-generation Continental GT and recently introduced Flying Spur. Together, the three cars form a new family that are more visually connected than ever before. The bold styling offers an imposing road presence, with every panel at the front of the car redesigned for a cleaner, modern look.

The Bentayga's highly praised interior has been significantly revised in the latest model. Among the major changes are a new center fascia and steering wheel, new door trims and all-new seats – now available with ventilation in the rear of the five-seat cabin option. Passengers in the rear also enjoy significantly more space, with legroom increased by up to 100 mm depending on configuration.

LAMBORGHINI HURACÁN EVO RWD SPYDER

The Huracán EVO RWD Spyder's design optimizes the integration and function of the extremely lightweight soft top. The Spyder is a true Lamborghini whether its roof is open or closed, sporting inimitable lines from every profile that confirm it is as dynamic in both looks and performance. The Spyder's exterior lines ensure drag reduction and downforce matches that of the coupé without requiring additional aerodynamic appendages, while enhancing the car's balance and dynamism with roof both up and down.

Reviving the appeal of rear-wheel drive, the Huracán EVO RWD Spyder is a true driver's car and a lifestyle choice, complemented by virtually limitless color and trim options through Lamborghini Ad Personam, which allows owners to personalize their car to their exacting tastes. The naturally aspirated V10 engine delivers 610 CV at 8000 RPM, giving this new Lambo an exhilarating top speed of 201 mph (324 km/h).



LOTUS EVORA GT



Employing selected lightweight carbon fiber components as standard, the new Evora GT enjoys a sleek silhouette. However, as with all Lotus sports cars, aerodynamic downforce is also a requirement and this new GT-class coupe generates up to 64 kg of downforce (double that of the Evora 400), making it the new benchmark when compared to similarly priced rivals.

The Evora GT is powered by a specially calibrated and tuned higher-output version of Lotus' supercharged, 3.5-litre 6-cylinder engine with integrated water-to-air charge cooler, producing 416 bhp at 7000 rpm and 317 lb ft (430 Nm) of torque from 3500 rpm to give a 0-60 mph time of just 3.8 seconds. The automatic option has 332 lb ft (450 Nm) and returns a similar acceleration time. With all the lightweight options fitted, mass is further reduced to 3,104 lbs.

BUGATTI CHIRON

The Chiron is the latest generation of the ultimate super sports car and features a completely new design. The sports car manufacturer, with its long tradition, has taken the unique features of a modern Bugatti to a new level and developed a high-performance machine that has become significantly better in every respect.

The Bugatti Chiron is the world's first super sports car to bring 1,500 hp onto the road with a torque of 1.600 Nm at 2000 to 6000 rpm with tremendous effectiveness, extremely high safety levels and unprecedented comfort. This is the result of the legendary and unique eight-liter W16 engine that has been newly developed by Bugatti. In combination with the four new, larger turbochargers that are controlled by the Bugatti two-stage turbocharging, an innovation that Bugatti is introducing, and a large number of other technical refinements and innovations, maximum performance is available constantly and can be easily controlled at all speeds.



Want to take it with you? Lazzarini Design Studio has created an innovative Bugatti Chiron tender bay and ramp for its new 40-meter Xenos Hyper yacht concept.

NOW IS THE TIME TO WORK ON BRAND AWARENESS

Modern yacht marketing in recent years has become more creative and focused on the customer. Some, especially among the smaller players, in the yachting business have been moving away from marketing channels and methods traditionally utilized by yachting brands. In the new Working From Home (WFH) era, we expect this shift to be advantageous now, more than ever.



Marketing for brokers and charter operators has the same basic goal that successful marine brands always have had – building trust among customers. But this has been shifting from sole reliance on boat shows, sponsorships, and print magazines to adding digital marketing, lifestyle branding, and utilizing new mediums – like video. Charter agencies and brokers alike have taken note that building trust with their customers now requires:

- Understanding the customer
- Looking at the services they offer from the customer's perspective
- Telling an authentic story that resonates with the customer's experiences and lifestyle.

Marketing today doesn't just mean advertising on Facebook and Instagram; it means prioritizing the customer with careful messaging and finding

multiple ways to get those messages in front of your target audience. So, now that we have adjusted to the "virtual marketplace", let's look at some ways that you can improve brand awareness. We aren't selling widgets, right? The yachting industry is in the business of selling something unlike any other consumer product. But that doesn't mean that affordable, innovative marketing strategies can't be utilized here as well.

1. Increase the Number of Brand Touchpoints

No one will buy a yacht or spend hundreds of thousands on a charter after only seeing a single print ad. The rule says that the number of touchpoints a consumer has before making a purchasing decision increases in direct relation to the price. Strong brand awareness is a result of multiple simultaneous efforts and repeatedly exposing your brand to your target audience. Brokers and charter companies can increase the number of times a prospective customer has to learn

more about their services and engage their audience through multiple platforms.

Everything is going digital these days and web marketing is cost-effective, scalable with an infinitely broad or narrow focus, and provides excellent performance tracking. If you have a good idea of where your target audience tends to hang out online – in terms of social platforms – this is where your company should focus its energy and budget. Keeping your account looking good and active is the first step. Then you can consider paid social advertising. However, this is becoming an increasingly more competitive landscape and smaller budgets get consumed quickly without producing great results.

Another option is search ads. These are great because they allow your company to stretch the marketing budget by targeting keywords that are less competitive. Plus,

retargeting ads strategically delivers additional touchpoints for customers who have already shown an interest in your service or brand. By creating a dedicated landing page for search ads, companies like Denison Yachting lead our industry in the use of digital marketing. They have mastered the art of tailoring messages in response to related search queries.

2. Fine-Tune the Messaging

Imagine you are a potential customer searching for information as you consider buying a boat or chartering, maybe for the first time. There is a lot of information online – too much really – and it's all saying the same things. You would likely be overwhelmed by pictures of ocean spray off the bow and content about "sleek lines, modern interiors" and "unforgettable experiences."

To stand out, your company needs to catch customer's attention by answering their most pressing search questions: "Where?" "How much?" and "What's included?" Explain why they should choose your

The number of touchpoints a consumer has before making a purchasing decision increases in direct relation to the price.

brokerage or charter agency over the others. Use stellar storytelling to tell them about your company and the valuable advantages that come with your service offer.

3. Optimize Your Website

If you haven't updated your website in a while, now is a good time to do that. Adding new images and information is good for a fairly new site. But if it's older, you should work with a web development agency that knows how to optimize your website for user experience and search engines.

4. Leverage the Power of Images and Video

The digital landscape is increasingly visual. Your online presence should be curated to catch the user's eye. Potential customers will judge your company by the media and images they find on your website and social feeds. Using high-quality images is a must, so hiring a photographer can be a powerful investment.

Also, consider tapping into the power of video. Not only do customers love videos on social, but YouTube videos also now are indexed in Google searches and there are unlimited options for targeted YouTube ad campaigns. For an example of how one colleague is leveraging video content, see the "Yachts for Sale" YouTube channel created by David Seal, a broker for Northrop & Johnson.

5. Collect and showcase positive customer reviews

Customers rely more and more on online reputation when making

purchasing decisions. That's why it's worth the effort to reach out to current and past customers and request a testimonial. Positive reviews can be featured on your website, posted on social accounts, highlighted in videos and used in other marketing content.

6. Use Your News to Drive SEO

Strategic PR can be utilized to increase brand awareness and drive more relevant traffic to your site. This is because search engines love recently published content and they pick up press releases and news published on your site. News can include a wide range of information, such as a recent yacht sale, charter service to a new area or popular charter itineraries, participation in boat shows and charity events, or a company anniversary. Plus, keyword optimization of this type of PR increases relevancy – and therefore search-engine ranking – for your site in relation to those topics over time. Considering using a new distribution network like PR Newswire or PRWeb; they're worth the investment.

Make Your Company More Visible

You want your company in the yachting industry to be found. Consider working with companies that understand the uniqueness of this business and can help you become more visible to your most valuable potential customers. If you haven't explored the marketing tools available to you via the IYBA.Pro portal, be sure to check it out now.



JULY/AUGUST 2020 BROKERAGE SALES REPORT SHOWS HISTORIC GROWTH

In August, Boats Group released the latest edition of its YachtWorld Market Index to showcase the dramatic rebound of the brokerage market at the end of the first half (H1) of 2020. In the report, YachtWorld's soldboats.com and YachtCloser data sources revealed the lowest point in total worldwide sales in H1 occurred in the first week of April, and that global sales were down at that time -56 percent year-over-year (YoY). However, recovery came quickly, and buyers flocked to online inventory, driving historic growth in lead and sales generation.

The increased marketplace activity led to a groundswell in boat sales in May and June, and by the final week of the second quarter, the weekly number of sold boats jumped 42 percent over the same week in 2019. While the recovery came much sooner than expected, the initial impact of COVID-19 caused a drag on YoY boat sales in the first half of the year, showing a 5 percent decline.

As the story unfolds and the second half of 2020 roars along, Boats Group's combined data from July and August illustrate what most of us have experienced. Boat sales have risen full throttle as a result of the surge in demand. In fact, the tidal wave of boat sales has continued long past the expected seasonal peak.

View the 2020 H1 YachtWorld Market Index at www.boatsgroup.com/yachtworld-releases-h1-2020-market-index.

by **Jenny Burkett**, Boats Group

DATA REFLECTS PERIOD FROM JULY 1 - AUGUST 31, 2020

U.S.	2019	2020	YoY % Change
Boats Sold	9,365	12,067	+29%
Value of Boats Sold - USD	\$1,041,080,823	\$1,679,310,347	+61%
Avg Boats Value - USD	\$111,167	\$139,166	+25%

International	2019	2020	YoY % Change
Boats Sold	2,054	3,076	+50%
Value of Boats Sold - USD	\$517,627,525	\$732,139,108	+41%
Avg Boats Value - USD	\$252,010	\$238,017	-6%

Florida	2019	2020	YoY % Change
Boats Sold	1,722	2,492	+45%
Value of Boats Sold - USD	\$376,684,182	\$644,841,214	+71%
Avg Boats Value - USD	\$218,748	\$258,765	+18%

YachtWorld's data is derived from Boats Group's soldboats.com and YachtCloser data sources.

WHEN YOUR LISTING IS FEATURED AT AN EVENT, LEAD CLIENTS RIGHT TO THE BOAT USING IYBA.PRO

IYBA.Pro, your industry-owned MLS, provides you with the tools you need to create luxurious listing profiles and marketing materials quickly and easily. Offering far more than just boat specs to share with your clients, IYBA.Pro also allows you to include high-resolution photos and videos, events, news, deck plans and even virtual tours, all in one place.

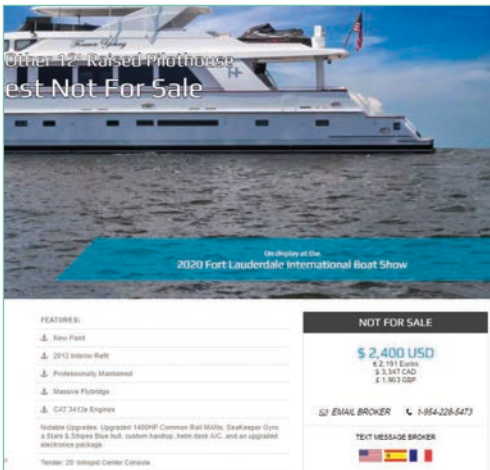
Here are some more tips and tricks to make your vessel's profile as attractive and informative as possible.

Tip 1: Add an event to a vessel's individual profile

Whether you are participating in an upcoming boat show or open house, or hosting a showing of your own, make sure to link the event to the participating vessel on IYBA.Pro! By doing this, your event can be included on the boat's individual profile, your marketing materials, and even your company website.

Asking people for directions to a boat slip is a thing of the past.

- Step 1: Select the “Events” button for the vessel of interest found under the Next Event tab.
- Step 2: Choose the event from the drop-down menu.
- Step 3: Save the updated information.
- Step 4: View the event on the vessel profile.



