

APRIL/MAY 2020

COMPASS



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Boating industry
Resilient in the Face
of Coronavirus
Pg. 6

New England Charter
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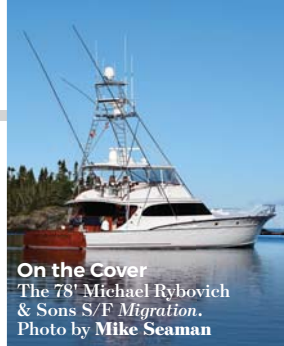
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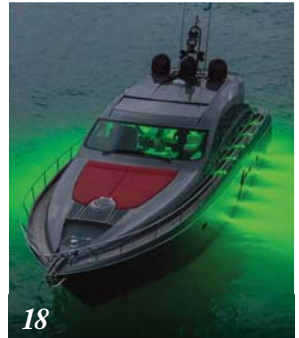
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Photo by Mike Seaman



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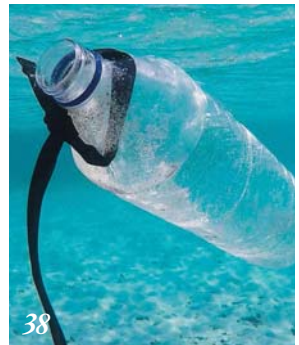
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FROM THE HELM

by **Paul Flannery**, IYBA Executive Director

DOING BUSINESS IN THE MIDST OF A PANDEMIC

The IYBA Board of Directors and staff would like to wish everyone well in dealing with our new-found challenge, "COVID-19", the coronavirus. We feel your pain. These are unprecedented times we are living in and hopefully if we all do our part, the difficulties we are facing at this time will be short-lived. The landscape before us is constantly changing but one thing is for sure – the marine industry is resilient, and we will weather this storm as we have so many in the past. Good luck to all of you and please know that IYBA will be here to support you in any way we can.

I am writing this from my home office, having asked the IYBA staff to work remotely in accordance with the CDC's coronavirus guidelines. Despite this distraction, we are all still fully engaged in IYBA's mission to help promote professionalism and cooperation within, and overall, improve the yachting industry.

As you are well aware, events are being cancelled as fast as people can communicate the news. The latest impact to our industry came when Informa postponed the Palm Beach International Boat Show. There is a lot of pressure on the business world and we are only a small part of it so we must remain vigilant to remain viable. As always, let's hope for the best.

On the subject of boat shows, we recently completed the Miami Yacht Show at our new downtown location for the second year. Reports varied from different participants but overall, I would say we made significant improvements over our first year. There were more vendors in the tent area, more new boats on display than last year and the North side of the show, while having fewer brokerage boats, saw better traffic. The IYBA

hospitality suite was well received and we will continue to bring that oasis to our members in years to come.

Still, the new location is a work in progress, and we already have begun brainstorming about how to make it an even better experience for show goers and exhibitors next year. In keeping with our recommendation to the IYBA Boat Show Committee, "Don't bring a complaint without proposing a solution," IYBA has committed to holding a committee meeting (including members of Informa leadership) every month with notes shared and action items identified and assigned to committee members.

We already have held our first Miami Yacht Show postmortem and there were several excellent ideas shared from refocusing the advertising to logistical changes to rethinking the hours of presentation. We are going to rethink the entire show as we must, because the audience craves a different experience than they have known to date. We have created a timeline for developing ideas and taking action that will hopefully bring a more interesting, interactive and appealing boat show to Miami.

The Boat Show Committee encourages you to bring your thoughts forward and let's see if we can make better things happen with your input. Go to www.iyba.org and look up the Boat Show Committee members and reach out to them, but please don't bring a gripe without a viable solution. More boats, more people, more excitement, more sales – that's our goal. It's that simple.

Now stay in and sell something, will ya.....

Cheers,

Paul

Paul Flannery

Photo by Forest Johnson Photography



Your Executive Director at the Opening of the 2020 Miami Yacht Show



Compass Magazine Wins a Neptune Award!

As we are sure you have noticed, this magazine underwent a major redesign last year, the result of the creative collaboration by our editorial team, which comprises IYBA staff members; Turnkey Communications & PR, Inc., which lends their editorial expertise to every issue, and Print Dynamics, our design team and printer. We are proud to announce that our efforts were recognized in the form of a Neptune Award for Best Newsletter from the Marine Marketers of America! The annual Neptune Awards recognize the best marine marketing in North America.

With each issue of *Compass*, we are committed to providing you with insightful and educational features to help you in your daily efforts to market yachts and yachting products and services, as well as to promote the yachting industry as a whole. Please, read on and enjoy.

BOATING INDUSTRY MOSTLY RESILIENT AS CORONAVIRUS CRISIS CONTINUES

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

The news about the novel coronavirus was growing increasingly grim as *Compass* went to press.

On March 19, the Dow Jones Industrial Average (DJIA) had just inched itself back up over 20,000 following a torrent of sweeping losses and erratic trading. That equaled a loss of more than 30 percent since the DJIA set a record high of 29,398 on February 14.

Military hospital ships were preparing for action on both U.S. coasts as the number of confirmed cases skyrocketed. Italy's death toll from COVID-19 had surpassed China's, and more Americans had filed for unemployment in a week than during any other week since the 2008 financial crisis.

But many Americans still wanted to go boating.

"Fuel sales at our marinas in Florida doubled last weekend. One of our stores said it felt like the Fourth of July because so many people were out on their boats," said Chuck Cashman, chief revenue officer at MarineMax, which has 60 locations selling everything from Azimut and Benetti motoryachts to smaller boats from Grady-White, Boston Whaler and Scout.

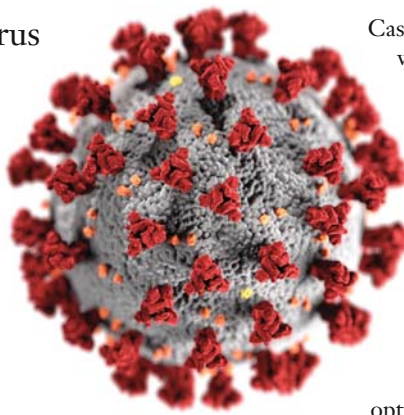
Cashman and other industry leaders were maintaining an optimistic attitude even as the world's economy ground to a halt. Yes, the virus had created a moment in history to pause and take stock, and yes, there was a need to adapt the way business was being done, but for the most part, executives said, the boating business was carrying on.

"If you think about it, what else are you going to do right now?" Cashman said. "There's no kids' sports, there's no kids' camps, there's no theme parks, there's no sporting events. If you're a boater, you can be out on your boat right now. We're seeing it at all of our stores that have marinas."

Qualified leads still coming

People still wanted to buy boats, too, even as the news became more and more dire, Cashman and others said. The Marine Retailers Association of the Americas (MRAA) was conducting an online survey of its dealer members as the COVID-19 news continued to escalate. While the results were not final as of March 19, more than 430 responses had been received. More than half those dealers reported being open for business as usual, and almost all the rest were open for business with modifications. Only a small fraction said they were temporarily closed.

At MarineMax, the number of qualified leads coming in through the internet took a slight dip, but not much,



Cashman said. The contrast with other industries was stark, considering that airlines were asking the Federal government for a \$50 billion aid package, car companies were offering generous financing and deferred payments to offset projected losses, and global hotel chains such as Marriott were furloughing tens of thousands of employees.

"We're writing deals. It's just at a slower cadence," Cashman said. "We have a wide enough footprint and a wide enough volume that if you wanted a canary in the coal mine, we'd be it. In the course of a year, we sell about 7,500 boats."

There was also an atmosphere of adjustment and optimism at Fraser, whose global operations in the large-yacht segment include new builds and brokerage sales, crewed charter, yacht management and crew placement.

"Our yacht-management department, that's still going strong. There are some challenges due to travel restrictions, but that's pretty much business as usual," said Mike Busacca, Fraser's chief operating officer, adding that Fraser closed a brokerage deal on a yacht larger than 100 feet that very day. "Yes, the shipyards are in a difficult position right now with this virus, and obviously, the travel restrictions are a problem for some clients going anywhere, so that will be a short-term problem, but I think we're going to bounce back tenfold."

The one segment posing larger challenges is crewed charter, Busacca said. The problem isn't a lack of

inquiries – people still want to book vacations for the summer – but instead trying to figure out how to complete the bookings.

Charters that already were booked for this summer in the Mediterranean, where about three-quarters of the world's crewed charter business is done each year, were in a state of confusion as

We're writing deals. It's just at a slower cadence.



*Photo by Jim Raycroft,
courtesy of Horizon Yacht USA*

the virus spread across Europe. Clients faced travel restrictions and many yacht owners no longer wanted to send their yachts to the Mediterranean. Some were moving their boats into U.S. waters for the foreseeable future, just in case anything further happens, and some owners no longer wanted charter clients on board at all, for fear of spreading the disease.

Remaining bullish

Even despite those challenges to the charter segment, Cashman and Busacca remain bullish about where brokerage and new-boat sales will be when the crisis wanes. Cashman said he looks at the stock market, consumer confidence and interest rates as leading indicators; when all three are favorable, the boat business does great. It's not until all three areas falter that the market goes totally haywire.

As of this writing, the stock market was a problem, but interest rates were near all-time lows, and consumer confidence was OK. The big question is whether consumer confidence will hold, given dramatically rising unemployment claims.

"If consumer confidence holds, we'll be just fine," Cashman said. "If consumer confidence starts to go down, that's when it starts to look like difficult times."

Busacca, too, saw promise despite the future uncertainties. "I think our economy was super strong before all this happened," he said. "Right now, we're going through all these changes, but I think it's going to bounce back stronger than it has been. People are sitting on a little money right now. When they sit home for 15 days and isolate, they're going to want to come out and buy boats."

Roger Sowerbutts, head of Horizon Yacht USA, said his Fort Lauderdale office was still doing boat showings by appointment – and customers were still calling. It was almost as if, demand-wise, nothing had changed.

"If I had blindfolds on and wasn't watching the news, it would be very difficult to tell," Sowerbutts said. "We have one client looking at a boat whose money isn't in the stock market. He's looking at beneficial interest rates for loans. One of our owners is expecting delivery of a new boat, and he said he wished it would be here now. He could go to the Bahamas for two months."

The Horizon yard is in Taiwan, where the pandemic hasn't hit nearly as hard as in some other countries, so workers can keep building boats. There were some problems receiving components such as passarelles sourced from Italy, but they could be installed later, perhaps in the United States after the boats arrive.

"Whether it will come back to where it was is a complete unknown,

but the optimism is there that it will come back," Sowerbutts said. "The underlying economy was strong when this happened. When we canceled our [owners'] rendezvous, trying to do the right thing, when I spoke to the owners personally, we said we might do a pop-up rendezvous in May or June. Every single one of them said, 'Let us know when.'"

Keep on communicating

Cashman said that MarineMax, too, is already planning for a promotional push when the news headlines settle down. After every crisis, he said, people place more value on time with their family and loved ones. That is the perfect message to share when talking about the benefits of boating.

"We are going to come out with a very aggressive marketing plan," Cashman said. "We have it ready. We're just waiting on the timing. Everybody needs good news; we just don't want to come out at a time when the good news gets buried."

That type of planning is exactly what Andrew Golden, co-founder of the marketing communications firm Rushton Gregory, is urging clients to do in their marketing plans, as well.

"We reached out to our editorial contacts, our global editorial list, 6,500 different journalists around the world in the marine space, and we said, 'How can we best help you?'" Golden says. "The world's under duress. We're in uncharted waters. No one wants to be inconsiderate or pretend this isn't happening, but you want to continue your business. So, give us guidance. Our clients have things they want to announce."

The overwhelming response was to keep sending

information. Editors all over the world want to share marine-industry news with their readers and viewers.

"What better time to reach people than when they're a captive audience?" Golden said. "It's an age-old marketing principle that in times of pullback and confusion, it's the clients who invest in marketing at that time who come out on top. We're not talking about years. It's going to be weeks, maybe months, based on what we know right now. Come mid- to late May, we're out of this. And then, we have the entire summer ahead of us. That's the perfect time for boating."

All in all, Golden said, the attitude of adaptation and optimism that dealers, builders and brokers seem to share right now is going to prove invaluable going forward.

"We are telling our clients, in no uncertain terms, the sun will come out," Golden said. "We're all in this together right now, and there's a lot going on, but we know we'll get through this as a community and as a country. Let's look forward to being together with our families and our friends on the water in a few months. Now's a great time to order that new radio or chartplotter so it will be ready."

Photo courtesy of Marine Max



What better time to reach people than when they're a captive audience?



IYBA HOSPITALITY SUITE OFFERS MEMBERS AN OASIS AT THE MIAMI YACHT SHOW



Photos by Forest Johnson Photography

The IYBA hospitality suite provided an ideal place for client meetings...



...and to relax for a few moments during the show.

Conveniently located on the docks amid the in-water brokerage displays, the IYBA hospitality suite was a popular addition to the Miami Yacht Show's 2020 edition. The large pavilion offered members shade, snacks, and more important, a quiet place to meet with clients and business associates. The lounge area also was the perfect spot for members to "take the weight off their feet" while planning their day's agenda.

"The IYBA hospitality suite went through several iterations while we were planning the show, and I am very

pleased with the way it turned out," said IYBA Executive Director Paul Flannery. "We provided members with a private oasis on the North side of the show where they could do business and relax, in many cases just a few feet from their displays. The suite got great reviews from members and we plan to bring it back next year."



IYBA's Raut Massre welcomes members to the hospitality suite.

Photo by Lee Savage

Miami affords an easy and excellent opportunity for interface and deal-making.

IYBA would like to thank the following sponsors, without whose support our Miami Yacht Show 2020 hospitality suite would not have been possible:

- Between Two Yetis
- Florida Nautical Surveyors
- Karen Lynn Interiors
- Moneycorp
- Robert Allen Law
- *Yachting Magazine*.

Very fruitful event

The Miami Yacht Show, in its second year at its new venue in downtown Miami, showcased more new yachts than the previous year and also featured an expanded indoor vendor area, a new high-end restaurant and improved signage for the North side of the show.

Bob Allen, founder of Miami law firm (and IYBA hospitality suite sponsor) Robert Allen Law, stated: "As is always the case, the Miami Yacht Show this year was a very fruitful event for Robert Allen Law. With clients

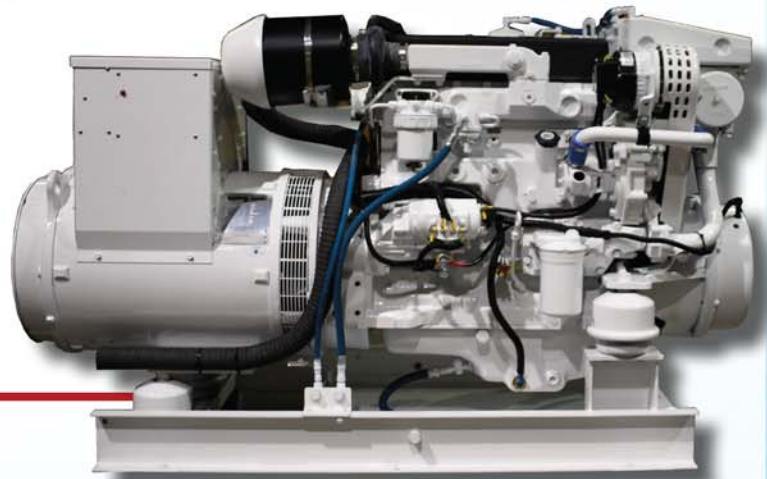
and potential clients arriving from all over the world, Miami affords an easy and excellent opportunity for interface and deal-making...all in a world-class, beautiful setting organized magnificently around Biscayne Bay! What can I say? The show was perfect and our whole team is looking forward to next year already!

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Two Triton 3300/3 MKII subs dive on a wreck in Bimini.

The conversion of social currency in recent years from materialism to experiential has resulted in it becoming vitally important for those across the entire yachting sector to familiarize themselves with onboard assets. Just two decades ago, the sole purpose of the tender was conveyance to and from the yacht. This has changed significantly however, to the point where a growing number of vessels are built primarily to convey the tenders and toys. The yacht's shifting role from status symbol to adventure platform is demonstrated by the current explorer, expedition and support yacht markets, all virtually nonexistent 20 years ago.

For owners no longer satisfied with scratching the surface, electric submersibles ("submarines", by contrast, generate their own power through nuclear or diesel-electric propulsion), open up a new dimension – quite literally. One submersible professional describes owning a yacht without a submersible as being "like owning a private jet and flying over the Amazon, Serengeti or New York City, but never landing."

Technological advances in fields such as acrylic pressure hull and battery systems mean the deep ocean is now accessible like no time previous in human history.

Legacy endeavors

Florida-based Triton Submarines reports that an increasing number of owners are seeking to not only integrate submersibles into their yachting experiences, but into their philanthropic, legacy and personal achievement endeavors, too.

"Among the latest deliveries and contracts signed are those to Caladan Expeditions, who in 2019 completed the Five Deeps Expedition that recorded the first manned dives to the deepest point of the world's five oceans, including five dives in eight days to almost eleven kilometers deep in the Mariana Trench," says Triton's President Patrick Lahey. "While the titanium-hulled Triton 36000/2 we built for them is an extraordinary submersible," he adds with some understatement, "all our owners experience and achieve the extraordinary, from serial Triton owners like OceanX who have filmed important documentaries like *Blue Planet II* and tagged sixgill sharks at depth, to Project REV, the world's largest yacht and which is dedicated to marine research, to the first two models we delivered well over a decade ago that have dived from Antarctica to the Solomon Islands and recently filmed *Shark Week*. Whenever a submersible owner is exploring, whether it be reefs, wrecks or below the ice, every dive below 40 meters will almost guarantee they are the first human to set eyes on whatever is being observed."

The “what ifs”

Barriers to ownership are decreasing – compact and relatively light 2,500kg models mean subs can even integrate with the sub-500GT yacht sector, while large-capacity models accommodating up to seven persons are becoming popular in the superyacht sector. Nevertheless, “Those considering a submersible for the first time invariably ask the same four questions,” said Bruce Jones, Triton’s CEO. “What if...we don’t come back up, run out of oxygen, lose comms with the surface or feel claustrophobic?”

“In these respects, however, almost everything about a submersible is counterintuitive,” Jones continued.

“In addition to the numerous additional independent ‘return to surface’ contingency systems (like drop weights, jettisonable manipulators and batter pods, etc.), one has to remember that a submersible’s natural proclivity is to return to the surface. Just try pushing a basketball underwater, then imagine the displacement of a pressure hull. The challenge in design is actually in making the submersible *descend*.”

Jones went on to explain that third-party classification rules, to which all Tritons are built, require four days of oxygen/life support in addition to their 10 to 12 hours of dive duration.

In terms of communication, Triton has cleverly utilized the ‘old school’ proven tech of the underwater acoustic telephone developed in 1945 by the U.S. Navy, to allow not only voice, data and text comms, but also underwater navigation with a chart plotter, just as one would with a center console on the surface.

Claustrophobia is rare among today’s submersible divers, too, with the proprietary acrylic used in Triton’s spherical pressure hulls being optically perfect. Possessing the same refractive index as water, they “disappear” when submerged. “People are simply left with a sense of awe and wonder as they take in the panoramic expanse of the ocean,” adds Lahey. “Most spend the first five minutes of a dive touching the acrylic to ensure it is still there, half expecting their hand to slide right into the water. Most have watched *Blue Planet II*, but few will realize some of that 4k UHD footage was shot from the interior through the acrylic of the Triton 3300/3.”



Triton subs’ clear acrylic bubble “disappears” when submerged.

Industry professionals may be missing an opportunity if they shy away from the subject of submersibles in discussion with a client. Educating oneself about submersibles and inspiring conversations with clients about them could lead to additional business, whether it be in the design of a new build, acquisition of a support vessel, refit of a current yacht, or a listing in view of acquiring a new vessel.

The charter market is another sector that presents excellent opportunities for submersible ownership. In this highly competitive market with increasingly discerning and educated clients with a thirst for adventure, what better unique selling point is there?

“Very few of our current owners charter their units, but there is demand from a variety of sources; individuals, marine institutes, media production companies, commercial marine companies and the burgeoning UHNWI-curated experience sector,” Lahey said.

Larger, deeper, more compact

So, what kind of submersibles are popular and where is the sector headed next? Carrying three persons to 1,000 meters, the 3300/3 has

“Whenever a submersible owner is exploring, every dive below 40 meters will almost guarantee they are the first human to set eyes on whatever is being observed.”

been the mainstay of Triton’s production; however, none are listed amongst the three deliveries or two new contracts the company reported in Q1 of 2020.

“We did deliver the ninth in that series for OceanXplorer in Q4 2019,” Lahey reminds us, “But we are definitely experiencing a changing demand in the market, leading us to expand our range. Larger-capacity submersibles, like our 1,000-meter, six-person Triton 3300/6, and the Triton 1650/7 Configurable that dives to 500 meters and can accommodate seven, demonstrate the requirement for a true shared experience among megayacht guests. In fact, the market is moving in three directions that can be summarized by: larger, for the megayacht and cruise sector; deeper, for the scientific and research sector; as well as smaller and more compact, for superyachts 40-meters-plus wanting to offer guests a truly special luxury experience.”

With our oceans currently enjoying a widespread public engagement not experienced since the 1960s following the broadcast of Jacques Cousteau’s pioneering *Silent World* documentary, exploration of the world’s last great frontier is taking on newfound momentum. In the last year, Triton report that its owners have discovered over 40 new species, conducted vital marine research, visited *RMS Titanic* for the first time in 15 years, broadcast live from depth on an international TV network and explored the depths in places as remote as Papua New Guinea and the Southern Ocean. There’s no doubt that today, submersibles can play a significant role for the adventurous new yacht owner.

Triton 1650/7 Configurable – Subs with greater passenger capacity are now in vogue.



TIPS TO PROMOTE YOUR MARINE BUSINESS EFFECTIVELY IN 2020



We live in a content-saturated world. The landscape of modern marketing, both on and offline, is a chaotic place flooded with an overabundance of marketing messages. My guess is that you, like many other business owners and marketers, are asking yourself, “How do I make my business stand out with all this noise? How do I get qualified new leads? How do I stop bleeding marketing dollars on strategies that don’t work?”

In today’s constantly evolving world, where buying trends and channels change at the speed of lightning, making your marine brand stand out and appear trustworthy to the right audience is challenging. What once was effective seems not to be working any longer. Blogging is on the decline. A recent study by BuzzSumo, a robust research and monitoring tool, revealed that content marketing is 50% less effective than it was three years ago, and it’s still trending down. Social media’s organic reach isn’t dead, but it is on life support.

Don’t get me wrong – blogs and social media are still significant content-marketing efforts that should not be ignored. They’re the means by which you attract followers and build a list of people who

want to hear from you regularly, but if you’re like most companies in the marine industry, blogs, and social media posts are not reliable revenue streams.

Despite the content saturation, marketing remains highly effective and profitable when done right. The question, then, is how do you do it right? How do you provide something of value to your audience, and make your marketing efforts worth it?

In this article, I provide a few strategies and tactics that you can implement in your marketing to push your marine business out in an effective way and help it shine in today’s content-saturated world.

The Road to Success: Strategy Before Tactics

As Peter Drucker, known as “the man who invented management,” once said: “Strategy is doing the right things. Tactics is doing things right.”

How well you understand what your client needs is proportional to how effective your marketing becomes.

The most common mistake that I see among businesses in our industry is that they jump right into individual marketing tactics, and start burning marketing dollars, without a strong strategic foundation in

place. After many years working for and with marine-related businesses, I can tell you that none of the tactics matter until you are crystal clear about which direction you are going.

If you want to improve your marketing and lay out the foundation for successful campaigns, take the time to answer these fundamental questions first:

1. Who is your perfect buyer? What do they want?
2. What pains and problems do they have?
3. What solutions does your company provide to make those problems go away?
4. How can you make those solutions remarkable? Why are you the authority to solve your customer's problems?