**To get started using IYBA.pro,
scan the QR code with your
smartphone's camera.**

Tip 2: Add your vessel's location at an event to its profile

Following hand-drawn maps and asking people for directions to a boat slip are things of the past. Save your clients from the unnecessary stress that comes from navigating through large events by including your show vessel's exact location in its profile. To make it even easier, have your potential buyers click on the map to get directions to the location straight from their smartphone. Here's how you can include this feature:

- Step 1: Select the “Maps” button located under the show vessel’s Country tab
- Step 2: Add the latitude and longitude coordinates of where your vessel will be located (There are multiple iPhone and Android apps that will provide you these coordinates immediately for free!)
- Step 3: Adjust the Zoom on the maps to your liking
 - Step 4: Select “Yes” under the Share tab
 - Step 5: Save your changes and share the vessel profile with clients you hope to see there.

To find more tips & tricks to enhance your listings on IYBA.Pro, visit www.iyba.pro.



Trick: Interested in seeing what boats are participating in upcoming shows and events? Visit the iyba.org website to see a list of our MLS vessels that are participating! Browse through hundreds of boats to see which ones catch your eye or send them to your client to review before attending. To find this list, just follow these simple steps:

- Step 1: Go to www.iyba.org
- Step 2: Click “Yachts Search” under the Vessel MLS tab
- Step 3: At the bottom of the search box on the left, go to “Events” and choose which event you would like to view
- Step 4: Click “Search” and browse through the results.



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THE AFTERMARKET

ON THE HARD

by **Gary Alderman**, *Snead Island Boat Works*

DRAWING ON FOURTH-GENERATION EXPERIENCE TO OFFER SERVICE, REFITS AND REPAIRS ON FLORIDA'S GULF COAST

Snead Island Boat Works is located in the Bradenton, Florida, area at the mouth of Tampa Bay. There has been a boatyard at this location, on the north shore of the Manatee River at Marker 14, since 1907. Now in its fourth generation as a family-owned and -operated yard, Snead Island Boat Works continues a long tradition of quality craftsmanship and service to yacht and commercial vessel owners on Florida's Gulf Coast and beyond.

The yard's current management team consists of myself and my daughters, Annie Alderman and Megan Mathews, and son-in-law, Matt Mathews. We employ around 24 workers year-round, with a few additional employees who escape the north to come help us in the winter.

Flexible scheduling

Snead Island Boat Works recently added a Holstar custom hydraulic trailer that has allowed us to expand our Dry Storage facility, and a new 55-ton travel lift with extended beam forward to allow easier hauling of sailboats and powerboats with forward pilothouses. With three lifts ranging from 20- to 77-ton capacity, Snead Island Boat Works can be flexible in scheduling haul-outs for surveys. The yard offers "short hauls" either with or without pressure wash and allows adequate time for bottom inspection. We try to work with brokers on haul-outs, aware that there a lot of pieces that need to come together for a sale to go smoothly.

Snead Island Boat Works also offers a full menu of maintenance and repair services including bottom painting; blister repair; sailboat rigging; electronics from repairs to complete upgrades; running gear repair – shafts, props, rudder and also hydraulic platforms; electrical upgrades including solar; diesel engine repair and re-powers; outboard service; bow thruster installs; air conditioning, refrigeration and plumbing repair and installs; hull modifications; fiberglass carpentry and painting. We also offer decommissions for transport including on-site crane for mast removal.

In addition to our own experienced team, we work with some of the best professionals on Florida's Gulf Coast for custom stainless and aluminum fabrication and repair, as well as canvas, enclosures, and



We try to work with brokers on haul-outs, aware that there a lot of pieces that need to come together for a sale to go smoothly.

upholstery.

Snead Island Boat Works also does major vessel restorations. We have just completed a 1954 Daniel's custom Boca Grande "Pass Boat", *Miss Megan*, and are now rebuilding the

Moon Raker, built in 1963 by Johns Knight Sr. in Boca Grande. When completed, she will rival any of the "picnic-style" yachts of today.

75-slip marina

There also is a 75-slip marina on site with open and undercover slips, including lifts up to 24,000 lbs., and dock-side fuel service. We offer a hurricane haul-out plan that guarantees you a spot in case of a named storm. In addition, the boats in our expanded Dry Storage area are secured with straps to ground anchors in event of a storm. We can store your client's boat and have it serviced and ready to go when they are.

For inquiries, please email Matt Mathews at info@sneadislandboatworks.com or phone 941-722-2400.

A photograph of two dolphins swimming underwater. The dolphin on the left is smaller and is looking towards the camera with a slight smile. The dolphin on the right is larger and is also looking towards the camera, with its mouth slightly open. The water is clear blue, and sunlight is filtering down from the surface, creating a shimmering effect on the dolphins' skin.

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www.quantumstabilizers.com

by **Jordan Balbresky**, *Rushton Gregory Communication*

DOCKING WITHOUT DRAMA: THE BENEFITS OF A REMOTE-CONTROL DOCKING SYSTEM

Some years ago, as a new charter captain with an untested crew, I took some advice from a more experienced captain, who said: “Always wear sunglasses so no one can see the fear in your eyes.”

Although calm and cool on the outside, the stress of my first time docking my owner’s multimillion dollar 80-footer was palpable. Add to that the fact that I was performing under the watchful eyes of charter guests. I had ample boating experience but maneuvering in tight quarters a boat that big was a little nerve-racking. Up on the flybridge, I found myself running back and forth from the rail to the wheel to judge distances and give a little thrust. Thankfully, there was no wind or current to add to the stress of the moment and I was able to dock successfully.

Since that time, there have been amazing advances in marine technology. Vessels are equipped with cameras to aid in visibility, and proportional thrust control for bow and stern thrusters simplifies maneuvering. One of the best innovations to come out in the past few years, however, is remote-control docking systems.



Dockmate Twist wireless transmitter

Plug-and-play connectivity

Easy to install and compatible with most engine and thruster systems, remote-control systems let captains and crew operate engines, bow and stern thrusters, anchor winches and horns from anywhere onboard with a small handheld device. Systems like Dockmate deliver “plug-and-play” connectivity and the wireless remote control lets users confidently command the boat’s movement while stepping away from the helm for the best vantage point.

The Dockmate system also includes software that lets installers customize the feel and response time to meet the specific preferences of individual boaters. For example, if a boat only has a single bow thruster, Dockmate’s software can be programmed to “walk the boat” sideways directly towards the dock by programming the engine transmissions and throttle combined with the bow thruster – just as if the boat had a bow and stern thruster.

In addition, if the boat has two non-proportional bow and stern thrusters, which is also very common, one thruster is often more dominant than the other, resulting in greater difficulty with moving the boat sideways and parallel to the dock. The settings can

be customized so that a slight press on the joystick only engages one thruster and a harder push engages both thrusters.

Each Dockmate wireless system comes with a rugged wireless, handheld transmitter with an easy-grip rubber finish that sits comfortably in your hand. The lanyard keeps it in easy reach and the wireless charger lets the remote act as a joystick system at the helm.

The powerful, waterproof, floating transmitter's two-way communication ensures faultless operation with a five-channel Frequency Hopping Spectrum System (FHSS), which is a wireless technology that spreads a signal over rapidly changing frequencies for uninterrupted transmissions.

Dockmate testimonials

Several Dockmate customers shared their first-hand experiences with the system. Long-time boater, educator and author, Bob Arrington said, "We think of Dockmate as similar to our bow and stern thrusters, or possibly our autopilot. Can we handle the boat without these accessories? Sure, we can, but having them makes it so much easier and safer. Our Dockmate has proven to be the same.

"Quite often when we're traveling, we leave marinas early in the morning before the staff arrives for work. In these cases, one of us has to stay at the helm while the other is left to untie the boat and re-board it safely. Our Dockmate has made this so much easier, by allowing the person controlling the boat to also be outside on deck assisting with lines as well.

"We especially like the system when anchoring or catching a mooring. From the position in our pilothouse or flybridge, we lose sight of the mooring ball when close to it. Having the ability to be outside on deck where we can control the boat while keeping the mooring ball in sight at all times is great. Being out on the bow while retrieving the anchor has proven to be safer and more efficient as well."

The wireless remote control lets users confidently command the boat's movement while stepping away from the helm for the best vantage point.

These systems also can be used in emergency situations, particularly when short-handed. Eric Koeppel, owner of a Galeon 500 had a windlass failure while in a crowded bay in windy conditions.

"When raising my anchor from the bridge, my windlass failed and dropped the anchor back down. It continued to feed more rode and would not lock. I grabbed my Dockmate and while heading for the bow I engaged the system, all while not managing to trip or fall in the process.

"You can imagine the movement of the boat in those winds. So, while on the bow and trying to tighten and fix my windlass, I was able to use the remote to avoid other boats. After numerous tries I was able to secure the anchor. Had it not been for my Dockmate Twist I would not have been able to get home!"

Having tested this system on several boats, I have to say that Dockmate is easy and intuitive and the best way to eliminate the stress of crowded marinas. I wish I had had it years ago.

For more information on Dockmate visit www.dockmate.us.



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DEVELOPING A SOUND CYBER-SECURITY STRATEGY CAN MAKE YOU #HARDTOHACK

In last issue of *Compass*, we explored “Why and How Cyber Criminals Target Superyachts, and What You Should do About it.” In this edition, we will explain what the superyacht community should do to be #hardtohack.

Cybercrime is here to stay and will evolve as those who seek to counter cyber threats evolve. Effective maritime cyber-risk mitigation and becoming #hardtohack requires a comprehensive and resourced cyber-security program, designed to track and evolve to defend against the cyber threats of today and the future. This takes consideration, planning and investment.

There are a number of cyber-security management frameworks available to assist with the implementation of a maritime cyber-risk governance; however, to keep things clear, simple, manageable and non-geeky, it is suggested that you focus on addressing the following areas:

All businesses should develop a cyber assurance and maturity assessment to understand their cyber resilience and where their risk and vulnerabilities lie. These can then be prioritized and addressed in accordance with the greatest risk.

Secure the crew

Your crew and teams are your biggest strength but also an area of great vulnerability. Crews and teams will have multiple devices in their possession that have trusted access to your digital networks. You need to protect against their errors, accidents and sadly, occasionally their malicious acts.

This is mitigated by selecting the right crew in the first place and training crew how to identify threats and attacks, as well as how to use their electronic devices appropriately. Consider a service like Crew Check to carry out deep and thorough background checks and the Maritime Cyber License to ensure a consistent level of cyber-security awareness.

Secure the supply chain

It is easy to assume that every one of your suppliers takes its cyber security seriously. Ninety-two percent of cyber-attacks are delivered by email. Suppliers have trusted access to your inboxes and can be used as a proxy to access your networks. You should insist on conducting supplier due diligence as a condition of entering into any contract – this is fast becoming the norm across all sectors.

Secure against technical attack

Mutating-viruses, worms, trojans, ransomware, spyware and DDOS are methods of attack. Thankfully, there are many digital technical controls that can be implemented to meet the cyber challenges of today.

Traditional anti-virus programs are not the modern-day solution. Artificial intelligence threat detection and quarantine systems now are the minimum standard. Cyber criminals use artificial intelligence to reconnoitre and find your vulnerabilities. To defend against and beat artificial intelligence, you need artificial intelligence – we humans simply cannot keep up.



All businesses should develop a cyber assurance and maturity assessment to understand their cyber resilience.

Be prepared to respond

No security program is infallible. Cyber criminals will seek easier prey, when faced with a comprehensive and coherent cyber-security resilience. If an attack is successful, halting it as quickly as possible is your primary concern to ensure you can minimize its scope and scale.

What will you do? Who will you call? Do you have a plan? Have you rehearsed it?

Mitigate against unanticipated costs

Should a cyber-attack cripple your vessel, you could be facing some hefty costs. These could include salvage, system repair, business interruption, fines for not leaving a marina or port, delay to schedule, missing of berth reservation/transit window (Suez/Panama etc.), knock-on impact to other clients, adverse media coverage, financial damages claims, and other costs. This can be mitigated by good cyber insurance, but only if the right insurance is purchased with realistic cover and service levels and having met the minimum cyber-security standards for the policy to be valid.

Who should the yachting community trust?

Find a cyber-security company that knows the yachting industry and is a trusted commentator and thought leader. Seek advice from the various superyacht associations or flagging states for trusted suppliers. CSS Platinum also can help.