We aren't just in a race to get our boats sold or chartered; we are also in a race to communicate why our customers need them in their lives. In a nutshell, how well you understand what your client needs is proportional to how effective your marketing becomes.

Your Website Is the Hub of Your Online Efforts

With so many digital marketing tactics and channels being used today, your website should be at the center of all your online endeavors. Rather than operating in isolation, all your digital efforts should be fully integrated, prioritizing brand consistency, with your website serving as the home base.

The old-school advertising methodology of blasting your message out is long gone. In this time and age, you should think of your website as a hub and not as a megaphone, providing relevant and engaging content to all the people visiting your site.

If You Confuse, You Loose

"As a rule, people should be able to go to your website and understand what you offer within five seconds. If it takes them longer than five seconds, you're losing sales," says Donald Miller in his book *The Story Brand*, where he shows how to create better messaging to help business cut through the noise and stand out in the crowd.

Here are five things your website should include to gain clarity and convert more browsers into customers:

1. Display on your header an easy-to-understand tagline that clearly says what you do.
2. Master the conversion, including a strong and prominent call to action.
3. Include some element of failure. Tell your prospects what problem(s) you solve or the bad things that might happen if they don't work with you.
4. Visually display the success your potential customers will experience when they purchase or charter a boat from you. Tell them what great things will happen if they engage with your brand.
5. Simplify what your company offers into bite-sized categories.

Become Obsessed Over Customer Questions

According to a study by leading research and advisory firm Gartner, "57% of the purchase decisions are made before a prospect contacts you." And this is true for offline as well as online businesses. In addition, Google estimates that 97% of all business transactions start online, even though only 6% are completed online.

Taking into consideration these figures, it stands to reason that knocking down potential objections and answering the most critical

questions is a smart strategy. In the book *They Ask You Answer*, Marcus Sheridan defines five questions that should be addressed as they are the ones that move the needle towards the buying decisions:

1. Cost
2. Problems
3. Comparisons ("this vs. that")
4. Reviews
5. Best in class.

I'm afraid that the vast majority of the businesses in our industry are not answering those questions. Hiding their knowledge of what buyers most want to know is not a good strategy in the age of transparency. If you want to build trust and promote engagement, you need to start creating the type of content that matters the most for your audience. Don't leave room for your competitor to steal your thunder!

Want some inspiration? Check Sportsman's website at www.sportsmanboatsmfg.com, which

provides real up-front pricing empowering clients to get educated about its products with over 300 short videos embedded throughout the site. On the

superyacht side, Dynamiq was the first company to introduce an online configurator (www.bedynamiq.com/models/configurator.htm), allowing the customer to customize a superyacht and get a detailed quote for it.

The Power of Video

A lot has been said about the power of video marketing, and by now, you might have a pretty clear idea of why video should be a critical part of your marketing efforts. According to a recent Wyzowl video marketing survey, "...92% of marketers who use video say that it's an important part of their marketing strategy.... Perhaps most strikingly, 88% of video marketers reported that video gives them a positive ROI...."

If you haven't done videos yet, get started now. And if you are already doing videos, start producing content that replies to the queries your core audiences have – your job is to answer those questions.

A smart tool to find out which type of questions your audience is asking is Answer the Public (<https://answerthepublic.com>); it provides an overview of the kind of inquiries people are typing into Google and Bing.

Once you identify the key questions, you should research on YouTube, looking for the video results that come up when you ask those specific questions. You will notice that there are still a lot of inquiries related to our industry that are not answered; this is a massive opportunity for you to stand out.

In addition to addressing questions via video, consider using the medium across your website, including videos on the product/service pages, your email signature, and even integrating video content into the sales process.

Stay Relevant in the Current Landscape

It's a scary and exciting time for business owners and marketers alike everywhere. If you want to make an impact and get a positive ROI, you need to look at new ways to turn heads and increase engagement, defying the strength of the algorithm and staying as close to the consumer as possible!

Your website should be at the center of all your online endeavors.

IYBA'S MEMBER TOOLS CAN HELP YOU TO MAKE YOUR BUSINESS STAND OUT

IYBA's new IYBA.org website and well-established IYBA.pro industry-owned MLS continue to get rave reviews from users. Here are two more tips and a trick for how to use these essential tools to help attract attention to your yacht listings and to your business in general.

TIP 1: Increase exposure using your MLS.... Do much more to advertise your listings for much less.

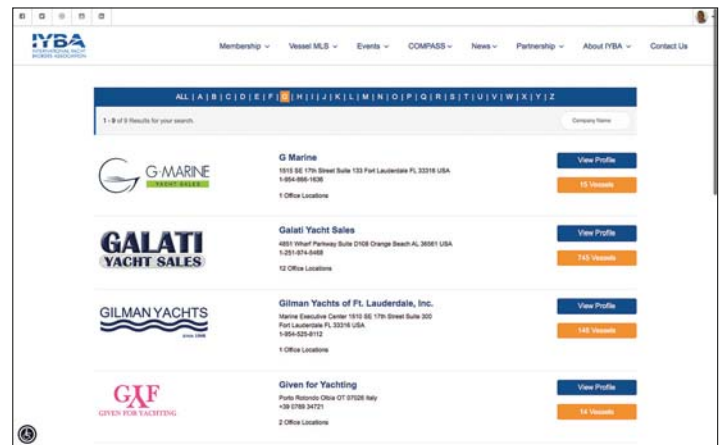
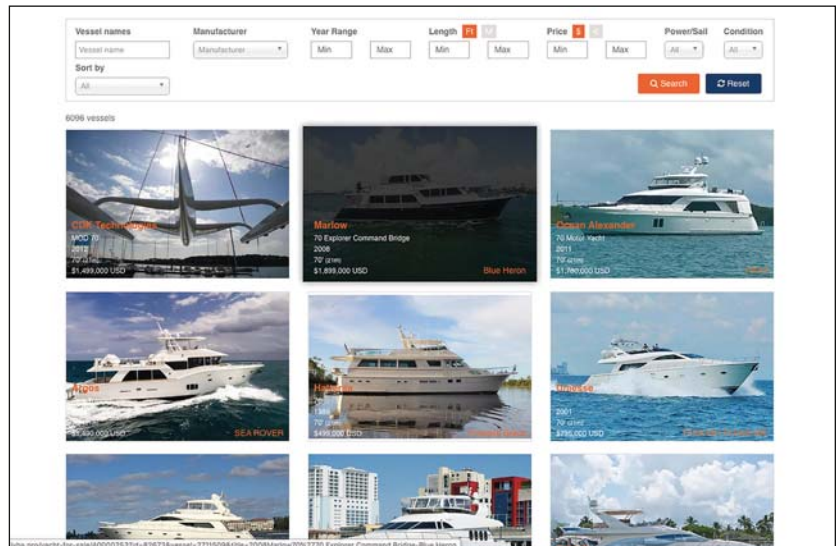
Our industry's *only* self-owned MLS platform is also the most powerful and can dramatically reduce the cost of advertising your listings both on your website and on public-facing advertising sites! Here's how:

1. High-speed APIs (application programming interfaces) deliver both the search criteria and individual boat specs required to provide an extremely fast, flexible and robust experience to your site's visitors – **with zero cost to maintain!**
2. MLS data API not only delivers your listing information – but also includes brokerage, office and individual broker profiles, making it even **easier to manage your website!**

*Our industry's **only** self-owned MLS platform can dramatically reduce the cost of advertising your listings.*

3. Powerful and numerous unique and custom fields can be freely implemented to **enhance your website's SEO** (search engine optimization) and deliver a robust yacht profile!
4. Ability to **freely create unlimited offices and accounts** for all employees regardless of their role!
5. **Easily integrate your preferred CRM systems** such as Hubspot, Salesforce, Zoho and more!
6. **Develop gorgeous custom email and PDF options** for viewing and sharing vessel information!
7. **Ability to add News and Events** to complement your vessel information while enhancing your firm's SEO with unique content!
8. **Freely send your feed** to sites like TheYachtMarket.com, Rightboat.com, Marinesource.com, Facebook marketplace and many more! (You can view the list on IYBA.org.)

And much more!



TIP 2: Enable your account to be visible in the “Find a Broker” page on the new IYBA.org website!

IYBA's new website fully integrates with our industry MLS platform, allowing you to **easily display your listings, brokers and company information to the public**. Simply make sure you have at least one “ON” listing and set the “Account Type” on your Broker's profile pages to be visible on the IYBA.org website – that's it!

Be sure to add your company, brokers and vessels to the IYBA MLS to take advantage of this and *all* your other benefits!

TRICK: Did you know your industry-owned MLS platform is available to members of *any* professional yacht brokerage association? Are you a member of YBAA, CYBA or any other association? **Get your free account now!**

Please email support@iyba.pro for more details.

BOATS GROUP RELEASES 2018/2019 BROKERAGE SALES YOY REPORT

by **Juan Nunez**, Boats Group Product Marketing Manger

According to Boats Group*, sales of brokerage boats in the U.S., including Florida, decreased year-over-year (YoY) during the 2018 to 2019 reporting period. Last year's numbers, which are based on information reported to YachtWorld's soldboats and YachtCloser data sources, show that, compared to 2018 figures, overall 2019 U.S. brokerage boat sales fell 18.2 percent and vessels took approximately five days longer to sell. Although the number of total sales decreased in 2019, the average value per boat sold rose 3.1 percent.

A similar trend could be seen in Florida, with unit sales decreasing 17 percent and the average price per boat sold rising by 10.1 percent. The average time to sell remained flat YoY.

Brokerage sales in the European market dipped 9.6 percent in 2019; however, the average boat value increased by 10.3 percent. Further, time on market improved by five days.

**The data is derived from Boats Group's soldboats and YachtCloser data sources of sold inventory.*

DATA REFLECTS YOY CHANGE FROM 2018 TO 2019

U.S.	2018	2019	YoY % Change
Boats Sold	36,233	29,642	-18.2%
Value of Boats Sold - USD	\$5,709,735,493	\$4,944,442,480	-13.4%
Avg Boats Value - USD	\$161,226	\$166,231	3.1%
Avg. Days to Sale	217	222	2.3%

Florida	2018	2019	YoY % Change
Boats Sold	8,398	6,967	-17.0%
Value of Boats Sold - USD	\$2,394,852,756	\$2,280,879,956	-4.8%
Avg Boats Value - USD	\$286,4690	\$315,662	10.1%
Avg. Days to Sale	198	198	-0.2%

Europe	2018	2019	YoY % Change
Boats Sold	7,883	7,128	-9.6%
Value of Boats Sold - EUR	€2,100,927,689	€2,108,482,481	0.4%
Avg Boats Value - EUR	€269,922	€297,657	10.3%
Avg. Days to Sale	322	317	-1.6%

Protect your build costs Maximize profits

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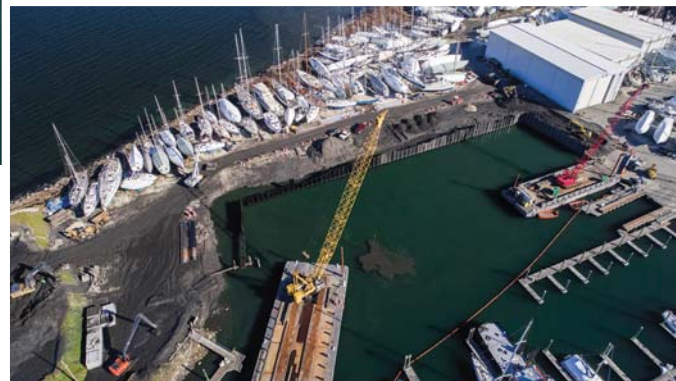


THE AFTERMARKET

ON THE HARD

by Ted Slee, Marketing Manager Safe Harbor New England Boatworks

SAFE HARBOR NEW ENGLAND BOATWORKS EXPANDS WITH THE GOAL OF OFFERING SERVICES TO LARGER YACHTS



Founded in 1988 by an experienced team with a solid background in traditional boatbuilding, Safe Harbor New England Boatworks (SHNEB) in Portsmouth, R.I., provides service and storage for large and small yachts, in addition to having built more than 60 custom yachts over the past 32 years. Last fall, following the May 2019 acquisition of the shipyard by Safe Harbor Marinas (SHM), which owns more than 95 marinas across the U.S., SHNEB began an expansion project in anticipation of the 2020 yachting season.

The shipyard's expansion will enhance its ability to meet the servicing needs of vessels larger than 88 tons. It will allow SHNEB to haul vessels up to 200 tons, 150 feet long, 34 feet wide, and that draw as much as 18 feet. In addition to the new Travelift pit, SHNEB also will have additional slips to accommodate transient and seasonal storage needs.

Strategic location

Located just a short distance from the international yachting mecca of Newport, R.I., SHNEB was a strategic addition to the SHM family of marinas. The Northeast has always been a popular destination for charters, family cruising and yacht racing, but it now is expanding its role in the global marketplace as a location for yacht maintenance, upgrades, refits and new construction. SHM's goal for this expansion is to attract the business of larger sailing and motor yachts in need of service or storage.

SHNEB's off-season upgrades aren't limited to the waterfront as it is updating the experience on land as well. The marina's goal is to provide a boatyard that is as friendly to a 25-foot center console as it is to a 150-foot megayacht. With upgrades to its shore-side amenities, SHNEB hopes to attract customers who typically would have work done in Europe, Maine or Florida.

In addition to physical upgrades, a number of additional partnerships are being established with various builders of yachts to expand SHNEB's abilities to handle more warranty work while also increasing its product offerings for engines and stabilizers systems, as well as other additional services that will benefit a wider audience of owners.

America's Cup roots

Safe Harbor New England Boatworks is proud of its accomplishments in yacht design, boat building, implementation and aesthetics, ensuring that the finished product achieves a customer's vision while being on time and within budget. The shipyard's property and deep-water basin was once home to U.S. Navy during WWII.

SHNEB's roots also are tied to aluminum 12-Meter sailboats and the America's Cup. Finding success at applying their specialty, metalwork (aluminum, stainless steel, and titanium), to a variety of yachts, in 1988, the original partners in New England Boatworks persuaded 10 of the best hands-on boatbuilding experts in the business to join them. Soon the demand for NEB-built boats found the company expanding with each successful build, eventually acquiring the current full-service marina and haulout yard.

On site are 15 permanent buildings housing all SHNEB's departments, a fuel dock, a restaurant, ship's store, laundry facilities, subcontractors for rigging, navigation systems and yacht brokers.

Best-kept secret

Many boat owners consider SHNEB to be the "best-kept secret in New England" – here are some of the reasons why.

- Skilled craftsman – SHNEB offers services for a wide range of



The expansion will allow SHNEB to haul vessels up to 200 tons, 150 feet long, 34 feet wide, and that draw as much as 18 feet.

products, from hull repair to installing a new swim platform or other structural upgrade. Its team is experienced in using modern marine materials, high-tech composites, fiberglass, wood or metal to achieve optimal performance and aesthetic appeal.

- Mechanical repair/upgrades – SHNEB's mechanical team includes 25 factory-trained and accredited technicians who can help with electrical, hydraulic, inboard or outboard engines, plumbing, water makers, gensets, running gear and drive systems to name a few. As a custom boat builder, the SHNEB team is experienced in the complexity of different yacht designs. SHNEB is certified to repair or replace a variety of marine brands, including Cummins, Fischer Panda, Nanni, Northern Lights, Seakeeper, Scania, Volvo, Westerbeke, Yamaha and Yanmar.
- Metal fabrication – With a fully capable metal department and machine shop on premises, the SHNEB team can help with everything from a simple repair of a polished rail to the design and fabrication of a new structure. Its technicians are experienced in working with aluminum, cupro-nickel, stainless steel, titanium and a variety of other metals/materials. Over the last 32 years, the metal team has built more than 50 metal-hulled boats and can make modifications/repairs to metal structures.
- Paint department – Painting is another specialty for SHNEB. Its

veteran paint department knows that preparation is one of the keys meeting a customer's goal. With multiple locations on the shipyard's sprawling campus equipped to paint different sized projects, SHNEB's team is experienced with Alexseal, Awlgrip, Petit, varnish and other brands and processes.

- Joinery department – SHNEB's experienced marine carpenters, joiners and wood boat builders are always ready to help turn a customer's vision into reality. Whether they are building the interior for a new vessel under construction, handling a simple repair or blending new with existing cabinetry, they take pride in their intense attention to detail.
- Engineering – The shipyard's in-house engineering department is available to assist throughout any project. With two naval architects and two design engineers on staff, SHNEB can work with any customer to design or modify a vessel, or they can support another design firm. The engineering department is CAD/CAM-software oriented and equipped with full 3D modeling and scanning capabilities. Also under the department's domain is a 5-axis CNC milling machine, which is used to carve composite tools and molds as projects require.
- Composites – SHNEB's composite crew has built some of the most successful custom racing boats on the water today. It has built lightweight yet strong yachts for cruising and charter with the same attention to detail. The team is skilled in epoxy, vinylester, pre-preg and infused construction. It also has all the requisite ovens, vacuum equipment, climate-controlled rooms, down draft grinding stations and autoclaves required to repair or build a wide variety of composite components.
- Quality policy – SHNEB is an ISO 9001:2015 Certified company committed to meeting customer quality requirements; providing excellent customer service; delivering on-time, every time and continually improving its Quality Management System.

Safe Harbor Marinas call their customers "Members" and are constantly striving to improve their experience. Members who call SHNEB home have benefits across the any of the over 95 marinas in the U.S. as an added benefit.

For more information, contact the experts at Safe Harbor New England Boatworks at 401-683-4000 or visit NEBinfo@SHMarinas.com.



by Zack Savage, USA Manufacturer Representative, Underwater Lights LTD

TECHNOLOGICAL LEAPS IN LED LIGHTING HAVE MADE IT A “MUST-HAVE” ACCESSORY FOR THE BOATING INDUSTRY

With the incredible technological leaps in LED (light-emitting diode) lights, combined with a precipitous drop in price for these components that we have seen over the past few years, this technology is now being utilized in just about every sector, including headlights on cars, traffic signals, residential and commercial lighting, flashlights, televisions, screens, computers, camera flashes, medical device, and of course, yachts.

These technological advances have resulted from the desire during the research phase to maximize the output of the LEDs while at the same time making them smaller and most important, making sure they do not exceed a certain temperature whilst in operation, which is a killer of LEDs.

Many people wrongly assume that LEDs do not generate heat, but in reality, higher-output LEDs do generate a large amount of heat, the majority of which is concentrated where the LED itself meets the circuit

board which provides it appropriate power. This is called the LED junction and it is here that the research has been focused. Symptoms of LED failure due to heat include dimmer light output, color shifting from the original, burn marks on the diodes, etc.

Increasing output whilst maintaining safe junction temperatures has allowed the widespread use of this technology.

Lower prices, higher demand

LED lighting as

mentioned has seen a sharp price decrease combined with its increased demand, which falls in line with the standard supply and demand theory. A high-powered LED 15 to 20 years ago was hugely expensive to purchase from the manufacturer (\$4-6/each) whereas a comparable LED today (with much higher output but the same quality) now only costs \$0.50-\$1 per unit. This is a huge cost saving when using multiple LEDs per fixture (in some cases as many as 40-plus per fixture)!

Customers who were early pioneers of LEDs used to complain about their poor color. When used in overhead lights, many people complained about the “ghostly” white color that was emitted and that the lights lacked the warmth achieved with the old incandescent lights. This area of LEDs has been hugely improved, and now they can move across the entire Kelvin scale to create any color of white light equal to and surpassing their halogen counterparts.

Another area that has been addressed was the dimming of the LEDs, which in the early days was only achieved by some perceived “dark magic”. As training on LEDs increased and the technology became more advanced, dimming became standard across all LEDs.

The challenge for many people in adapting to the new technology lay in the fact that they thought they could simply upgrade their halogens with an inexpensive LED board in place of the halogen G4 lamps. With this type of plug-and-play change, the dimming almost never worked properly. What people did not understand at the time was that an LED and an incandescent bulb, whilst both are light sources, are like apples and oranges in terms of how they achieve light output. An LED is an electrical device that uses small electrical current passed over a semi-conductor, which in turn emits photons of light, whereas a bulb



© Josip Baresic



The photos on these pages feature Underwater Lights LTD units.

(Continued on page 20)



IN 2019, OWNERS OF TRITON SUBMERSIBLES:

- Tagged Sixgill Sharks
- Dived RMS Titanic
- Filmed Shark Week
- Broadcast live News from depth
- Discovered dozens of new species
- Conducted vital marine research
- Dived spectacular icebergs
- Explored wrecks around the world
- Salvaged equipment from 7-miles deep
- Descended 11km deep in the Mariana Trench



WHAT WILL YOU DO WITH YOURS?

Brokerage enquiries welcome for New Build Projects
and Pre-Owned opportunities currently available.

(Continued from page 18)

simply passes an electrical charge over a thin tungsten wire which heats up, and a by-product is heat. A standard light dimmer would not work properly, as dimming LEDs is not as simple as reducing the current across the wire in a bulb.

This misunderstanding of the technology gave LED a bad reputation when it was first introduced to the marine industry over 10 years ago. Bad experiences with inadequate products led to a resurgence of halogen technology amongst yacht owners and captains – however now the technology has been proven, understood and updated it is now one of the most requested upgrades to yachts during refit.

Today, 99% of all new boats utilize LEDs in some or all of their lighting designs. Standard incandescent bulbs produce 80% heat and only 20% light, so their design is very inefficient. This heat would radiate into the boat and cause air conditioning units to run much harder, in essence doubling the inefficiencies of the bulb. Typically, they now are only supplied as replacements for broken units as owners stave off the inevitable upgrade to LED.

The refit market for LEDs on yachts has been booming for several years and the demand is only increasing. Choosing to upgrade to LED does come with a significant price but this price can vary substantially depending on the existing system and the options chosen. Color-change systems, for instance, will come with a higher price due to the requirements for installation but provide huge flexibility to the customers who would like to make their boat stand out.

Continual tech advances

The year 2019 was huge for the introduction of tuneable lighting products. Very much in the same category as RGB color-change lighting, this system allows users to change their interior lighting from a cool white 6000k color (daylight) to a very warm 2200k (very old-style yellow halogen look). There has been a huge amount of science behind this trend and we will start seeing this more and more in our lives in the future. The tuneable light mimics our body's natural circadian rhythm; when you wake up in the morning you need a warm light which changes to daylight, then back to warm in the evening. Apparently, this enhances your body clock which in turn promotes good health.

Future improvements to LEDs have shown no signs of slowing either. It seems a new LED luminaire is premiered almost on a weekly basis, with ever smaller designs, higher output and lower junction temperatures. It will be no surprise to see double the light output of the current LEDs on the market within a couple of years and a jump again after that.

As with everywhere else in the world, there is an LED solution for just about every incandescent light on a boat, from engine room lighting to navigation lights, overhead lights, courtesy lights, and of course my favorite – underwater lights.

Underwater LEDs

Underwater light use has seen an incredible rise over the last 20 years to the point where vessels illuminate our marinas. It has become a familiar sight on just about every boat from a 20-foot center console to the largest superyachts in the world. Today, underwater



lighting is available in a variety of outputs and color choices. Color-change technology is being utilized more and more every day to the point where you now no longer need to pick a certain color for your underwater lights when purchasing, but can change on a whim to suit either your personal preference for color, the water clarity where your boat currently sits (different colors work better in clear vs. brackish water), or if you simply want to get into a holiday spirit or display your favorite sports teams colors.

Upgrades to color-change technology also allow for dynamic control of your boat's lighting to create scenes where the lights will change on a pre-programmed sequence for a one-of-a-kind light show. I have had customers ask for everything from the standard "rainbow scenes" where the lights change to every color imaginable over a certain time period, to strobing different colors to attract different species of marine life, to fun scenes where a specific color of light will "chase" itself around the boat at night. The limit to these types of scenes is only one's imagination. Many manufacturers now offer color-change lights in various styles, outputs and pricing, making this technology available for just about anyone's boat and budget.