Regretfully, for most it is not a case of *if* a cyber attack will occur, but rather *when*. Addressing cyber security can be an intimidating prospect, but when vulnerabilities are addressed proportionately and coherently and effectively governed, the end result is that the yachting community will be #hardtohack.

Michael Wills is co-founder and chief data officer for CSS Platinum. For further information, please visit <https://cssplatinum.com> and/or email support@cssplatinum.com.



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MARINA JACK OFFERS EVERYTHING FROM MEGAYACHT SLIPS TO MAGICAL SUNSETS

Situated along downtown Sarasota's Bayfront where sugary white beaches meet burnt-orange sunsets, Marina Jack is a top deep-water marina and waterfront-dining destination on the West Coast of Florida.



Marina Jack specializes in transient dockage and cruise club accommodations for visitors who want to explore nearby downtown Sarasota and events near the Sarasota Bayfront.

As the gateway to the Gulf Coast, the full-service marina boasts 298 wet slips for vessels up to 150 feet, more than 25 boatlifts for vessels up to 53 feet and 85+ mooring balls for traveling sailors. Marina Jack offers both fixed and floating docks with 30-, 50- and 100-amp single and 3-phase shore power, fresh water, free WiFi, cable and in-slip pump-out. On-site amenities include a ship's store, climate-controlled showers and restrooms, launderette and service department.

Whether you're looking to fuel up before a Key West trip or you're just cruising across the bay to Lido Beach, Marina Jack's fuel services are a convenient stop for vessels of all sizes. The friendly staff will assist in tying up all loose ends, from securing your boat to the dock when you arrive, to checkout and cast off. The station offers hi-flow diesel and 90 octane recreational gasoline. Be sure to take advantage of the complimentary pump-out station on all three sides of the fuel dock – it's free to the public.

New marina updates

Marina Jack recently upgraded to a 24-hour credit card terminal so the fuel dock provides around-the-clock access for the local boating community, including offshore charters, government agencies and emergency services such as Sea Tow and TowBoatU.S.

Proudly boasting a new permanent fish scale, Marina Jack also is an ideal venue for inshore,

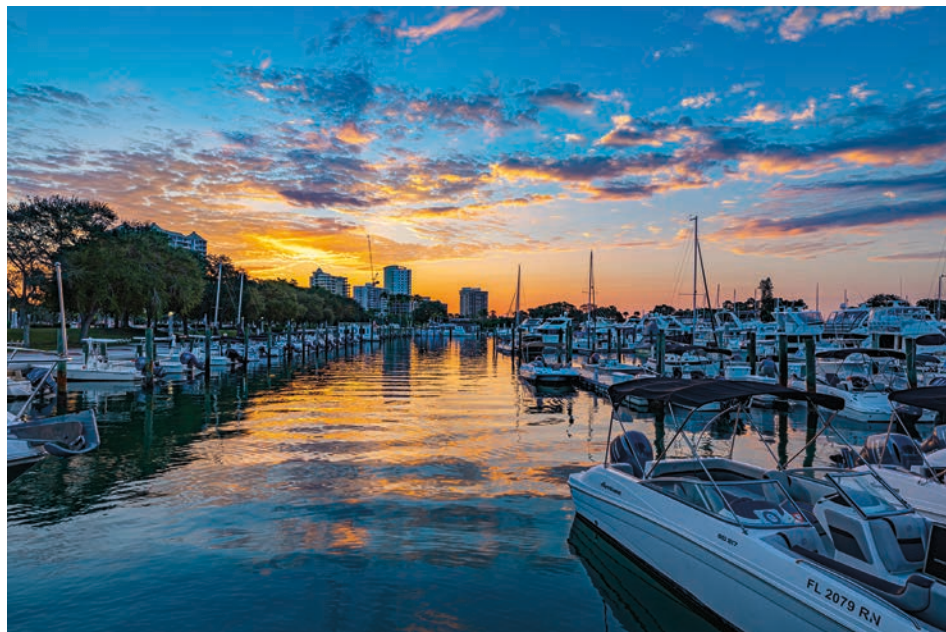
offshore, billfish and spearfishing tournaments. Guests can easily restock their galley, load up on fishing supplies from the nearby bait shop, or simply head out to explore the surrounding area.

The marina is currently in the process of retrofitting old slips into new boatlifts and reallocating pilings in several spaces to increase width and accommodate larger-than-life center consoles and luxury catamarans seeking long-term dockage.

Unique waterfront setting

"Marina Jack is an iconic marina – our facility, amenities, size and location make us a truly unique waterfront setting on the Gulf Coast," says Kathryn Ross, general manager. "I'm grateful each day that I get to work at such a prestigious location with a great team. The view never gets old."

Marina Jack is also a dining and entertainment destination in its own right. Guests enjoy on-site waterfront dining at restaurants such as the Marina Jack Dining Room, featuring an award-winning wine



list and a menu featuring some of the region's finest steaks, seafood and pasta. The Blue Sunshine Patio, recently renovated, offers al fresco dining in a family-friendly environment accompanied by live musical entertainment daily. The Deep Six Lounge & Piano Bar has an array of favorite menu items. The marina is also the home of O'Leary's, Sarasota's only waterfront tiki bar featuring specialty drinks, appetizers, salads, and sandwiches. It is a favorite spot to take in the notoriously relaxing sunset views.

Recognizing the appeal of this location, in 2019 Suntex Boat Club opened a new location at Marina Jack. This affordable members-only boat club has quickly grown to over 70 members with a private fleet of 10 boats. Rental options also abound, and with a selection of everything from ski boats to pontoons to PWCs to wakeboards, it's got what you need for a memorable day on the water.

Sarasota attractions

Sarasota is home to a number of cultural institutes, notably the Ringling Museum of Art, which showcases old masters and modern art. It's also the gateway to miles of beaches with fine sand and shallow waters, such as Lido Beach and Siesta Key Beach.

The nearby Ringling Causeway is famous amongst pedestrians and bicyclists, with a 65-foot bird's-eye view of Sarasota Bay from the top. Downtown Sarasota's "main drag" also is nearby, with plenty of shops, art galleries, and over 42 bars and restaurants within a quarter-mile of Marina Jack. There is a great selection of hotels as well, all within walking distance.

Sarasota nights mean live music. You can take in breathtaking sunsets followed by a margarita at O'Leary's Tiki Bar. There are film festivals, live comedy shows and artistic performances. Days are filled with first-class service and amenities. There's more to Sarasota than first meets the eye.

Typically, quite a few events are held right across the street from the marina every year, including the Sarasota Seafood & Music Festival, Sarasota Oktoberfest, St. Patrick's Day Festival, and numerous arts and craft festivals throughout the winter and spring seasons. However, given the ever-changing landscape with the COVID-19 pandemic, it is uncertain if these events will be postponed or canceled this year and



Our facility, amenities, size and location make us a truly unique waterfront setting on the Gulf Coast.

in early 2021. As an alternative, there are plenty of nearby outdoor activities around the marina. Located right on Bayfront Park, Marina Jack is a great place to jog, walk your dog, and enjoy magnificent views of the city and the bay.

What else is new around the waterfront? There is a major beach renourishment project happening in Big Sarasota Pass, which has been a highly controversial subject for the local community. One of the biggest challenges is access through the ever-changing Big Sarasota Pass, which serves as Sarasota's only deep-water channel. Without a stable deep-water channel, it becomes a missed opportunity to

increase the megayacht customer base, and often discourages potential customers who want instant access to the Gulf of Mexico. There is cautious optimism that this dredging project will help improve Big Pass and make it the deep-water channel that boaters need.

Aligning with the philosophy of Suntex Marinas, Marina Jack is continuously looking for ways to provide every boater with a safe, stress-free, comfortable experience from arrival to departure.

For more information, please visit marinajacks.com.



A “CAN’T-MISS” WAYPOINT FOR BOATERS TRANSITING THE ICW: COINJOCK, N.C.

Coinjock Marina & Restaurant, located at Mile Marker 50 on the Intracoastal Waterway in North Carolina’s Currituck County, is such an iconic stop for skippers taking their boats from Florida to New England and back that some are downright superstitious about missing it.

“I’ve got some of the busiest delivery skippers around who always stop,” said Louis Davis, who owns the popular marina and dockside eatery. “They say, ‘It’s bad karma to go past Coinjock.’”

Coinjock Marina dates back to the 1950s. Louis’ parents, Carl and Jeannie Davis, purchased it in 1978. It changed hands in 1999, but Louis bought it back again three years later. “It’s always been a prime spot, although it was not as popular then as it is now,” he said.

Over the years, the business has grown significantly. “The expansion never seems to end,” Louis said. Not only have he and his team refurbished the marina, but they also have turned the restaurant into a popular indoor and outdoor dining destination that draws not only boaters but also visitors from all over the region. In addition to serving fresh seafood, Coinjock Marina Restaurant is famous for being the “Home of the 32oz. Prime Rib”.

“The restaurant used to be seasonal only. Now it’s a huge restaurant with a marina attached to it,” Louis said.

Deep-water marina

Coinjock Marina has nearly 2,000 feet of linear dockage, accommodating a wide variety of boats. “We can [berth] fifteen 100-footers or thirty 50-footers, all alongside,” he said. In addition to newly rebuilt docks, the marina boasts a deep draft and an easy approach. Once you have tied up, Coinjock Marina Restaurant and



(Clockwise from above): The restaurant is just steps from your boat; the Sandbar dockside bar, and yachts lined up along the dock at Coinjock Marina.

Boaters are able to tie up, get their provisions, get their fuel and water in their slip, then walk over to the restaurant and bar.”

their fuel and water in their slip, then walk over to the restaurant and bar,” Louis said.

If a boat pulls in that is in need of service or repairs, the marina has mechanics on call. The staff also can arrange for shipping, fax, and notary services, rental cars, divers, and airport transportation.

Onshore accommodations can be organized as well. “We’ve bought all the houses around us and do a lot of short-term rentals,” Louis said.

dockside bar are literally steps from your boat, with the full menu also available for take-out.

Other features and amenities of Coinjock Marina include:

- Free WiFi
- 30/50/100-amp, 120/240-volt shore power
- 3-phase power
- Pump out at every slip
- New, ultra-clean bathhouse
- New laundry facilities
- Discount fuel w/quantity discounts
- Filtered high-speed fuel pumps
- Ship’s Store.

“Ours is a convenient spot for boaters. They are able to tie up, get their provisions, get

Jams and jellies

A family member runs the Morris Farm Market a couple of miles up the road and marina guests frequently shop there for provisions and gifts. “Boaters who come in too early in the day to tie up for the night get their prime rib to go, grab their jams and jellies, and take off,” he said. “They tell us they will catch us on the way back.”

By far the most popular souvenir is a T-shirt emblazoned with the slogan, “Where in the Hell Is Coinjock?” But, it seems like many people in the yachting community already know where it is. In fact, one yacht broker is so fond of Coinjock that, Louis reported, “Whenever he sells a boat, he texts Morris Farm Market and has a case of salsa sent to the buyer.”

For more information about Coinjock Marina and Restaurant, please visit www.coinjock.com.

by **Kim Kavin**, *Imagine Media LLC*

CARIBBEAN CHARTER SEASON PREVIEW: COVID-19 EDITION

The Bahamas are open. The Bahamas are closed. The COVID-19 curve is flattening. The rate of transmission is spiking. The Mediterranean is open. The Mediterranean has new restrictions. Americans are welcome. Americans are banned.

Such was the seesaw effect of the world's first charter season during the COVID-19 pandemic, which is projected to continue at least into early 2021, encompassing some or all of the upcoming Caribbean season this winter. Retail and wholesale charter brokers alike are trying to extrapolate lessons learned from the past few months as they prepare for whatever the winter season might bring, all amid an endlessly shifting landscape of news about the virus, the economy and the U.S. presidential election.

Last-minute & long-term bookings

So far, top charter brokers say, two things seem clear. The first is that people do still want to charter, if they can figure out how to do so safely. The second is that charter clients are changing their booking habits from the norms of past seasons. Many are waiting until the last minute to book a few days to a week on board, while a small but growing number are looking to book for weeks and weeks on end.

"We're starting to see people reach out, but it's not normal," says Amy Wachmann, a charter broker with Northrop & Johnson and co-chair of the IYBA Charter Retail Committee.