Current technology gains in the underwater lighting sector also extend to the various types of control options for the lights themselves. Controllers can be utilized via a boat's current AV system, Crestron or Lutron for example, or via the multifunction display on the bridge. More and more MFD manufacturers are adding third-party applications to their complete range of displays (and not just the highest-end units), so you have control of many devices such as power, entertainment and lighting right at your fingertips at the helm. Many companies also are now syncing their control system and lighting with other components on the boats from different manufacturers, from underwater lighting to rope lighting under the rails, overhead lights, etc.

Future upgrades to underwater lighting for the most part will primarily affect the control side. Upgrades will become available to allow you to integrate more and more components into the boat's systems, including security where lighting across the boat will be dynamic if alarms are tripped.

Many underwater lighting companies are focusing on the engineering of the light housings themselves. As an example, Underwater Lights LTD, whom I represent, has introduced an all-titanium light, the QTS, that can be installed on any hull type including aluminum or steel without the need for expensive welding. In addition, the light is designed so any future upgrades to LED performance can be retrofitted inside its housing. The QTS is available in a range of output and color options, but all made within the same titanium housing so they are completely interchangeable.

For more information, visit Underwater Lights LTD at www.underwaterlights.com.

Today, 99% of all new boats utilize LEDs in some or all of their lighting designs.

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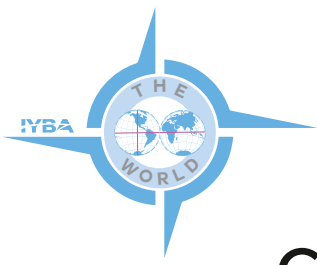
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CRUISING THROUGH HISTORY ALONG THE COAST OF NEW ENGLAND

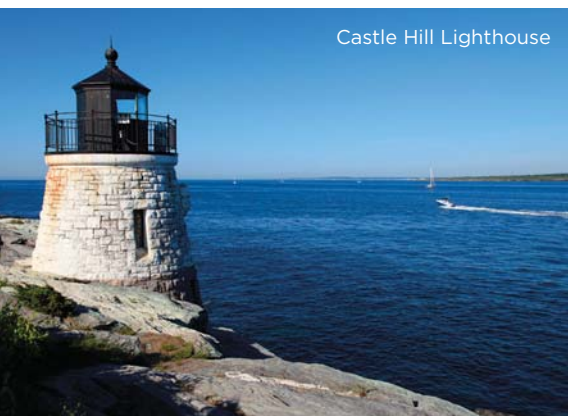
The Pilgrims came to America by boat, and that remains the best way to explore the rugged coastline where they first stepped ashore. This sample week-long New England yacht charter vacation itinerary blends historic sites – many of which look pretty much the same today as in centuries past – with spectacular natural scenery in some of the finest sailing grounds our nation has to offer.

Days 1-2: Newport, R.I.

Board your yacht in Newport, where the crew will welcome you with a glass of Champagne and some light appetizers onboard before you head out to explore the colorful waterfront shops along Thames Street, and all of the history and culture that Newport has to offer.

Take a short ride by car around the south tip of Aquidneck Island. Here you will see Newport's Historic Mansions, including the mammoth "cottage" The Breakers, built as a summer home by Cornelius Vanderbilt II in 1895, and scenic Ocean Drive, which will eventually loop you around to Castle Hill Inn. Located at the mouth of the Narragansett Bay, the Castle Hill lawn is the perfect vantage point for a stunning perspective of the waterways surrounding the

Newport Harbor, while reclined on Adirondack chairs as you enjoy a glass of rosé. Most summer afternoons this part of the bay provides excellent entertainment with some competitive sailing races and classic schooners sailing in all directions. In the evening, experience a true



Castle Hill Lighthouse

New England dinner of local seafood at one of Newport's waterfront-restaurants. Since there is so much to take in, spending another night here is recommended.

Early-risers can grab a light breakfast onboard before heading to the Cliff Walk on the Southeast side of the island. It's a great way to start the day with a brisk walk along the trail perched along the ridge of a cliff above the breaking waves below. Then it's back to the yacht in historic Newport Harbor. Newport always has something going on and being onboard a yacht is a great way to be front and center of any events on the water. For a more private dining experience onboard, the yacht can move to a mooring inside the harbor. This provides a little elbow room,



Magical Days

although the town is still only a short launch or tender ride away.

Day 3: Block Island, R.I.

In the morning, depart from the Newport Harbor and have breakfast onboard while making way to Block Island. After less than an hour underway, the Block Island Wind Farm will become visible, an impressive feat of engineering that provides a large source of wind energy to the state of Rhode Island.

Approaching through a narrow cut on the west shore of Block Island, your yacht has the option to drop anchor in Great Salt Pond or spend a night at one of the marinas in New Harbor. In the warmer months this is a great spot for watersports in the protected water. Your yacht's onboard array of kayaks, paddleboards and towables will allow you to explore the ends of the harbor on your own.

The beaches at the mouth of the harbor are sandy and tranquil, perfect for clamming (the crew can facilitate a recreational clamming permit because Rhode Islanders are very protective of their clams!) Take your catch back to the yacht and watch as the chef creates a fresh appetizer for you to taste before dinner outside on the aft deck as the sun sets over the harbor. Following dessert, rest your paddling muscles with some time in the hot tub under the night sky, a perfect end to the day.

Day 4: Martha's Vineyard, Mass.

Sleep in if you would like! The crew will prepare the boat and quietly slip out of the harbor to get a jump-start on the voyage to Martha's Vineyard. Arriving to the anchorage in the late morning will give you the majority of the day to walk the charming streets of Edgartown (or "Amity" as the film *Jaws* refers to it) and enjoy its many shops. There also are some excellent restaurant options here if a dinner ashore is preferred.

Day 5: Nantucket, Mass.

Breakfast is served before departing if desired, followed by a short cruise to the Nantucket Harbor as you continue your journey east. Pass the iconic lighthouse at the entrance to the harbor and dock at the

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THE WORLD SCENES



Town of Nantucket

Nantucket Boat Basin in the late morning.

Nantucket was renowned as one of the most prosperous whaling cities of its time. Much of this wealth is still evident in some of the island's historic sights and the Whaling Museum offers a glimpse of the industry that built this area. The pristine beaches on the Atlantic Ocean side of the island are well worth a visit.

Following dinner onboard, take an evening stroll down the cobblestone streets since the Boat Basin is centrally located in the historic downtown district.

Days 6-7: Provincetown, Mass.

Another early start by the crew should allow everyone to sleep in a little and wake up at sea. This will be your longest passage of the trip, cruising to Provincetown either by rounding Cape Cod or turning back to the west and transiting the Cape Cod Canal into Cape Cod Bay. Depending on the season, keep your eyes peeled for whales while eating

lunch on the flybridge, which gives you a perfect vantage point.

Arriving in "P-town" in the mid-afternoon will give you some time to explore the town before dinner. History here dates back to the Pilgrims and coupled with the plethora of art and culture available today, seeing it all is likely to be more than one afternoon will allow. With only a short trip to the Boston the following day, the yacht could have the option to stay in Provincetown a bit longer.

Day 8: Boston, Mass.

Breakfast is on the aft deck while the yacht slowly makes its way west through the protected waters of Cape Cod, arriving in the Boston Harbor by noon. All good things must come to an end, although disembarking in a city like Boston gives you the option to continue your vacation in the city and enjoy its historic sites for a few more days. Fly out of Boston Logan International Airport to your next adventure.

For more information, please contact B&B Yacht Charters, Inc. via email at info@bnbyachtcharters.com or call 401-619-1210.



TARIFFS, CORONAVIRUS MAY COMBINE TO CREATE BOOST FOR NEW ENGLAND CHARTER SEASON

Two of the top issues challenging America's yachting industry right now – tariffs and the coronavirus pandemic – may combine to cause a surprise boom in the luxury yacht charter vacation business in New England this summer.

As of mid-March, charter brokers in New England were seeing a surge in the number of yachts 150 feet and larger announcing their intentions to offer charters in New England during the summer season. While there usually are a half dozen or so superyachts available for charter in the region each year, at press time for this magazine, there already were 25 to 30 listed in broker databases like YachtFolio for New England this summer.

What's noteworthy about these extra superyachts headed to New England is that most of them were built in the United States. Yachts with U.S.-built hulls, since last year, have been subject to a retaliatory tariff in the European Union that can cost the yacht owner an additional 20 percent tax on the yacht's value if he positions it in the Mediterranean for the summer charter season.

"This was in effect last year, but it seems to be much more real for this season," says Missy Johnston, owner of Northrop-Johnson Yacht Charters Newport in Rhode Island. "This is quite a surge, and it's unique that it's Christensens, Deltas, Trinitys and

from groups of people larger than 10 and to limit unnecessary travel via commercial plane. In early March, the U.S. State Department also issued a statement that "U.S. citizens, particularly travelers with underlying health conditions, should not travel by cruise ship."

But people with access to private jets, or who live in the New York-to-Boston corridor and don't mind driving a few hours, can get to a charter yacht in the New England charter hub of Newport, R.I., easily without encountering a crowd.

"This is a great opportunity for the yacht charter industry to tell people to stay local," says Carol Kent, owner of Carol Kent Yacht Charters International in Marblehead, Mass. "You can drive to the yacht. You have the privacy of the yacht. People don't have to give up their vacation; they have to readjust their thinking about what they can do that's safe. Yachts are small and safe. Itineraries can be close to home."

The one downside that brokers foresee to a surge in superyacht charter business for New England this summer is a lack of marina infrastructure. While there are plenty of tenders to get clients to and from the docks, there already are seasonal dockage shortages at popular spots like Nantucket, Mass., even without all the extra boats.

The good news is that there are a couple of brand new large-yacht marinas in the New England region, including IGY's Fore Points Marina in Portland, Maine (see pages 26-27) and Bridgeport Harbor Marina in Connecticut, from the same developer as Fort Lauderdale's Bahia Mar Yachting Center.

Bridgeport Harbor Marina can handle boats up to 250 feet length overall with a 12-foot approach depth at mean low water, but brokers say some charters in that state can be subject to Connecticut state sales tax. That may encourage some owners to base their boats further east.

"It'll be tight," Johnston says. "I've already started booking dockage for this summer, for the charters I have in place. Nantucket is always difficult; it's similar to trying to get dockage in St. Tropez or Capri."

The upshot may be harbors around the New England region looking more like Gustavia Harbour off St. Barth's in the Caribbean, with a handful of superyachts snagging dock space and lots more anchoring out, enjoying the views from the water – which, for clients trying to stay away from crowds and the coronavirus, may be the ideal location anyway.

"The big boats can be their own island for a week off the coast," Kent says. "It's a selling point."



Photo by Jim Ratcroft

The big boats can be their own island for a week off the coast.

Westports. I'd say they are 70 percent of the larger group of yachts coming up here. They're probably about 90 percent of the excess that we normally see."

Vacationing safely

At the same time that superyacht owners were indicating a positioning shift that will flood New England with charter availability this summer, the coronavirus pandemic was spreading worldwide, and government agencies were encouraging citizens to stay away



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IGY'S NEW MARINA OFFERS SUPERYACHT AMENITIES AMID SPECTACULAR "DOWNEAST" CRUISING GROUNDS

The New England region received a much-needed lift to its yachting infrastructure in May 2019, when IGY's new Fore Points Marina in Portland, Maine, opened for business. Featuring 150 slips accommodating vessels ranging in size from 25 to 545 feet, and built with the latest materials, equipment and utilities, the new marina is designed to meet the needs and desires of today's discerning yacht and superyacht owners, captains, crew and guests.

Fore Points Marina is an IGY destination located just 10 minutes away from Portland International Jetport and a short walk from town. The marina is based in a safe, deep harbor, protected by concrete floating barriers. With a 545-foot face dock, over 24 feet of depth, and full-service amenities, Fore Points Marina can accommodate private yachts of any size.

Gateway to New England

Fore Points Marina is located amid some of New England's most breathtaking cruising grounds. It lies at the southern end of Casco Bay with easy access to Casco Bay Islands, Bar Harbor, and the maritime provinces of Canada. For longer itineraries, yachting hotspots in Massachusetts and Rhode Island are well within reach, and New York is just 420 nautical miles from Maine.

Portland itself is well known for its excellent restaurants, numerous craft breweries and distilleries, bars and local boutique shops in the Old Port. Named in well over 20 "best of" lists, Portland is a thriving destination, making it an ideal marina port city.

The professional and dedicated team at Fore Points Marina is always ready to help yacht owners, captains and charter agents curate a cherished experience for every client. Here are some hints about everything guests can sample and enjoy in the area.

Be authentic

Nothing says "authentic Maine" like lobsters and lighthouses. We recommend you experience the bucolic lighthouses and the rugged Maine coastline with Summer Feet Cycling Adventures. Your guide will take you on a gentle ride directly from your yacht to Fort Williams Park in Cape Elizabeth, the home of Portland Headlight. Commissioned in 1787, Portland Headlight is the most photographed lighthouse in the country and Maine's oldest wayfinder. Visit the museum and take the time to explore the historic forts speckled throughout the 90-acre property. Stroll along the cliff walk for the most striking ocean views. With a historical narrative at each additional stop along the way, Summer Feet Cycling Adventures also will guide you to four other iconic Maine lighthouses.



Fore Points Marina by the Numbers

Services and amenities at the new IGY marina in Portland, Maine, include the following:

- Total slips: 150
- Megayacht berths: 15
- Max length: 630' (192m)
- Max draft: 24' (7.3m)
- Max beam: no restrictions
- Shore power: 30-amp, 50-amp, 100-amp SP, 10-amp 3P, 480v 100-amp 3P
- ISPS-compliant security
- Concierge services
- Full crew facilities
- Fueling services (in-slip fuel coming soon)
- Laundry services
- WiFi connectivity.

Not to worry about fuel, fresh lobster rolls will be served for sustenance! And if a roll was only enough to tease your tummy, the marina concierge will arrange for a traditional Maine lobster feast upon your return to your yacht.

Be well

Mainers embrace their outdoor spaces, clean air, spirit of nature. Immerse yourself in Maine's culture to experience nature and recharge your body and soul. With over 70 miles of maintained trails within the city limits, at any turn you will find bicyclists, joggers, or pedestrians with yoga mats in tow. Adventurous souls may want to plunge right into Casco Bay (the East End Beach is just down the pedestrian path from

the marina). Or, grab your yacht's kayaks and paddle over to Fort Gorges or tackle the bay on stand-up paddle boards with a guide from Portland Paddle.

Just want to work out? Enroll in Yoga on the Docks at Fore Points Marina or join the marina staff and other guests for a morning group run. However you like to move, the marina team will assure you access to an authentic and vigorous Maine experience.

Be crafty

Drinking craft beer is pretty much a year-round sport for the locals. Portland has more craft breweries per capita than any other city in the United States. The beer-loving team at Fore Points Marina can guide you to their favorite and hippest spots so you can enjoy like a local. Set out on Maine Brew Bus for the complete experience. Your entertaining and knowledgeable guide will safely convey you to several local breweries for a behind-the-scenes look at the production and to meet the brewers. Ample tastings will ensue as you learn about each brew. How about topping off the day with a private beer-paired dinner on your yacht? The marina concierge will make it happen.

Be a history buff

Once a trading and fishing settlement, Portland has maintained much of its 19th century architecture, landmarks, and flavor. Having adopted the nickname, "Longfellow's City by the Sea" Portland showcases the poet's birthplace and other significant landmarks. Visitors can spend the day strolling through impressive captains' homes and historic mansions, including Henry Wadsworth Longfellow's home and gardens; the Morse-Libby House, referred to as the Victorian Mansion, and the Tate House with its beautiful Georgian-inspired gardens. Situated on Munjoy Hill in the East End of Portland, a short climb up from the marina, is the Portland Observatory, the country's last standing maritime signal tower. A docent will explain the tower's history as you climb to reach the unobstructed 360-degree views at the top.

If you visit Maine in 2020, you will become a guest of the state's 200th birthday party. Parades, festivals, tall ship regattas, exhibitions, films and fashion shows are all part of the historic celebration.

Be entertained

Complementing Portland's casual nature, this small city also has a sophisticated side, and is known for its professional theater, music, and for attracting nationally recognized artists. See Broadway-level plays in historic venues like the majestic Merrill Auditorium; watch expressive dancers soar at the Portland Ballet, or partake in the Chamber Music Festival.

If a relaxed outdoor evening is more your style, head over to Thompson's Point – a local favorite due to its highly coveted performances, beer tent, local food trucks, and all-around fun vibe.



Nothing says 'authentic Maine' like lobsters and lighthouses.

The marina concierge will set you up with transportation and tickets; all you have to do is enjoy – and maybe dance along if the mood strikes you.

Be artsy

Art enthusiasts should not miss the Winslow Homer Studio in Prout's Neck where the famous painter worked. Your docent will take you along the water's edge where you can even sit on the rock where the masterpiece "Weatherbeaten" was painted. Pay a visit to the Portland Museum of Art to view its expansive collections created by various artists from Maine and around the world. On the first Friday of each month, you can hit the bustling arts district for on-street musical events, sidewalk art, and open houses at professional galleries.

Be a food snob

With access to freshly caught seafood ("it was still swimming this morning"), dedicated organic farmers and food producers, and highly talented chefs with a passion for their craft, it is no wonder that Portland was deemed "Restaurant City of the Year" by *Bon Appétit* magazine. From Fore Points Marina, you can walk to dozens of eateries.

The marina concierge will procure reservations at the most popular spots or steer you off the beaten path to a neighborhood joint should that be your preference. The Portland culinary scene includes everything from white tablecloth fine dining to innovative tapas, juicy hamburgers, creative vegan fare, and picnic-table lobster bakes. Enjoy all the variety your palate can taste; the only constant will be quality. But don't really be a snob, say hello to the chef! They always love to meet their patrons.

Be an island-hopper

What do boaters want to do most? To get back on the water of course! Casco Bay is speckled with so many islands that they are collectively referred to as the Calendar Islands – one for every day of the year. Take your yacht's tender or paddle your way to nearby Peaks Island. Here you can borrow a bike to cruise around, hike into an old army barracks, take a walk, and absorb spectacular views. If you are up for a round of golf followed by fine dining, head over to Chebeague Island. Great Diamond Island is the home of former Fort McKinley, since converted to seasonal homes for the 77 island residents, and also offers an elegant meal on the water's edge. Long Island and Jewell Island are worth exploring, too.

Whatever you are in the mood for, the marina team likely can help you find it nearby. Their goal is to make you feel like Fore Points Marina is, "exactly where you should be."

Visit www.forepointsmarina.com or call 207-517-4860 for more information and to reserve your space at Fore Points Marina.



REMOTE ONLINE NOTARIZATION NOW AVAILABLE IN FLORIDA – GAME CHANGER OR NOT JUST YET?

Just as the clock struck midnight on January 1, 2020, Florida professionals raised a glass to toast a new law that will revolutionize closings, including those on yachts. As the new year rang in, Florida joined 21 other states that have authorized the use of remote online notarization. How many times have you handled a yacht closing where at the last minute you had to run around to have the buyer, seller, or lender sign and notarize documents?

What about instances when the buyer or seller signed the closing documents, but now the documents need to be revised and the party you need to have sign is in another state or even outside of the country? Have you had to deal with civil law notaries who cannot notarize documents unless they are translated to their language?

This has probably occurred more times than you care to remember, and you likely have a few more gray hairs than you otherwise would as a result of it.

Remote online notarization

Thankfully, remote online notarization performed by a Florida registered remote online notary (RON) can help avoid these problems. In Florida, a RON can now notarize documents for individuals who are not physically present in the state by utilizing specialized audio-visual software to witness the signing of documents and affix their notarial seal. Remote online notarization also allows witnesses to sign remotely

In Florida, a RON can now notarize documents for individuals who are not physically present in the state.

from the notary and even the principal signer, so long as they follow the instructions of the RON. This means the notary, the principal signer, and any witnesses can all be in different locations, and the document can still be validly notarized. In short, this could be a game changer.

You may already have a notary public whom you regularly turn to for your transactions, but that does not mean that he or she is a RON. Florida law requires that an existing notary public participate in a specialized course and complete a separate application before being allowed to serve as a RON.

You should also be aware that remote online notarization is different from eNotarization. The former requires a RON and allows the notarization to take place entirely online using audio-video technology, while the latter can be performed by a notary public and observes all



the formalities of a traditional notarization except for the fact that the documents are digitally signed and sealed.

The caveats

So, you may ask yourselves why this process is not being widely used now (or known about) if this has been permitted for months. The truth is that this is a novel law that requires certain additional bonds, authorizations, and access to specialized authorized software that is still in the works. It may take a few more months for notaries whom you are familiar with, or even the attorneys whom you work with in closings who have notaries in their office or may be notaries themselves, to get the process fully operational.

An added complication may be seeing how these electronically notarized documents may be accepted (or not) by the other parties or even flag states, which may be the driving force in whether we can use this new process.

The benefits

If other parties and flag states accept these electronically notarized documents, this will certainly be a game changer.

Imagine that this process will allow closings to become much less troublesome in terms of getting busy business owners who may be on vacation at the time of closing to sign documents and have them notarized without having to hop on a plane and not having to deal with notaries in civil law jurisdictions. We all know that to our clients, sometimes these closings are not necessarily a priority, and this process will allow it to be less of a headache or an inconvenience to them.

To summarize, remote online notarization can be an effective tool in your closing toolbox that you should consider when traditional notarization is not feasible or practical. Just be sure to confirm with the other parties to the transaction, including flag states, that they do not take issue with this new form of notarization.

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

by **Janet Xanthopoulos**, *Legal Advisor, Rosemont Yacht Services*

THE END OF THE SO-CALLED “LUMP SUM REDUCTION REGIME”

Following the infringement procedures made against Italy in 2019, Italy and France decided to align their positions on the way they apply the reduction of the taxable basis in relation to the calculation of VAT applicable on short-term yacht charter revenues. It was made clear that no more fixed lump sum reductions on the taxable basis will be accepted starting from 2020. A number of questions regarding the new rules have yet to be answered, however. Here's what we know.

French position

At press time we were still awaiting the new French *BOFIP (French Official Tax Bulletin)*, which will clearly state the new methodology to respect for the calculation of the VAT applicable on charters. Following the publication of a new *Tax Administrative Circular* on January 29, however, we do have some indications as to what new rules will be applicable starting from April 1, 2020:

- The “50% lump sum reduction of the taxable basis” applicable to vessels navigating in the high seas during the course of a charter will be no longer applicable;
- All charters starting in France will be subject to the ordinary

VAT rate of 20%;

- The effective use of a vessel under charter agreement outside of EU waters is not subject to VAT;
- Time and not distance has been chosen for evaluating the reduction of the taxable basis of the charter hire during the course of a charter agreement;
- Evaluation of the time spent outside EU waters is to be proven by all possible means. For those vessels equipped with AIS, AIS data will be the main means of proof accepted by the Administration. For vessels not equipped with AIS (LOA less than 15 meters), the calculation will be based on any technical data the vessel can provide;
- Only charters signed on or after March 30, 2020 will be covered by the new regulations.

Following an announcement made by FIN (French Nautical Federation) on March 25, we understand now that the reform shall be postponed until further notice due to the COVID 19 situation.


Italian position

What is clear since the publication of the Italian Budget Law for 2020 (Law No. 160 dated December 27, 2019), which amended the rules regulating the application of the Italian VAT on short-term Italian charters, is that starting from April 1, 2020:

- The “lump sum VAT reduction” linked to the length of the yacht (ie: 6.6% VAT for yachts over 24 meters in length navigating in the high seas during the course of a charter) will be no longer applicable;
- All charters starting in Italy or partially in Italy if they have started in a non-EU country will be subject to the ordinary VAT rate of 22%;
- The effective use of a vessel under charter agreement outside of EU waters is not subject to VAT;
- It is not yet clear whether time or distance will be retained as criteria for the calculation of the reduction of the taxable basis relating to the effective use of the yacht outside of EU waters.