Some clients, for instance, are wondering if it might be better to ride out the pandemic for weeks at a time in the Caribbean. They figure that if islands allow Americans to enter, and if easing travel restrictions make it possible to fly there, then at least they can endure the pandemic in a pretty place with fun activities.

"We're starting to see this trend of some families looking at longer-

term charters during homeschooling," says Daphne d'Offay, charter manager with Ocean Independence and chair of the IYBA Charter Professionals Committee. "They feel that they are putting themselves in a great learning environment, not being stuck in a house full-time for school. They can go and travel – not the world, but through the Caribbean or the Bahamas if they're allowed. They'll have a tutor on board, have the kids on board, have classroom for two-thirds of the day and then go out and play."

The other trend brokers are seeing is an increase in last-minute bookings. By mid-August, brokers say, there would usually be an influx of inquiries for Caribbean bookings, especially for the Christmas and New Year's holidays. This year, with different islands still having

People do still want to charter, if they can figure out how to do so safely.

different restrictions and regulations in place as of early September, the inquiries have been far less frequent.

In addition, most are far less

solid, with some people pulling the trigger just days to a week before an embarkation date.

"People will inquire and say, 'I'm thinking of this date or this date,'" Wachmann says. "As the dates get closer, if nothing has changed with the regulations, it might be OK. Or, things change and they back out. Committing, that's happening closer to the dates."

Charter pricing has held

One continued ray of good news for the industry, both d'Offay and Wachmann say, is that despite all the uncertainty, charter pricing has generally held high. Some yacht owners, toward the end of August, were offering discounts of 10 percent to 20 percent to fill open calendar weeks that usually would have been booked far in advance, but there have been no fire sales. The charter market is requiring time to adapt, but the bottom has not fallen out.

"The boats that are really good are still really good," d'Offay says. "These owners kept their crew, they invested in their yard period, and they're working even harder to make sure everyone is safe. Some owners are not discounting at all."

Pure Bliss is offering charters in the Caribbean this season.



BELIZE – A DIVER’S PARADISE THAT’S “OFF THE BEATEN REEF”



South Water Caye

An UNESCO World Heritage Site boasting the largest barrier reef system in Atlantic/Caribbean region and the second largest in the world, the Belize Barrier Reef Reserve System is a world-class diving destination for guests with all levels of experience from snorkelers to dive instructors. I am pleased to present the following sample itinerary for a dive charter yacht vacation off Belize’s Caribbean coast. After studying the charts and talking to the local dive operators, I’ve narrowed down safe and secure anchorages suitable for our 157-foot Trinity charter yacht *Rebel*, all within striking distance of the best diving Belize has to offer.

Day 1: South Water Caye

After flying into Belize City and being transported to your yacht, head to South Water Caye to drop anchor. *Fodor’s* editors have described this 15-acre island inside Belize’s largest marine reserve as having “good off-the-beaten-reef diving and snorkeling in a stunning tropical setting.” The island offers abundant snorkeling, scuba diving the pristine reef and nearby atoll, kayaking, birding, and paddling the shoreline. Visit Man-of-War Caye, a nesting site for the brown boobie and frigate bird.

Day 2-3: Big Caye Bokel

Cruise on to Turneffe Atoll, which was declared a marine preserve in 2012 and is one of the three atolls of the Belize Barrier Reef, along with Glover’s Reef and Lighthouse Reef. Turneffe is approximately 30 miles long and 10 miles wide, making it the largest coral atoll in the Mesoamerican Barrier Reef System. There are plenty of activities here to keep you occupied for two days. If you are so inclined, take the dinghy to enjoy some of the world’s best saltwater fly fishing for bonefish, permit and tarpon along the flats. Do a drift dive off North

Turneffe Reef. At the south end of the atoll is the lighthouse at Big Caye Bokel, one of many in the extensive reef system off mainland Belize. Snorkel or dive in the Caye Bokel Marine Reserve.

Day 4: Long Caye

A family-owned island 45 miles from mainland and 8 miles from Belize’s famous Great Blue Hole, Long Caye is proud of its “Eco-Village” sustainability and conservation-based philosophy. It is the only landmass in the Lighthouse Reef Atoll – about 2.5 miles long by 3.25 miles wide. Diving the Long Caye Wall is an experience that many come to Belize for specifically. Other well-known dive sites here include The Aquarium, Tres Cocos, and Quebrada.

Day 5: Great Blue Hole

While it is just one of many enticing dive sites off Belize, the Great Blue Hole is a bucket-list favorite. Located near the center of Lighthouse Reef Atoll, it is 1,043 feet in diameter and 407 feet deep. The Great Blue Hole is a rich habitat for a variety of marine life like nurse sharks, reef sharks, black tip sharks and even giant groupers. Dive between giant stalactites, dripstone sheets, and columns that can be found inside the blue hole. Scientists believe that these structures were formed in a dry cavern above sea level during glacial periods. According to geologists they are even more unusual in that the origin of their



The Great Blue Hole





formation does not seem to mirror the atolls of the Pacific Ocean, where rings of coral are better known.

Day 7: Glovers Reef Atoll

Glovers Reef is where the North American plate meets the Caribbean plate, forming a trench that runs all the way to the Cayman Islands, where it is 14,000 feet deep, known as the Bartlett Trough. Glover's Reef Atoll is a stunning atoll consisting of five islands and an almost continuous coral elliptical-shaped reef. There is a basecamp similar to the ones from the days when pirates set up here to raid Spanish merchant ships. Today it is used for tourists who are more interested in kayaking, paddleboarding, snorkeling and diving.

Day 8: Ranguana Cay

This two-acre private island off Belize's Placencia peninsula allows

access for guests off visiting boats to walk its beautiful beaches, visit the beach bar and enjoy local fare ashore. It is known as one of the most tranquil places off the coast of Belize, yet still so close to civilization. This is a common place to see turtles nesting or hatchlings, depending on when you visit.

If time permits, go inland for a day to tour the Xunantunich Mayan Ruins and hike the rainforest. San Ignacio can offer an enjoyable, leisurely stroll through this quaint Belizean town at the end of the day. If you can extend your charter vacation for another week, however, return to your yacht to head south into the Gulf of Honduras or head back to Turneffe. With more than 400 islands off Belize, there are plenty more to explore.

For more information, please visit www.northropandjohnson.com.

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THE HOW AND WHY OF INSURANCE CLAIM DENIALS, BASED UPON RECENT EVENTS IN THE MARKETPLACE



The failure to disclose even minor damage incurred while docking to the insurance company could lead to a potential denial of coverage.

Insurance for yachts has become increasingly more difficult to bind with the increase of hurricanes, yacht fires, and other tragic events. Premiums have steadily increased, claims are being denied more than ever, and many insurance companies have left the marine industry altogether. In these difficult times, it is important to understand your marine insurance policy.

Marine insurance operates under the doctrine of *Uberrimae Fidei*, a Latin phrase that means “the utmost good faith”. This doctrine requires the insured to fully and voluntarily disclose all known circumstances that could materially affect the insurer’s risk.

What does that mean for the insured?

In a situation where coverage has not yet been determined, the insurer has the legal right to look backwards from the time a claim is submitted to determine whether or not the insured should have disclosed a circumstance to the insurer. Based on what the insurer discovers, it may deny the claim and leave the insured on his or her own to cover the cost of any repairs.

So how do you keep your yacht in the best possible position so that coverage is not denied in the unfortunate situation a claim is filed?

Insurance agents

In the yachting industry, most captains or owners have a relationship with an insurance broker who assists in obtaining insurance coverage for the yacht and, depending on the yacht, its tenders and other toys. This insurance broker is considered an agent, or representative, of the insured and communicates with the insurance company on behalf of the insured.

It is important to keep open communication, preferably though email, with the insurance broker and keep him or her well informed of any changes regarding the yacht, its crew, and major repairs. Providing this information to the broker is necessary in order to accurately and completely inform the insurance company of the risk. Throughout the term of the policy, the insurance broker also should take an active role in asking the captain, management company, or owner about the yacht to make sure no changes have been made.

Surveys

On newer yachts, as the warranty period nears its end, it is common for the yacht to be surveyed so an accurate list of items can be provided to the manufacturer as a “punch list” to be completed before the warranty expires. On yachts not covered by a warranty, it is normal practice to have the yacht professionally surveyed every 18 months to two years in order to keep the yacht’s maintenance up to date. Regardless of what is found in these routine surveys, failure to provide the insurer with a copy of the survey could lead to a denial of coverage in the future.

Mechanical issues

Although most yachts have mechanical issues in one form or another, certain ones should be disclosed to the insurance company. For example, if the yacht suffers from a repetitive issue, such as a steering ram that continues to leak hydraulic fluid even after a mechanic has fixed it multiple times, or a major component of the yacht requires constant maintenance and is ultimately replaced, the insurance broker should be notified. Informing the broker is important because if a claim is filed, even after the issue has been fixed, and the insurance company could take the position that had it known of the steering issue or that the component was replaced, it would have considered its risk increased and the claim could be denied based on the lack of disclosure.

Minor damage

Unlike cars that drive on flat pavement and have brakes that allow it to stop, yachts need to operate in confined docking areas with fast-moving currents and high winds, which normally do not leave much room for error. In these situations, it is common for a yacht to have a minor collision with a dock or another yacht and sustain very minor damage. Although this damage usually can be fixed quickly without major expenses or needing the services of a boatyard, failure to disclose

The insurer has the legal right to look backwards from the time a claim is submitted.

it to the insurance company could lead to a potential denial of coverage. To be safe, anytime the yacht collides with another yacht or dock and there is any type of damage, it is important to inform your insurance broker of the event so that it can be communicated to the insurance company.

Changing of captains

Yachting requires a mixture of personalities to come together and form a team for a common goal – the safe enjoyment of the yacht by its guests. Because of the different personalities involved, it is common for an owner to hire different captains until one fits the yacht's program just right. All marine insurance policies include a clause that requires the captain to be approved by the insurance company before he or she takes the helm.

Remember, marine insurance operates through *Uberrimae Fidei* and the insured must act in the utmost good faith. Upon the filing of a claim, the insurance company has the advantage of hindsight and can deny coverage based on something discovered after the claim. Therefore, it is important to keep in close contact with your insurance broker to make sure all the necessary information is provided so that if the unfortunate circumstance arises and a claim is made, you are covered.

For more information, please visit www.robertallenlaw.com.

This article is not legal advice or a legal opinion and should not be considered as such. Other requirements may be applicable to your yacht. Please reach out to your yacht lawyer to confirm that you have met the requirements of your insurance policy and remain in compliance with its provisions.



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TO SOAR OR SAIL: PRIVATE AVIATION AND YACHT TRANSACTIONS ARE MORE ALIKE THAN YOU MAY THINK

While yachts and jets operate in completely different environments, some may be surprised to hear that, from a legal perspective, the sale and purchase of such assets share many similarities.

Each transaction is, of course, initiated by a potential purchaser finding something suitably sleek and shiny to buy. At this point, while the buyer contemplates entering into a written contract (and a written contract should be considered absolutely essential), an appropriate ownership structure and tax treatment also should be considered. The ownership structure for either asset will take into account where and how the owner will use the asset, including if it is to be chartered, and should work in conjunction with the asset's registration. For tax treatment of either asset, sales tax is a main consideration in the States and value added tax (VAT) is the major consideration in Europe.

Fundamentally, the written contracts for both assets evidence the agreement of the seller to sell and the buyer to buy. Both contracts will stipulate that the seller has legal title to the asset and sells that title free and clear of any debt or claim. Both contracts will require a deposit paid in advance of closing and the balance of the purchase price paid on completion. Provisions for either party breaching the contract, and delays to closing, will also be included.

More scope to negotiate

From here, the two types of contract diverge. Whilst yacht transactions often use standard form documents such as the IYBA Purchase and Sale Agreement (with any number of addenda), jet sales do not have such a widely acknowledged standard form and there is more scope to negotiate on a point-by-point basis. Whereas a yacht purchase and sale agreement can be drawn up fairly quickly and signed, jet contracts tend to take a little more finesse (or blunt force, depending on your client's preferred negotiating style) to get agreed to and executed. In this respect, jet transactions could be described as having more legal "front loading" than yacht deals.

Both forms of contract will deal with the inspection of the asset before closing. In yacht transactions, the survey and sea trial procedure (including a buyer's golden right to accept or reject a vessel) is well established.

For jets, inspections are performed in a framework of strict regulation and must be undertaken by an authorized facility such as the aircraft's original manufacturer. There is a little more scope in these transactions to negotiate around the inspection, for example: the duration or number of test flights and who bears which costs. The "get

out of jail free" card afforded to yacht purchasers with their untouchable right to reject a vessel often does not exist in an aircraft purchase agreement. It is important to stress, therefore, that when a buyer enters an aircraft purchase agreement, if they change their mind and want to back out of the contract, they will forfeit their deposit.

One last similarity in relation to inspections is that the seller always will seek to limit his or her responsibility in respect of defects found. In yacht transactions, the seller can stipulate that he only be responsible for remedying defects that affect the seaworthiness of the vessel; in jet transactions, airworthiness is the key descriptor.

The documentation given by the parties as part of closing for each type of deal also share likenesses. The technical documents for each asset will, of course, be specific to the asset but other requirements such as bills of sale, registry permissions or deletions and corporate documents for the parties will sound familiar to a yacht broker. An important difference here is that personal guarantees from an ultimate beneficial owner are rarely given in jet transactions. Warranties (save

for the warranty of clear title to the aircraft) and liabilities of the seller are often very strictly limited in private aviation (and this is in part due to stringent inspection processes).

The documentation for closing jet transactions is often

lodged with an escrow agent ahead of time. The escrow agent will have a key role in the closing by confirming that he or she has received all necessary paperwork, dealing with registry filings and disbursing the sale proceeds. This may feel slightly unusual to those in yacht transactions, who are used to escrow agents simply holding funds and then being instructed to release them on closing.

The closings themselves are also different. Yacht closings can be frenetic affairs with the potential for multiple meetings (on land, onboard the yacht, by video conference, etc.), last-minute amendments and seemingly never-ending waits for funds to hit accounts. Jet closings, by comparison, sometimes can seem almost serene. Jets will be pre-positioned for closing and so will be happily sat on the tarmac rather than their floating counterparts which may be bobbing 12 nautical miles offshore with a very patient captain and crew. Closings for jets are often by telephone call only and these calls can be mercifully short because all documentation and monies have been pre-lodged with the escrow agent. In the interest of full disclosure, however: by gosh, believe me, jet closings also can be long and with their own fair share of last-minute drafting too! Overall, though, they tend to be more scripted.

I expect that both those involved in yacht and jet transactions are likely to agree that the increasing use of digital signing software such as DocuSign can aid swift and smooth transactions.

Differences in registration

As touched upon above, jets, like yachts, will be registered to a

Whereas a yacht purchase and sale agreement can be drawn up fairly quickly and signed, jet contracts tend to take a little more finesse.

A Gulfstream G550 approaching
St Maarten Airport.

Photo by Paul Froud



THE LAW

LEGAL BRIEFS

and other aircraft interests are registered pursuant to the Cape Town Convention on International Interests in Mobile Equipment (in addition to being registered with the Aircraft's national register). The International Register operates to provide a priority system for registered interests. Just as you would request a transcript at a yacht or aircraft registry, you can search the International Register ahead of time to see if any interests, globally, are registered against an aircraft.

Obtaining transcripts and registering interests is another issue with which escrow agents deal in jet transactions. Who may access the International Register on behalf of contracting parties is strictly

controlled but easy enough to traverse. Escrow agents are usually appointed as "professional users" on behalf of the contracting parties and authorized to act on their behalf. Everything is a little more rigorously controlled with jet transactions.

Each type of asset, of course, has its technicalities, nuances and foibles (and these details are what we love about the industry or, perhaps, drive us to distraction!). From the brief outline above, however, I hope to have shed some light on the ways transactions for these two very different types of asset are often alike.

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national registry. Registries operate within a framework of international regulations and will have their own national requirements. So far, so similar to yachts.

There are two key differences to bear in mind in respect of aircraft and registration. The first is that a jet cannot simply change its registration on delivery by submitting paperwork to the relevant registry. Physical works must be undertaken to the aircraft (such as changing her tail mark, adding registration details to the aircraft and reprogramming her communication equipment). This will all need to be inspected and signed off by a registry-appointed surveyor. By all means, arrangements can be made with a registry so that a surveyor is present at the closing or soon thereafter but it's not simply a case of hopping off one registry and on to another with a provisional registration certificate as you may do with a yacht. The aircraft remains grounded during the intervening period.

Next, there is also an International Register onto which mortgages



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David Pliske 305.431.1243

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www.worldyachtsurvey.com

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Product Application Engineer
nicholasb@atlasmarinesystems.com

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LEADING THE WAY AND SETTING THE PACE

There are so many challenges facing our industry today and suffice to say there's no need for me to classify or categorize them for you. I am most proud however of how our constituency has responded in facing the obstacles and overcoming them – business is brisk across the board, sales are robust and chartering is afire.

Leading the way and setting the pace, as it were, is our highly capable IYBA Board of Directors and Executive Director Paul Flannery, who not only meet monthly to design the template for your better business environment, but also serve on various IYBA committees (Boat Show, Ethics, Membership, Forms, to name just a few) and further give of their valuable time in service to our membership. Part of my *Compass*

message to you is in the form of an appeal to consider joining one of our committees and become part of our effort to accomplish IYBA's mission statement to promote professionalism in our profession.

As part of the IYBA Yacht Sales Summit, which aired on September 22-24, I had the pleasure of moderating a panel called, "The Pillars of Yachting" with Gary Smith, Lon McCloskey, Jeff Stanley, and Trevor Carroll as my panelists. It was a pure delight to hear their insightful responses to my battery of questions dealing with their success stories, and the advice they offered to those who might be just getting started as brokers or, in some cases, might need a little counsel on how to make things happen. These four brokers – I'll refer to them as "Pillars" – are a cross section of IYBA and if we can accept them as representative of the quality, ethics, and professionalism of our membership, the customer looking to buy a boat from a canoe to a megayacht is lucky to have them guiding him or her through the process. "In good hands", as they say. If you missed the Yacht Sales Summit, you would do well to go to the IYBA website and watch the recordings. It'd be great stuff for your next sales meeting.

THE MEMBERS

IYBA COMMITTEE UPDATE

by **Jon Burkard**, *IYBA Arbitration & Ethics Committee Chair*

PROVIDING A FORUM FOR ETHICS COMPLAINT RESOLUTION AND ARBITRATION

Writing a report about the IYBA Arbitration and Ethics committee and its activities is challenging in that the committee's work is a little like the Maytag repair man...the fewer "activities" it has to perform, the better! It warms the "cockles of my heart" to tell the IYBA Board when it's my turn to report about the committee, that there is "nothing new to report" and move on to the next agenda item!

I am sure there are number of IYBA members who are unaware that the IYBA has an Arbitration and Ethics committee as a service to its member brokers. The committee is made up of experienced broker board members who have volunteered for it in order to provide fellow broker members with a forum for ethics complaint resolution and arbitration of disputes. The goal is to create resolution before taking

matters a step further in our courts of law.

Early in the year, the committee started out hearing several issues and we were concerned that it would be a busy year, but after ironing out those issues, we have settled into our beloved pattern of a quiet committee status! The first complaint for the year was from a yacht owner seeking to censure a broker regarding his actions while showing his yacht. We directed him as to how he could handle the matter, the boat got sold, and the issue was closed. The second complaint was a commission split between two brokers. The matter was brought to us by their manager as a request for arbitration that he would make binding on his brokers. After arbitration hearings were arranged and a schedule was set, the brokers resolved the issue between themselves the matter was dismissed. I would have to believe that the formality and time pressure of impending resolution caused the brokers to get their hearts and minds on the same page!

If you want or need to take advantage of this service, please get in touch with IYBA Executive Director Paul Flannery for his forward to the Arbitration and Ethics Committee. With a little luck, however, hopefully we will remain quiet the rest of the year!



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To learn more about the International Yacht
Arbitration Council call 954-522-9270

MEMBER NEWS

26 NORTH YACHTS has expanded, opening a new location on Florida's west coast. Joining the new Tampa Bay office are brokers Rob Wojciechowski, Rick Wojciechowski, Don Carter, and Noble Katzer, all of whom have been involved in the brokerage industry on the Gulf Coast for years. The additional office will enable the 26 North Yachts team to better serve customers on both sides of the state.

In addition, 26 North Yachts is excited to announce it has been selected as the Eastern Florida Dealership for Uniesse Yachts. The new partnership will focus on bringing Uniesse's Exuma line to the Florida market. The Exuma line features four models in the 50'-55' range, all fully fish, dive and extended-stay compatible, making them perfect for new and experienced yachting families. 26 North Yachts is now taking orders for new builds with lead times of 4-6 months.



ALLENBY & ASSOCIATES' Clifford Allenby reports the sale of the 32.7-meter Sanlorenzo *Rare Diamond* to a European buyer.

AQUA SOL YACHT SALES is for sale. Why start from scratch? Five-year-old brokerage company with excellent

reputation in West Palm Beach area. Assets include custom website, established social media channels, client list and more. Contact Lars at Aqua Sol Yacht Sales, 561-303-5663.

AMIKIDS received two contributions, from IYBA members Roy Merritt and Hank Halsted, between July and August 2020. Also, thanks to Mark Parker for facilitating the donation of *Llano del Mar*, this 72' 2006 Grand Banks Aleutian. Yacht donation is a fast, convenient, and rewarding alternative to selling or trading vessels. All proceeds help at-risk youth in local communities separate a troubled past from a bright future. amikids.org/yachtdonation

BAYPORT YACHT SALES is pleased to report the sale of 70' Malle Custom Sport Fish *Tin Man's Pride*. Marc Thomas of Bayport Yacht Sales represented the seller and Jay O'Neill of Eastern Sea Systems introduced the buyer. The yacht, now renamed the *Kingsbury*, was built by Malle Boat Works in Stuart, Fla., in 2010. She was co-designed by Donald L. Blount and Associates, with the input of the very knowledgeable builder, Frank Malle. Merritt's Boat Works recently serviced and refit *Tin Man's Pride*, and everyone involved would like to acknowledge the professionalism of their excellent staff!



COOKSON ADVENTURES says 2020 was not a year for slowing down for the world-leading experiential travel company. The Cookson Adventures team collaborated with White Desert, Antarctica's luxury camp operator, to



54' Uniesse Exuma HTC5



Llano del Mar, 72' Grand Banks Aleutian



Legend

offer a rare opportunity of exploring from the Geographic South Pole to the Peninsula by ice, air, and sea. The bespoke 24-day expedition will see explorers return to Antarctica onboard luxury explorer yacht *M/Y Legend*, with a helicopter and submersible. In response to today's challenges, they also have partnered with private jet company NetJets to offer door-to-yacht experiences, so that guests needn't pass through busy airports for an adventure.

DAVID WALTERS YACHTS has expanded its operations in South Florida with the opening of its new office at Harbour Towne Marina in Dania Beach. The new company headquarters features a spacious balcony for open houses and events, a welcoming customer lounge, private brokerage and administrative offices, as well as dedicated slips for the fleet of David Walters Yachts' new and brokerage yachts. With the opening of the new office, the firm is poised to continue the exponential growth that has seen it triple in size since the new leadership took the helm four years ago.



View from the new Dania Beach office



Jennifer Richards and Eric Champlin

DOWN EAST YACHTING is excited to welcome aboard Eric Champlin and Jennifer Richards to the helm of our Jupiter office! Their combined 45 years of industry experience is a great asset to our team and clients. Both Eric and Jennifer have achieved the highest level of industry accreditation as Certified Professional Yacht Brokers, are committed to putting customers

first, and fit in nicely with Down East Yachting's outstanding reputation. Down East Yachting is the premier dealer for Sabre and Back Cove Yachts on Florida's East Coast and our highly successful brokerage house specializes in traditional, Down East-styled boats.