At press time, the Italian Authorities had yet to publish a new circular confirming the new calculation mode and elements of proof to be retained. Most likely this will not happen until the COVID 19 lockdown restrictions remain in force.

For more information, please contact Janet Xanthopoulos at j.xanthopoulos@rosemont-yacht.com.



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THE FIGHT FOR PASSAGE OF DEFERRED IMPORTATION CONTINUES

As has been reported many times in the past, IYBA has maintained an ongoing effort to remove a significant barrier to commerce in the yachting industry with our Deferred Importation initiative. We have enjoyed great Congressional support from Rep Lois Frankel (D-FL) and Rep Ted Yoho (R-FL) in the form of the H.R. 2239; the third introduction of a bill to defer importation duty. Rep Brian Mast (R-FL) also is supporting the effort in the form of H.R. 2725, the Marine Industries Relief Act, which calls for the elimination of duty on preowned imported vessels.

Both of these measures have experienced difficulty due to the environment we live in today with so much turmoil in Washington D.C. Neither is strong enough to stand alone as a bill before the House of Representatives. We are continuing to work on identifying a vehicle we can use to attach either one of these bills to that would be appropriate.

In 2018, we were invited to draft language that would be added to a bill that would provide relief to many sectors of the marine industry. We supplied that language to the Office of Management and Budget to be part of a package to be put before President Trump for signing. Since sending that language forward, there has been no conclusive action on this measure. We are regularly reminded that the wheels of government turn slowly.

We are regularly reminded that the wheels of government turn slowly.

Miscellaneous Tariffs Bill

Our latest opportunity, which only comes around every few years, is to petition for inclusion in the Miscellaneous Tariffs Bill (MTB) that will go before the U.S. International Trade Commission (USITC). The USITC develops and maintains the Harmonized Tariff Schedule (HTS), which is interpreted and enforced by U.S. Customs and Border Protection. When any product is imported into the U.S., from ball bearings to xylophones (there is an applicable “code” for each product) the authorities assign duty at the rate determined by the HTS.

In 2016, the USITC established a new process for the submission and consideration of requests for temporary duty suspensions and reductions called the American Manufacturing Competitiveness Act of 2016 (AMCA). Under the AMCA, petitioners who can demonstrate that they are likely beneficiaries of a suspension or reduction of duties may submit petitions to the USITC.

From October 11, 2019, through December 10, 2019, the USITC accepted these petitions. IYBA asked several of our members to file



IYBA says passage of Deferred Importation could lead to more brokerage sales.

Photo by Gary Beckett

petitions for duty relief under the MTB and a few were accepted. We just completed the “Comment” period on February 24 and we were successful in registering well over 100 positive comments on behalf of our members.

At this point in the process, USITC is required by AMCA to transmit preliminary and final reports to the Committees listing the petitions that they view as meeting the statutory requirements. We are optimistic that we will be included in that recommendation and be afforded the opportunity to enjoy up to \$500,000 in duty relief each year on imported vessels, new and used, power and sail.

IYBA will keep you informed of developments as they happen. Keep an eye on www.iyba.org for the latest!

Virtual ABC

As you probably are aware, due to the COVID-19 pandemic, the National Marine Manufacturer's Association (NMMA) has canceled the American Boating Congress (ABC), which was scheduled to be held in Washington, D.C., on May 12-14. Instead, NMMA will be hosting a virtual ABC on May 13, during which it will provide more information on how the association is pursuing outreach and advocacy efforts for the boating industry, as the pandemic continues to strain businesses across the country and threaten the broader economy. The event also will feature remarks from Members of Congress and Trump Administration officials.

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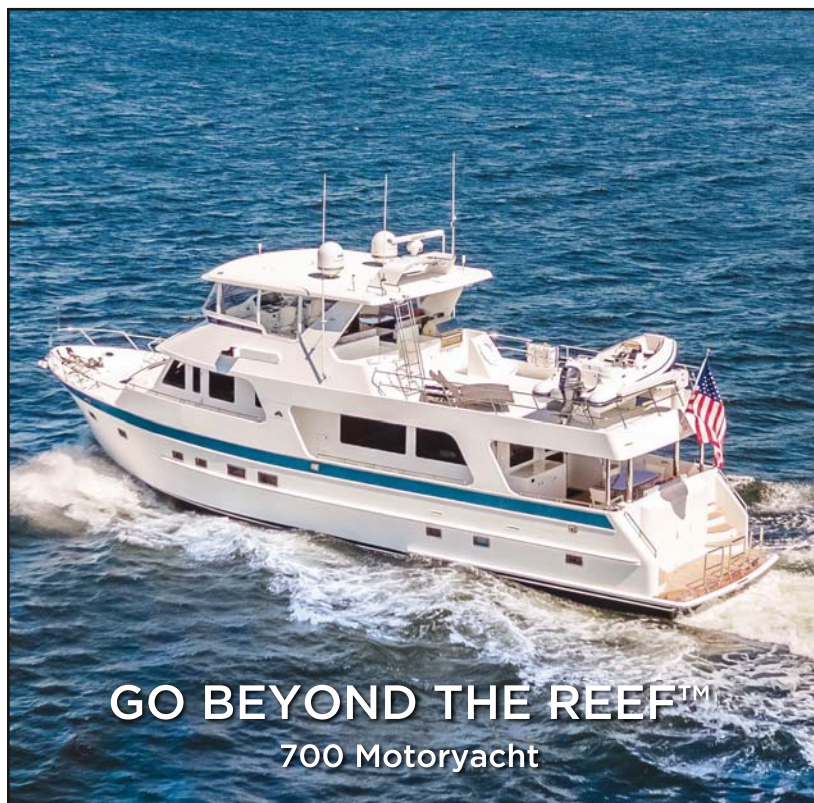
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GET TO KNOW YOUR BOARD MEMBERS: CHUCK CASHMAN, MARINE MAX

A recently appointed member of the IYBA Board of Directors, Chuck Cashman is an almost-lifelong Floridian, having moved to the state when he was a one-year-old. Growing up in and around the water created in him a passion for boating that has carried over into his long career at MarineMax.

For 28 years, Chuck has enjoyed helping customers get out on the water and enjoy what he feels is undoubtedly the best platform for families and friends spending time together. A self-described “ferocious” boater, Chuck’s passion for boating is contagious, and that passion also applies to improving the customer experience within the boating industry. An “All boats rise with the tide” outlook for our industry will be a defining theme during his time on the IYBA Board.

COMPASS: How did you get into the boating industry?

CC: I was brought into the boating industry in 1992 by MarineMax Founder and current Chairman Bill McGill. We were one store with essentially one brand and (after a steep learning curve), I fell in love with the industry. Our customers and our team members who serve them are some of the greatest people you could ever meet, and the backdrop of the boating lifestyle makes it a dream job. The fact that we have grown into what MarineMax is today has made it a dream career.

COMPASS: What are your job responsibilities as Chief Revenue Officer of MarineMax?

CC: My role is to drive revenue. Selling boats starts our wheel in motion so I focus quite a bit on boat sales. I want to eliminate hurdles for the customer and our team to do business. There’s a lot to that but it starts with the right team, right brands, right location and correct pricing.

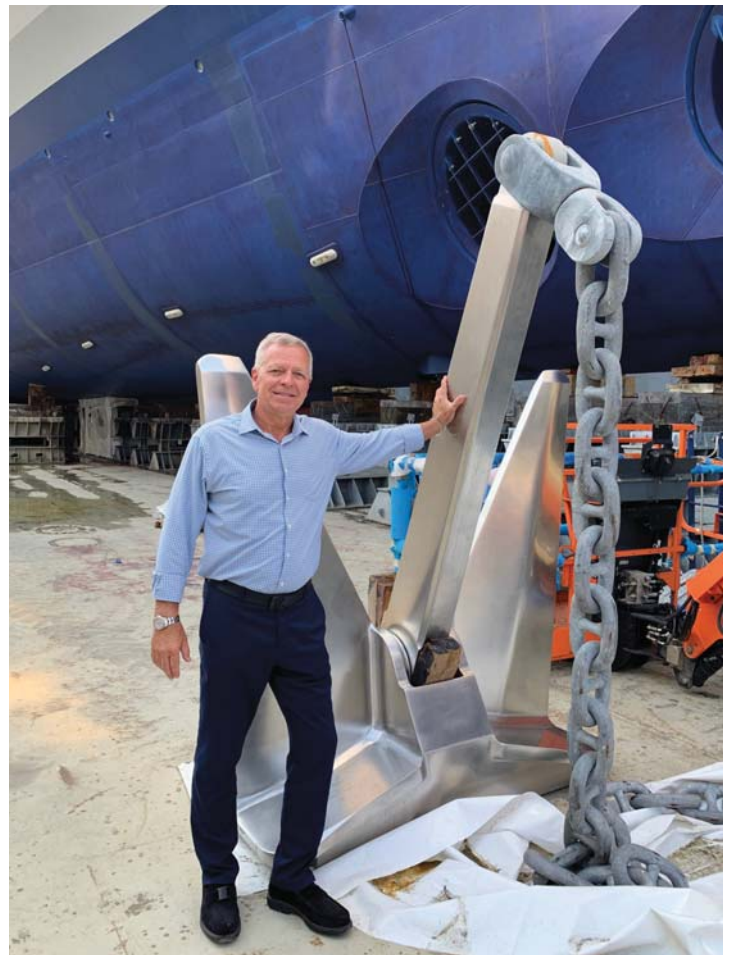
COMPASS: What do you like best about our industry?

CC: Undoubtedly the people. I’ve grown to know many of our clients and feel honored to know them. I love our team and feel fortunate to work with them. There is a great sense of community in our industry, even with competitors who have grown to become friends.

COMPASS: What is the strangest thing that has happened to you while working in the industry?

CC: There isn’t enough space in the magazine for the good ones but there is never a dull moment in the boat business.

COMPASS: What is your favorite boating destination and why?



Chuck Cashman

CC: I’ve loved the water my entire life and most every free moment my family and I can find we are on our boat. I have two standout destinations. One is local in my hometown of Clearwater, Florida. It’s my sanctuary, location “classified”. The other is the Bahamas, specifically Bimini. So many quick weekend father/son trips through the years that are some of the best memories of my life.

COMPASS: What are your goals as an IYBA Board member?

CC: I hope my impact on the Board will be from the customer experience side. The other Board members are extremely knowledgeable and capable with a tremendous amount of experience that will allow me to focus on the customer side of the transaction a bit more: how we present ourselves to clients, how the clients view our industry and simply pushing to make the experience one that not only retains clients but also attracts new ones.

by Bob Saxon, President, International Yacht Brokers Association

2020 INAUGURAL IYBA BOARD MEETING SETS GOALS AND OBJECTIVES FOR THE YEAR

Your newly elected and incumbent IYBA Board was quite busy at our 2020 inaugural Board meeting. We welcome new Board members Jon Burkard of Allied Marine and Chuck Cashman of MarineMax to the table. Re-elected were Bob Denison (DYS) and Jeff Stanley (Gilman Yachts).

Highlights of Board activity at the February 4 meeting (which also serves as our annual planning session) included:

- The IYAC (International Yacht Arbitration Council), a function of IYBA intended to address our membership's arbitration and mediation needs, is moving along nicely and is in the process of identifying arbitrators. We project this to go live at third quarter of 2020. This will be a great member service.
- The following officers were nominated and elected by the Board for 2020: President: Bob Saxon, Vice Presidents: Gary Smith and Paul Burgess, Secretary: Grant Henderson, Treasurer: Jeff Stanley.
- Committee assignments and chairpersons were appointed. There are numerous IYBA committees (16) that could use your informed

help. Just refer to the inside cover of *Compass* for a detailed listing. You need not be a Board member to serve on a committee. In association with these committee assignments, goals and objectives for the Board were established.