FRANK GRZESZCZAK INTERNATIONAL YACHT GROUP announces its acquisition of renowned charter company **Neptune Group Yachting** (NGY). NGY's Owner and President, DJ Parker, will stay on and lead the charter division at FGI. Parker founded NGY, based in Fort Lauderdale, in 1997. This acquisition by FGI represents a fusion of two companies headed by well-established and internationally recognized marine industry veterans. At FGI Yacht Group, Frank Grzeszczak will head the Yacht Brokerage Division, while DJ Parker will specialize in the Yacht Charter Division. Grzeszczak will oversee all operations to ensure its clients' expectations are not only met but exceeded.

GULF CRAFT reports that the Majesty 120 represents a revolution not only for the builder, but also for the entire luxury yacht industry. She is the first-ever Majesty Yacht model to be completely electrically powered and, apart from the engines and generators, no hydraulic systems are used onboard. By doing so, Gulf Craft has created a noise-free environment as well as creating a more efficient construction process that leads to a carefree maintenance lifespan for every owner.



Gulf Craft Majesty 120

HORIZON YACHT USA announces the recent launch of the FD75 Hull Two, which is slated to arrive in the U.S. late October. The FD75 is the smallest motor yacht offering in the highly acclaimed FD series,

which extends up to 125 feet. This particular hull was built specifically for the U.S. market, featuring a four-stateroom layout plus crew quarters aft, extensive outdoor entertaining areas, and spacious accommodations on the 20'4" beam. Notable features include a hydraulic swim platform, A/C and dayhead in the open flybridge, watermaker, zero speed stabilizers and more. Available for immediate delivery, contact us for more information.



Horizon World Class
Yacht FD75 Hull Two

HURRICANE HOLE MARINA, a legendary Paradise Island, Bahamas, destination operated by Sterling Global Financial, has begun a complete rebuild and expansion to a 6,100-linear foot superyacht marina with state-of-the-art concrete floating docks. Marina memberships at Hurricane Hole have already sold; with limited availability and with the amenities being built on-site, they will not last long. Located steps from Atlantis Resort & Casino, the new property also will be home to luxury residential, office, retail, and convenience amenities. IYBA member Kevin Quirk informs us that the property will have 24-hour security, a supermarket, captain's pools and lounge, wine and spirits store, and the only full-service fuel dock on Paradise Island.

INTERMARINE YACHT GROUP wants to welcome its new company captain, Brad Heil, who brings years of experience from the marine industry. InterMarine represents multiple new boat lines including Prestige Yachts. For more information, contact: Mike Smalley at 954-665-7138. Employment opportunities available, inquire within.

INTERNATIONAL SUPERYACHT SOCIETY, after careful consideration, and in light of the ongoing COVID-19 developments, has made the difficult decision to postpone the annual Design & Leadership Awards Gala on October 28, 2020. We want to thank all

IN MEMORIAM:

Herman Pundt

Herman was born outside Philadelphia, and grew up boating on the Jersey Shore and Florida Keys. After graduating from Hargrave Military Academy in Virginia, Herman went on to serve in the U.S. Coast Guard as a Search-and-Rescue crew member.

Later, Herman obtained his USCG Master Captain's license. After several years of running and maintaining yachts, he transitioned his career to sales. His first job was with Richard Bertram & Co. and he later opened the Jarrett Bay office in Fort Lauderdale. Always enjoying and appreciating Hargrave's family values, he joined the Hargrave Custom Yachts team and worked as a yacht and charter broker for Mike Joyce for a decade.

Herman then joined Denison Yachting to lead the Charter Management division, where he is credited for building up the Denison fleet from insignificance to 20-plus yachts in just three years.



our members and partners for their support and encouragement, and we look forward to hosting you in 2021 at our annual gala, to honor the outstanding achievements within the yachting industry. For more information on how you can get involved with ISS, please contact us at info@superyachtsociety.org or visit www.superyachtsociety.org.

KAREN LYNN INTERIORS reports we've moved! Come check out our new office space at 101 NE 3rd Ave, Suite 1500, Fort Lauderdale, FL 33301. Our brand-new showroom features all of our yacht interior décor fit for any of your design needs. For more information, visit www.karenlynninteriors.com.



LAUDERDALE MARINE CENTER'S 60 acres and amenity-filled marina attracts owners and influencers year-round, which is one of the many reasons LMC is the perfect location to sell any vessel. LMC also can designate any slip a Marine Foreign Trade Zone. Here,

you can show foreign-flagged vessels directly from the docks at LMC without leaving U.S. waters. What's more, LMC has adopted strict sanitization guidelines to foster a safe environment to show and preview vessels during this unprecedented time. Enjoy a waterfront cocktail at YOT Bar & Kitchen while overlooking one of the many boats among the 1,300 meters that have chosen LMC's FTZ as home. Call Amie Nappi at 954-713-0333 or visit LauderdaleMarineCenter.com for more.

MARINEMAX announces that Kyle Langbehn has been promoted to president of retail operations. Starting over 20 years ago in sales, Kyle worked his way through various positions, including general manager and regional president. As a MarineMax Executive Strategy Team member, he will oversee operations at MarineMax retail stores, consisting of 59 locations, representing 29 boat brands.



Mike Aiello, national director of special projects for MarineMax, celebrates 35 years in the boating industry. He started with Merit Marine in 1985, one of MarineMax's first acquisitions (1999), and moved up through the ranks, overseeing operations in New Jersey, Maryland, Ohio, Minnesota, and New York, and assisting with five acquisitions.

Buzz Watkins has been appointed Texas regional president, overseeing six boat dealerships in Austin, Lakeway, San Antonio, Houston, and Dallas. Buzz began his career at Sail & Ski, which joined MarineMax in April 2019.



280' Oceanco Sunrays

MERLE WOOD & ASSOCIATES is pleased to announce the addition of the following yachts to its sales fleet: *Sunrays*, a 280' 2010/2018 Oceanco, *Flag*, a 204' 2000/2012 Feadship, *Tranquility*, a 130' 1995

Hatteras, *Dare Corda*, a 44' 2012 Azimut, *Mikini*, a 36' 2013 Chris-Craft, and *Corona*, a 29' 2011 Capelli RIB. Merle Wood & Associates is also pleased to announce the sale of the 188' Feadship *Minderella*, the

MEMBER NEWS

148' Benetti *Mag III*, and the 72' Azimut *Elysium III*, by yacht brokers Merle Wood, John Cohen, and Nick Cardoza.

NAUTICAL VENTURES

GROUP announces that Northstar Boats, www.northstarboats.com, headquartered in Izmir, Turkey, has named Nautical Ventures Group as its dealer of record for North America, the Caribbean, and Mexico.

Northstar is the recipient of the prestigious Good Design Award 2019 from the Turkish Ministry of Trade and Industrial Designers Society, recognizing excellence in design. Cengiz Arsay, president of Northstar Boats, notes, "As one of the largest tender dealers in the world, we recognize Nautical Ventures' ability to help us launch our line of AXIS boats to the American and Caribbean marketplace." For more information, and interested brokers, please contact: Roger Moore at 954-926-5250. www.nauticalventures.com.



Northstar AXIS
3.4m yacht tender



Free Spirit,
108' Mangusta

OCEAN INDEPENDENCE

Charter Department announces three new additions to the fleet. The adventure sports-packed 154' Heesen 2012 *Odyssey* will be available in Bahamas/Caribbean beginning winter 2020/21 at the starting rate of

\$200,000 p/w. See her in Fort Lauderdale this October before she heads south. The 108' Benetti 2015 *Cool Breeze*, currently being upgraded for her new owners, will relaunch for December 2020 availability in The Bahamas or Caribbean at the starting rate of \$78,000 p/w. Already up and running online with recent photography is the 108' Mangusta *Free Spirit*, based in Miami and available for Bahamas-only cruising throughout the year at a rate of \$55,000 p/w. All three programs plan to be available through the holidays. Big thank you to Matthew Sergey at Coastal Creative Media for always providing us with amazing images of our charter fleet.

OUTER REEF sends congratulations to the owners of two previously cruised Outer Reef Yachts, and to Joel Davidson, the sales representative for both of these transactions. *Round Two*, now called *Michelle*, is a beautiful 2013 86' Outer Reef Motor yacht, and *The Gator*, now called *Miss Patti*, is a stunning 2009 65' Outer Reef Motor yacht. We welcome these two cruising families to the Outer Reef Yachts family and look forward to following their journeys in the years to come!



86' Outer Reef Round Two

PALM BEACH YACHTS INTERNATIONAL announces commercial office space for rent in West Palm Beach, Fla.: 1,000 sq.ft. with reception area. Two blocks from Rybovich South. Plenty of parking and 24/7 access. Established marine location. Call Duane at 561-601-8742 or e-mail Duane@pbyintl.com.



RMK Merrill-Stevens

RMK MERRILL-STEVENS announces the opening of several new positions at the historic shipyard. The company currently is seeking applicants to fill a wide variety of roles including but not limited to boatyard laborer, bookkeeper, electronic systems sales engineer, janitor, carpenter (2),

Naked Warrior Project
Tournament a
Success

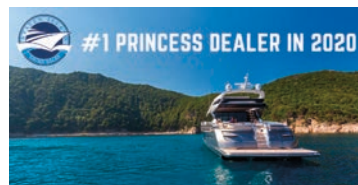
The winning team

The Second Annual Naked Warrior Project Fishing tournament, co-hosted by 26 North Yachts, took place at the Sands Marina on July 25, 2020. The tournament raises funds for the Naked Warrior Project, which supports the families of fallen Special Forces team members. Despite the ongoing pandemic, the rescheduled tournament went off without a hitch. Thirty-one boats competed for over \$12,000 in prize money. Top prize in the tournament went to Team *Shea D Lady*.

For more information on the Naked Warrior Project, please see "Giving Back" in the June/July 2020 issue of *Compass*, page 39.

electrician (2), fiberglass technician (2), finish painter, mechanic (2), bottom painter, electrical technician, welder fabricator, purchasing coordinator, purchasing department manager, senior accountant, ship lift operator, travel lift operator, and more! Marine experience for all trades listed is a must. Manager and lead positions available. Applicants are encouraged to submit their resume to recruiting@rmkms.com or online at www.rmkmms.com, or call 305-324-5211.

SEATTLE YACHTS, a new boat dealer and yacht brokerage firm with offices in the Pacific Northwest, Southern California, and South Florida, has become an official dealer for Nordic Tugs. Nordic Tugs is one of the leading trawler-style boat builders from 26 to 54 feet with an American-based shipyard. Seattle Yachts now carries 16 new boat brands throughout the country with a focus on cruising boats, semi-displacement yachts, and luxury sailing cruisers.



STATEN ISLAND YACHT

SALES is thrilled to announce that our team was named the #1 Princess Yachts dealer in the U.S. for 2020. SI Yachts' own David Hallinan also received the award for Top Princess Sales Professional for being #1 in

sales. "Being named the top Princess dealer in this environment, after the shutdown of our marina and sales facility due to COVID-19, is a true testament not only to the quality of the Princess product, but also to the culture of our company that was instilled in all of us by Frank Bongiorno," said Jay Hendrix, VP of SI Yachts.

TDW MARINE (www.tdwmarine.com) is adapting the concierge medicine model to megayachts, building a portfolio of membership-only vessels, each of which receives personalized and responsive, quality solutions for ALL engineering, diesel and auxiliary systems onboard. Like M.D.'s, we believe in providing more frequent, more detailed care. We are always available to our members. We stay two steps ahead of any issue. Call John Burke at 561-397-2483 or email john@tdwmarine.com. Today's megayacht owner deserves nothing less.



New Members

PROFESSIONAL ACTIVE

Orlando Hernandez – Victory Yacht Sales
Alberto Prego – Prego Marine Group
Daniel Stern – Luke Brown Yachts

PROFESSIONAL ASSOCIATE

Neil Woolfolk – Bluewater Yacht Sales
John Bernard Foreman – JFA Yachts

Spencer Markatos – Denison Yachting
Edward O'Connor – JFA Yachts
Shannon Kelly – Complete Marine
Max Parker – Denison Yachting
Jake Garber – Denison Yachting
Brian Ragsdale – Denison Yachting

NON-FLORIDA BROKER

Mark White – Denison Yachting
Andrew Savage – Boston Yacht Sales
Tim Hoving – NW Explorations

SUPPORT

Silvia Nordio – Ferretti Group of America

CHARTER ASSOCIATE

Ben Osborn – Churchill Yacht Partners

AFFILIATE ACTIVE

Colin Kiley – Lauderdale Marine Center
Peter Hult – Vikand
Bryan Billic – ElectroSea
Gus Alegre – Bluestar Marine
Vadim Yegudkin – Allied Ocean Transport

AFFILIATE ASSOCIATE

Allison Reis – ElectroSea
Ben Donnelly – IYC
Jonathan Harris-Lowe – Trident Trust

Join the International Yacht Brokers Association and enjoy a long list of invaluable member benefits. For more information, visit www.IYBA.org.

TOM GEORGE YACHT GROUP

is pleased to announce the sale of a new-construction 2022 Horizon VE81 Motor Yacht! Sold by TGYG broker

Jimmy Rogers, who said, "Horizon has been a real pleasure to work with and incredibly creative and accommodating to match my client's specific preferences and desires in their dream yacht! I very much look forward to the build process with my awesome clients and the professional and first-class Horizon staff."



Horizon VE81

UNITED YACHT SALES just finished another record-breaking month with nearly 100 closings in August, and September was off to a stellar beginning at press time. After much consideration, United has made the decision not to attend FLIBS due to the continued cancellation of other shows and the inconveniences from COVID-19. Stay tuned for more United promotions during that time.

United would like to welcome to our yacht brokerage team: Julien Taylor, Scooter Pierce, Jeff Botelho, Jesse Fitzpatrick, Bruno Larica, Alex Andrades, Jaroslaw Salmi, Mark Goodwin, and Joe Johnson. Welcome to Kathy Michaelson for joining the United Closing Support team.



Van der Valk 34M tri-deck explorer

VAN DER VALK SHIPYARD

has received an order by a repeat client to build a fully custom 34-meter motor yacht. To optimize efficiency and meet a wide range of very specific requests from the clients, the yard has brought together a team of four leading players from the Dutch superyacht

sector for the design, naval architecture and technical construction aspects. Accommodations for up to 10 guests include a VIP stateroom on the bridge deck, a balcony and an aft terrace. The owner's stateroom with office is located on the lower deck, which is also home to two double suites in the bow and a single suite. The main deck features a bright dining area bathed in natural light and a large open saloon. This tri-deck explorer-type superyacht is slated for delivery in December 2021.

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by **Miriam Cain, Northrop & Johnson**

MAKING WAVES: SHIPYARDS WORKING TO MAKE THE SUPERYACHT INDUSTRY GREENER

A number of superyacht shipyards are building yachts with lower carbon footprints and improved fuel efficiency. Here is a Q&A with three prominent members of this trend: Nobiskrug in Germany, and Heesen Yachts and Oceanco in The Netherlands.

What “green solutions” do you have in place to build eco-friendly vessels?

Heesen (H): We are continually investing in research and development to look at new ways of reducing fuel consumption, using sustainable materials, pioneering progressive hull designs, and developing innovative propulsion systems. Heesen is renowned for our lightweight aluminum construction and meticulous weight reduction. The most important steps we can make with regard to fuel savings involve building a lighter yacht.

Nobiskrug (N): The 262-foot (80m) hybrid superyacht *Artefact* incorporates 247 square feet (23sqm) of solar panels on the sundeck hardtop, as well as a large battery storage system and a diesel-electric propulsion system developed with ABB. The technology makes her up to 30% more efficient than other diesel yachts of her size. *Artefact* is also one of the first superyachts in the world to meet IMO Tier III emissions regulations.

Oceanco (O): We are not only working toward building yachts with lower carbon footprints, but we are also creating a greener world within our own facilities in The Netherlands, which will be ecologically enhanced and updated with state-of-the-art technologies.

Has your environmental initiative come from your owners or did you embrace the cause?

N: In the case of *Artefact*, it was the owner's desire from the



beginning of the project to minimize the environmental impact of the vessel using advanced technology.

H: Both. Without owners who are willing to embrace new technologies and implement pioneering innovations aboard their private vessels, we wouldn't be able to make the progress that we have seen in recent years. However, both motoryacht *Home* and *Project Electra* – the world's first FDHF (fast displacement hull form) with hybrid propulsion – were built on speculation. At Heesen, we believe it is our responsibility to bring to the market products that are more respectful of our environment.

Do you believe a yacht can be built that is truly eco-friendly or is that an oxymoron?

N: In the future, we will continue to see growth and innovation within propulsion systems and hybrid engines, as well as yachts that possess sleeker, more efficient hull designs. This significantly reduces both costs to the owner and a yacht's carbon footprint.

H: There are small yachts built today that are powered entirely by solar or electricity, and that gives us hope that in the coming years the technology applied to these vessels will be transferred to larger superyachts to make them truly eco-friendly. Our 164-foot (50m) yacht *Electra*, which launched in February, is the second of our hybrid yachts; two water-cooled DC electric shaft motors of 127kW each quiet-power the yacht when in hybrid mode.

The most important steps we can make with regard to fuel savings involve building a lighter yacht.

O: Our 350-foot (106.7m) S/Y *Black Pearl* is a strong testament to greener yachting. As for motoryachts, there are newer technologies becoming available that are making yachting more

and more sustainable, the 357-foot (109m) *Bravo Eugenia* being a good example. Yachts can be greener, but there are rules and regulations that are not always in line with energy reduction and other improvements that can be made to reduce the yacht's overall environmental footprint. There also may be initial resistance to paying the price tag of the specialized systems that will be installed to make the yacht more

environmentally friendly at this time. However, we have faith that we are moving in that direction.

A large proportion of the carbon dioxide emissions from superyachts are due to the hotel load. How do you combat this?

H: The main consumption in hotel loads are the AC system and laundry. We constantly work on improving insulation and, with the help of our partners, on installing the most efficient systems. In addition, we increase our efficiency of use of power on our hybrid yachts. For example, *Electra*, in Economic Mode (for speeds between 9 and 12 knots) allows you to switch off the generators. Running off the main engines alone, the e-motors supply the hotel load. In Cruising Mode, the e-motors are switched off, with the generators providing power to the hotel load. The main engines drive the yachts' propellers.

O: *Black Pearl* has a large-scale battery storage capacity onboard. Under sail power at 14 knots, the yacht regenerated enough energy to power the full house load, thus obviating the need to run generators while under sail.

How have you embraced new materials in your builds to help reduce weight and improve overall fuel consumption?

N: Taking the example of *Artefact*, much of the superstructure is made of fiberglass to ensure stability. Lightweight and corrosion-resistant GRP compensates for the heavy glass and allows for the complex shapes of the moldings. It also saves weight and fuel.

H: We have always been at the forefront of aluminum yacht builds, but the use of composite materials is not something we advocate due to the material's inability to be broken down at the end of a yacht's life cycle. We welcome new developments that help to reduce fuel consumption, and the FDHF – devised by our partners Van Oossanen Naval Architects – is an innovative hull shape that we have become known for. The FDHF increases the overall performance of the yacht by reducing the hydrodynamic resistance. For the builder, the lower installed power for a given speed translates into lower building costs that can be passed on to the owner. From the owner's point of view, lower fuel consumption means lower operational costs, while less bunker capacity frees up more space for other services, and smaller engines help to reduce noise and vibration and free up space for guests' use.

O: We build steel hulls with aluminum superstructures. *Bravo Eugenia* has an axe bow and it was developed on our LIFE (Lengthened, Innovative, Fuel Efficient and Eco-Friendly) design platform, with eco-consciousness and fuel efficiency considerations leading the design. We also are using more carbon fiber – the 295ft (90m) *DreAMBoat* has a full

carbon canopy, mast house and mast.

What low-energy, hybrid technologies have you incorporated into your builds?

N: Sailing Yacht *A* (delivered in 2017) has a diesel-electric engine on board. *Artefact*'s advanced DC bus digital power management system allows the vessel to fully integrate multiple sources of power from solar cells, variable-speed generators, and lithium batteries – as well as potential future technologies, such as fuel cells.

H: We were among the first shipyards to build a yacht with hybrid propulsion. The 163.3ft (49.8m) *Home* was the first in its class. She has won many awards since her launch in 2017, including the MYS/RINA Green Award for the most environmentally friendly luxury vessel.

O: LIFE revolves around intelligent naval architecture that leverages a number of fundamental principles, which create a harmonious balance between weight, power, technical areas and luxury interior on board. These principles are combined with a hybrid propulsion system that result in a virtuous circle, with a single-tier engine room at the center.

What measures are you taking to embrace renewable energies in both the build process and the running of your builds?

N: Our team takes great care to ensure that their activities are as sustainable as possible, from the materials they choose to the technologies they pioneer.

Optimizing propulsion, engines and hull design, and continuous advances in the field of software and onboard technology are potentially the most

important factors to address environmental obstacles.

O: *Black Pearl* is fully equipped to have solar panels installed on the masts. It is a matter of time for the materials to be thin enough for them to be positioned. We also are repurposing our wastewater and installing solar panels on the roof of our outfitting facilities.

Do you believe that being environmentally responsible should always be up to the owner or do you believe the industry should invest more?

O: Building innovative yachts will become the norm in the coming years. It is vitally important to build a product that is optimized for low energy consumption, low emissions and overall environmental impact. It is the future of yachting.

A longer version of this article appeared in the Summer 2020 issue of Northrop & Johnson's Navigator magazine.



Nobiskrug Artefact



Oceanco Black Pearl
Photo by Tom Van Oossanen

by **Stephanie Pittington**, YPY USA President

YOUNG PROFESSIONALS IN YACHTING HELPS NEW INDUSTRY MEMBERS NAVIGATE THEIR WAY

Young professionals who are new to the yachting business can sometimes find it difficult to establish their place in an industry that has always been a close-knit community. At Young Professionals in Yachting (YPY), we strive to create an environment where those who are new to the industry, or are just beginning their careers, feel welcome, can make new connections and friends, and grow in their profession.

We put a strong emphasis on making sure that those who are “green” in the industry do not slip through the cracks, but instead, find their place in our industry and community. YPY was formed as a non-profit organization for land-based business professionals between the ages of 21 and 40 who are working in the yachting industry. Our purpose is to educate and promote ethical business practices, and ultimately facilitate success for our members within the global yachting community.

Organization and structure

With more than 700 members worldwide, YPY currently has six



YPY members volunteer at the Waterway Cleanup

chapters consisting of the United States, Monaco, United Kingdom, Netherlands, Germany and New Zealand. We have additional chapters in the works that will be launched soon.

Members from all chapters enjoy a reciprocal membership and can attend meetings and events hosted by other YPY chapters while traveling abroad. Many of our members take advantage of this when it comes to various boat show events hosted by our different chapters.

Becoming a member of YPY has unique benefits, including monthly meetings, networking opportunities, professional development, members-only access to job postings, a professional mentoring program, meaningful volunteer opportunities and complimentary admission to our Annual Gala.

Mentorship program

For members who are looking to achieve specific career goals, we offer a mentorship program.

The potential for improvement in the YPY Mentorship Program is inevitable.

This is an opportunity to receive free, one-on-one coaching from someone who is willing to mentor. Mentorships are a proven way to drive rich learning and development, and can lead to a more fulfilling career, better opportunities for growth, and greater compensation. We have recently partnered with USSA to pair more yachting industry mentors and mentees.

Julia Russell of Global Marine Travel, our mentorship chair, acts as a liaison between YPY members and experienced industry veterans who are willing to give back. This ensures that each mentor and mentee is intentionally paired.

“As the YPY mentorship chair, being able to pair like-minded individuals from within the yachting industry has been a rewarding experience thus far,” Russell said. “Even now with social distancing measures in place, it’s been great to hear how mentor/mentee pairings have shifted their mindsets and committed to making it work virtually.”

Our mentorship program has proven to be a fulfilling experience for both mentors and mentees. “The potential for improvement in the YPY Mentorship Program is inevitable. Each mentor in this program has extensive knowledge in the yachting industry,” said YPY Mentee Travis Joseph of Seacoast Marine Finance. “Mark Bononi, my mentor, and I have a few things in common and one of the most unusual being that we are both from the Midwest. Julia Russell does a great job of putting two people together that click. I look forward to continuing commutation with Mark and I see a lot of potential for self-growth through this



YPY members and sponsors at the 2019 Summer Soiree Photo by Tom Serio Photography

program.”

“YPY and their mentorship program has been an amazing experience for mentor and mentee alike!” said YPY Mentor Rafael Betts with Pantropic Power, Inc. “YPY has provided a platform for young professionals to seek and gain knowledge to progress their careers in positive meaningful way in order to impact not only themselves but their communities. Being a part of this program has been enlightening, empowering and most important, humbling. I would suggest all professionals to participate!”

Community involvement

Giving back to the community has always been important to our organization. YPY's biggest fundraising event of the year is Spin for a Cause, which benefits the Children's Diagnostic & Treatment Center in Fort Lauderdale.

The Marine Industry Cares Foundation paved the way for this event to take place with many successful years of the iconic Spin-a-thon fundraiser. The Spin-a-thon event lasted nine years, with its final ride in April 2018. Over the years, that event raised more than \$750,000 for Kids in Distress and CDTC.

The leadership at the Marine Industry Cares Foundation gave YPY their blessing to carry on with this fundraiser in a new format and



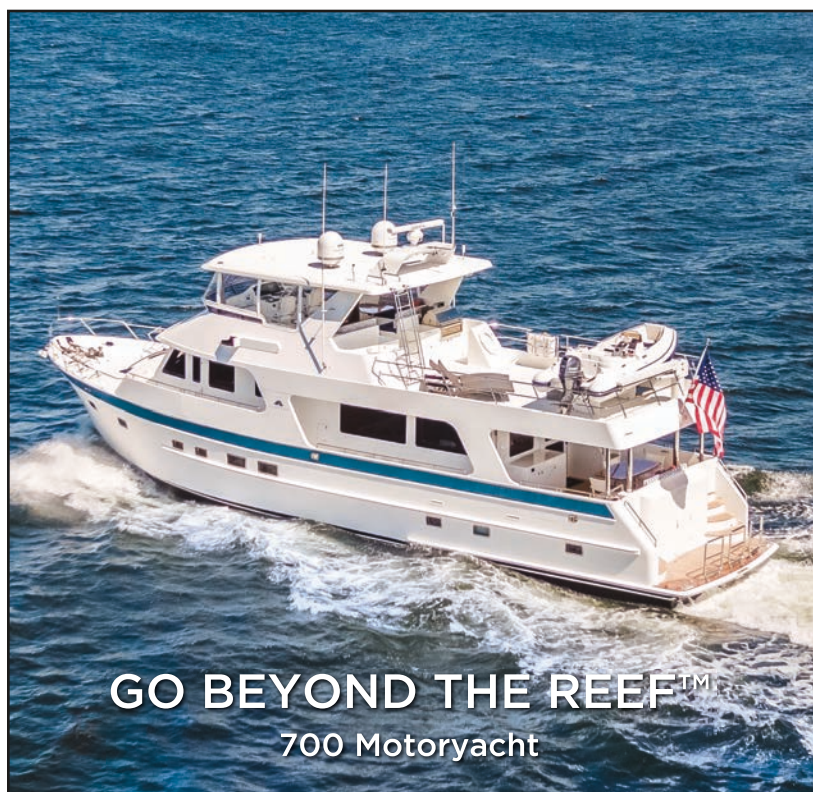
Spin for a Cause teams came together to raise funds for the Children's Diagnostic & Treatment Center.

under a new name. The Children's Diagnostic & Treatment Center was the original benefitting organization of Spin-a-thon, and we have chosen to continue the partnership between the marine industry and this important charity with our event, Spin for a Cause.

The Children's Diagnostic & Treatment Center is a non-profit organization that serves more than 11,000 children with special health care needs in Broward County by providing comprehensive prevention, intervention and treatment services within a medical home environment.

Various companies put together teams to spin at our most recent Spin for a Cause fundraiser, including Bradford Marine, Datum, Pantropic Power, Lauderdale Marine Center, IYBA, Oversea Yacht Insurance, Fort Lauderdale Mariner's Club, and *The Triton*. We appreciate all of the support IYBA has provided to make this event a success and we look forward to resuming our next Spin for a Cause as soon as we are able to host large in-person events again.

If you would like more information on Young Professionals in Yachting, its mentorship program, or Spin for a Cause, please contact Stephanie Pitington at info@youngprofessionalsinyachting.org or visit <https://ypyinternational.org>.



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Outer Reef Yachts is a proud member of IYBA and welcomes outside brokers.

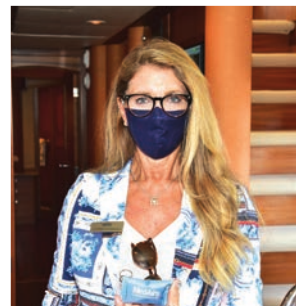
Visit us at the 2020 Fort Lauderdale Int'l Boat Show and stay apprised of our latest news via our website.

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JULY BROKERS OPEN HOUSE

Bahia Mar Yachting Center
Fort Lauderdale
July 16, 2020

Seven sleek yachts welcomed brokers on board for a tour during IYBA's July morning Brokers Open House. The vessels on display included the 140' 2015 Benetti *H*, 136' 2011 Horizon *Antithesis*, 92' 2010 AllSeas *Heaven's Gate*, 75' 2002 Hatteras *Rising Expectations*, 72' 2009 Hatteras *Panacea*, 61' 2016 Cranchi *Meridionale*, and 50' 2020 Absolute *Legacy II*. Many thanks go to Yacht Management for sponsoring this event, and to the captains and crew of all the yachts for their hard work and hospitality during these unprecedented times.





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IYBA YACHT ENGINEERING WEEK

Livestreamed from
Lauderdale Marine Center
July 27-31, 2020

Photos by **Between Two Yetis**

When COVID-19 forced IYBA to rethink our successful annual Yacht Engineering Seminar this year, an even more robust – albeit virtual – version of the event was born: Yacht Engineering Week (YEW). Hosted by Heather Lee O’Keefe and Paul Flannery, and produced by Between Two Yetis, 2020 YEW featured seminars on a wide range of topics including marine engines and maintenance, sound and vibration, lighting, WiFi, electronics, gyro stabilization and hybrid technology. It also included a virtual tour of Lauderdale Marine Center and a panel of brokers sharing their “secret sauce”. More than 150 professionals attended each day online. IYBA heartily thanks Lauderdale Marine Center and YEW sponsors AME, Apollo Lighting, Caterpillar, JV Connect, Karen Lynn Interiors, KVH, MPI, Northern Lights, Quantum Marine Stabilizers, Robert Allen Law and Seakeeper.



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We partner with the best in the industry:



by Sarah Flavell, *Damen Yachting*

SEVEN CENTURIES OF SHIPBUILDING STAND BEHIND THE LARGEST DUTCH LUXURY YACHT YARD



(Left): Vlissingen, the Netherlands, in 1929
(Right): Amels Apprenticeship School

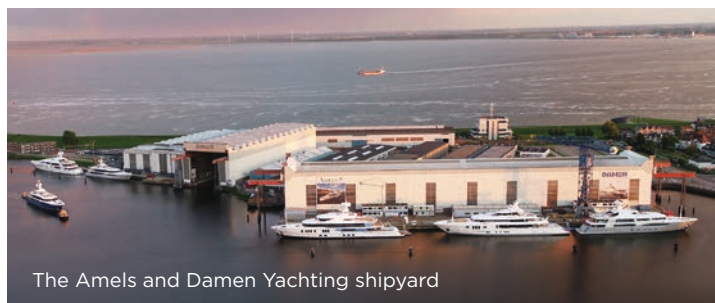
Damen Yachting is the Dutch master yacht builder behind the pedigree-rich Amels superyachts, as well as SeaXplorer, Yacht Support and major yacht refits. A company whose legacy is rooted in generations of shipbuilding history, it has evolved into the largest luxury yacht building yard in The Netherlands. But how has the history behind Damen Yachting shaped the superyacht builder it has become today?

Damen Yachting's maritime DNA can be traced back for centuries. The very ground upon which the yards lies today in Vlissingen, in the south of the Netherlands, has been home to Dutch shipbuilding excellence for some 700 years. Before it officially became a city in 1315, Vlissingen was a thriving fishing port on the North Sea, and from the 14th Century onwards, became increasingly important as a center for building warships for the Dutch Admiralty and trading vessels for the Dutch West India Company. Around 1688, the shipyard complex was expanded and this historical site is the foundation upon which Damen Yachting operates today.

This deep-rooted DNA extends beyond location, however. Many of those working at Damen Yachting come from a long line of shipbuilders from the area. Their Vlissingen City yard, home to Damen Yachting headquarters and Amels new builds, is the former historic Royal Schelde yard, which was acquired by Damen in 2000. Vlissingen's magnificent Royal Schelde headquarters, still used by Damen today, quite literally embodies Dutch shipbuilding history with stories of old pictured in its great halls.

The story of Amels

But not all of Damen Yachting's history stems from the south of The Netherlands. When it comes to the start of the company's yachting



The Amels and Damen Yachting shipyard

journey, we need to head north to Friesland and back just over 100 years, for this where the story behind Amels began. Established by Kees Amels in 1918, Amels started life as a small boatbuilding family business in the center of Makkum, delivering around 100 vessels of up to 20 meters in length from wooden fishing boats to steel tugboats. With a view to building bigger, Amels moved to a new yard in Makkum that would become its home until 2005, and began working on larger commercial ships and the classic Dutch vessels known as "coasters". In the mid- to late 1970s, Amels went on to diversify its shipbuilding skills and apply them to the more specialized market sector of high-value luxury yachts. In 1982, Amels delivered its first superyacht, the 42.8-meter *Katalina*.

Acquisition by Damen

A new era was on the horizon when, in 1991, the Damen family acquired Amels. The name Amels was retained, preserving the brand which was, by then, synonymous with luxury yacht building and is now also renowned for value, quality and finish. The shipyard in Makkum remained operational for the following 14 years before Damen established a new home for Amels at the larger facilities in Vlissingen.

It is from this yard, as part of the Damen Shipyards Group powerhouse, that Amels would help to reshape the superyacht building industry. In 2007, the first Amels Limited Editions yacht was delivered, marking the start of one of the industry's most disruptive and yet biggest success stories. And the evolution didn't end

here. Damen also introduced its own innovative new yachting products, including Yacht Support in 2008 and SeaXplorer luxury expedition yachts in 2015. And as the yachting portfolio continued to diversify, so did the shipyard, evolving into the largest luxury yacht-building facility in the Netherlands.

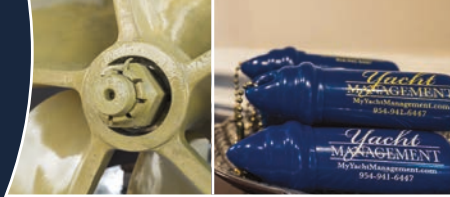
And now in their latest chapter, Amels and Damen are looking to the future. The introduction of Damen Yachting, a new division within the Damen Shipyards Group, brings their entire yachting portfolio together. This move reflects the group's evolving growth, dedication to remaining a family-run business, and ability to adapt to today's and tomorrow's unique yachting needs, along with a respect for their heritage and desire to stay true to their ancestry whilst not being afraid to embrace change. History has paved the way for a new generation of yacht builders.

For more information, please visit www.damenyachting.com.

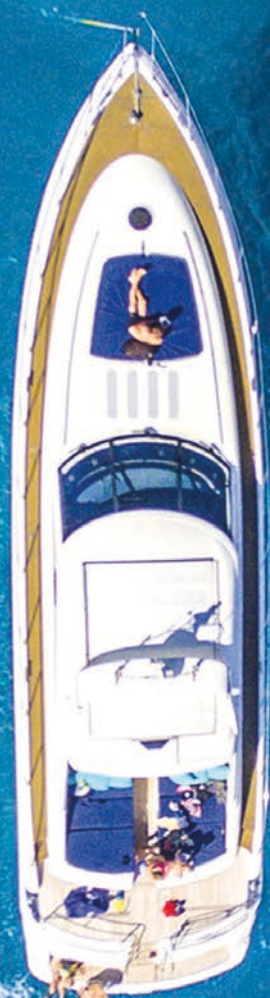


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