- The IYBA portal (IYBA.pro) is picking up momentum with new subscribers every day. At last count the portal had several hundred companies and thousands of boats. If you or your company haven't realized the value of this member service, it's time to investigate. Among other things, it will streamline and make more efficient the process of getting your inventory online and visible.
- We are in the process of defining our legislative agenda and identifying where we will deliver our considerable political clout for the further benefit of our membership.
- A lively discussion was held about the Miami Yacht Show and what could be done to enliven activity.

Board meetings are not just a bunch of folks sitting around chewing the fat. The driving force at our meetings is to develop an agenda for the betterment of our membership.

I invite your comments. Please email them to iyba@iyba.org.

26 NORTH YACHTS

announces that the date for the 2nd Annual Naked Warrior Project Fishing Tournament has been changed to Saturday, May 2nd, 2020. Tournament headquarters will remain at Sands Harbor Resort & Marina in Pompano Beach, Fla. Last year's tournament was a runaway success, and we're expecting this year's to be even bigger and better – so come and join us for huge cash prizes, amazing barbecue and cold drinks, and the best steel drum band in North America! All proceeds go to Naked Warrior Project, an extraordinary non-profit benefiting U.S. Navy SEALs and their families. For more information, contact Will Snyder at 954-900-9988 or visit www.26northyachts.com.



Prize-winning mahi at the Naked Warrior Project Fishing Tournament

AMIKIDS thanks Andre Bouse (Hinckley Yachts), Cole Watkins (Allied Marine), and Jay Bettis (Sea Lake Yachts) for their contributions of a 38' 2008 Hinckley Express Convertible, a 61' 2001 Buddy Davis and a 54' 2003 Grand Banks Eastbay. The donors of *Marigot*, *Black Tip*, and *Moonglow*

Black Tip



benefited from a reasonable tax deduction. Brokers will retain the listings throughout, and all proceeds will support the AMIKids mission to help troubled youth. For more information, contact Jorge A. Mahauad at 954-764-2733 or visit www.amikids.org.

AQUA SOL YACHT SALES

is excited to announce our new office located at the Azure Condos in Palm Beach Gardens, Fla. This office gives our brokers a northern base to work out of for clients in the Palm Beach Gardens and Jupiter, Fla., area. It will support our brokers in providing a boutique level of service to our clients. We also plan

to utilize the space for educational events and a relaxing barbeque or two throughout the year. Looking for experienced yacht brokers for this office. Visit www.AquaSolYachtSales.com or contact Lars Edson 561-303-5663.



Aqua Sol Yacht Sales' new Palm Beach Gardens office

BAYPORT YACHTS' Broker Marc Thomas, CA for *Tin Man's Pride*, 2010 Custom Malle 70' Enclosed Bridge Sportfish, reports she has just been repainted

(Continued on page 34)

MEMBER NEWS

(Continued from page 33)

and had some \$100,000 worth of improvements which, along with another major price reduction to \$2,750,000, make this an extremely attractive buy. *Tin Man's Pride* is the result of a knowledgeable owner's collaboration with yacht design firm Donald L. Blount and Associates and a team of seasoned custom boat builders in Stuart, Fla. If your client is searching for an enclosed bridge sportfisherman, this is an opportunity to acquire a hand-built masterpiece. Original build cost was in excess of \$7 million. *Tin Man's Pride* is in Fort Lauderdale and easy to see. Full specs and photos at www.tinmanspride.com. Contact Marc Thomas at 410-991-0939.

BOATHISTORYREPORT.COM extends a huge congratulations to Caroline Mantel for being presented with the prestigious NASBLA Award during the Boating Law Administrators meeting February 27th in Lexington, Kentucky. Caroline was honored with this award by the National Association of State Boating Law Administrators (NASBLA) for her tireless efforts in helping the organization achieve its objectives, as well as her notable contributions to the betterment of boating. Previous recipients of the



Caroline Mantel receives the NASBLA Award

award include past presidents of BoatU.S., the Commandant of the U.S. Coast Guard, and the Chairman of the National Transportation Safety Board. We are proud of the work she has done and the passion she has to improve the industry. www.BoatHistoryReport.com

COASTAL REALTY ADVISORS announces *Yacht Brokerage for Sale* in St. Lucie County, Fla. Same owner and location for past 28 years. Located in a 30-acre first-class 340-wet slip marina. The marina hosts a full-service yard and dry storage to complement sales. Very secure location. Consistently profitable brokerage that performed right through the last recession. Make money from Day One. The sky is your limit. A true "turnkey once-in-a-lifetime opportunity." Please contact Fred Barboni, business broker, Coastal Realty Advisors, at 561-809-9378 or email fbarboni@fabconsulting.org for further details.

CONRAD FORT LAUDERDALE BEACH, located on the city's exclusive North Beach, is an all-suite oceanfront resort designed for today's luxury traveler. The resort pays tribute to Fort Lauderdale's yachting industry with porthole windows and art inspired by the ocean. Home to the city's only ocean-facing Sky Deck, the beachfront oasis offers all-suite accommodations equipped with full galley kitchens, four restaurants, CONRAD Spa, customized cruisers and gourmet picnics for a day at the beach. Guests can enjoy fitness classes, in-suite culinary experiences, VIP beach service and more. *IYBA members who book a stay at the resort receive a 10 percent discount.* www.hilton.com/en/hotels/fllici-conrad-fort-lauderdale-beach/



GMT TRAVEL and Yacht Chandlers co-hosted a luxury seaplane experience with Tropic Ocean Airways transporting captains, crew and industry VIPs from the Fort Lauderdale International Airport to the Miami Seaplane Base for the 2020 Miami Yacht Show. Esteemed guests journeyed up and over the congested highway traffic on February

14th to land right next to the superyachts at Island Gardens, giving them an exhilarating water landing and take-off experience with VIP entry into the show. Ready to fly? Contact GMT today to customize your seaplane experience based on your vessel's needs. Visit www.yachting@flygmt.com or call +1 954-761-9595.



Photo by:
Captain Brad Baker M/Y Rena

HAMMER YACHTS was founded by Peter Wiersema CPYB, 17-year veteran with Leopard Catamarans. Hammer Yachts builds semi-custom sportfishing catamarans/superyacht tenders: the HammerCat 35 and HammerCat 45. Epoxy composite construction ensures light-weight, great performance and excellent fuel efficiency. For more information, please contact 954-260-4913 or visit www.hammyachts.com.



HYLAS YACHTS says its highly anticipated new design, the Hylas H60 sailing yacht, was incredibly well received at the Miami International Boat Show and surely swept the unofficial award for "Crowd Favorite" – at least judging by the reactions from all those we welcomed aboard. There is a lot to stand back and admire about this fantastic new Frers design. The broad, powerful transom with full-beam dinghy garage, expansive cockpit with twin helm stations, the seemingly uncomplicated and sleek teak deck, and of course, the jaw-dropping styling of her interior done up by HotLabs design of Milan, Italy. What's not to love? For test sail opportunities, private showings, or for more information on the Hylas H60, contact the Hylas Team at David Walters Yachts, 954-527-0664.



IGY is excited to announce the continued expansion of its global marina destination network with the addition of St. Katharine Docks Marina (SKD Marina) in London, England, marking our 18th marina across 11 countries. The company welcomes this 5 Gold Anchor, 185-slip facility, which provides luxury accommodations for a host of vessels including yachts up to 40 meters (130 feet). IGY Marinas will operate, market and brand St. Katharine Docks Marina. The destination is owned by real estate funds managed by Blackstone, one of the world's leading investment firms.



INTERMARINE had over 40 boats in the Miami Yacht Show and Miami International Boat Show, and has new listings on a 2018 Prestige 630 and 2018 Prestige 560. We want to welcome aboard three new brokers to the InterMarine team: Justin Quiros, Neal Morris and Richard Gonzalez. InterMarine has expanded its representation to the Florida Keys and the Gulf Coast of Florida. InterMarine represents multiple new boat lines including Prestige Yachts and is the

exclusive distributor for Dreamline Yachts in the Americas. For more information, contact Mike Smalley at 954-665-7138. Employment opportunities available, inquire within.

ITALIAN YACHT GROUP (IYG) is proud to announce the sale of IYG listing *Sevenstar*, 2017 SL86 Sanlorenzo, by Sales Director Boomer Jousma, representing both the seller and buyer of this magnificent Officiana Italian design collaboration motoryacht. Congratulations as well to Justin Blue on the sale of IYG listing *Why Not*, 2017 82' Pershing, also representing both the buyer and seller. The Pershing is a marvel of luxury, speed and overall performance packaged in an extremely beautiful shell.



Sanlorenzo SL86 *Sevenstar*

In other news, the Italian Yacht Group welcomes two new sales brokers to its growing team of experts: Brett Horowitz and Omar Johannsen.

KAREN LYNN INTERIOR DESIGN LLC has started an extensive refit of a 34-meter Sunseeker, *M/Y Useless*, now known as *M/Y Seaborse*, that will include a total redesign of the salon, master cabin, and complete demo and rebuild of master head. We also will redesign

the sundeck and add a jacuzzi on the aft area of the sundeck. For more information on yacht interior design and refit, please contact Karen Lynn Interior Design LLC at 954-324-8355.

KVH ELITE offers a premium unlimited internet experience without overages or usage limits. Now available in the Caribbean, KVH Elite allows the finest yachts to enjoy dedicated bandwidth and HD-quality streaming speeds as fast as 20/3 Mbps (down/up) with fixed weekly or monthly rates. With KVH Elite, stream unlimited HD movies, TV, content, music and more with 24/7/365 white-glove support from the KVH Superyacht Group. Contact our premiere concierge service to inquire about our special introductory pricing by calling +1 401-608-2233 or visit www.elite@kvh.com.



MARINE INDUSTRIES ASSOCIATION OF PALM BEACH COUNTY (MIAPBC) announced its 2020 Officers: President George Gentile (Gentile Glas Holloway O'Mahoney & Associates, Inc), Vice President Michael Kennedy (Ranger Construction Company), Vice President Austin Burkett (E.J. Schrader Mattress Company), Treasurer

(Continued on page 36)



New Members

PROFESSIONAL ACTIVE

Rodolfo Garcia – Apex Marine Sales
Kevin Quirk – Hurricane Hole Superyacht Marina
Baxter Lusink – Bluewater Yacht Sales
Kevin Morgan – Velocity Yacht Exchange
Derek Mader – Executive Yacht Canada

PROFESSIONAL ASSOCIATE

Justin Quiros – Intermarine Yacht Group
Gerald Ross Mader – Executive Yacht Canada
Lawrence Dario – United Yacht Sales
Vincent Simonetti – Tampa Yacht Sales
Philip Osborne – Naples Yacht Brokerage
Dan Campbell – MarineMax
Pete Peters – Eastern Sea Systems

CHARTER ACTIVE

Viktoria Mikhalkova – Motor Yacht Experts
Julie Kourouvanis – Seascope Yacht Charters
Karen Lynn Hucul – H2O Luxury Yachts Inc.
Christa Wild – Marine Project Inc.

CHARTER ASSOCIATE

Madison Fox – Galati Yacht Sales
Daniela De Marco – Fraser Yachts

AFFILIATE ACTIVE

Brooke Joiner – Videoworks of Americas, Inc.
Anil Sawrup – moneycorp
Charlotte Riley – CSS Platinum
Grif Blackstone – Blackstone Agency
Jean-Philippe Maslin – Delviso
Dave Ward Gillen – Gillen Yacht Services Inc.
Alex Jimenez – The Yacht Guy
Patrick Gilot – Multihull Solutions
Tony Allen – Hill Dickinson
George Lewis – Humphree USA, Inc.

AFFILATE ASSOCIATE

Matteo Onori – Videoworks of Americas, Inc.
Katherine Unger – Hudson's Outboard
Chuck Seergy – moneycorp

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

MEMBER NEWS

(Continued from page 35)



George Gentile

Mike Samuels (Viking Yachts), and Secretary Raymond Graziotto (Seven Kings Holdings). The association welcomes Directors serving new terms: Janet Zimmerman (Florida Inland Navigation District) and Everett Butler (Equity Lifestyle Properties).

MARINEMAX congratulates top performers annually with two distinctive awards, the Top Gun and the Chairman's Circle. Top Gun awards are presented in multiple categories, including Service, Parts, Marina, and Finance and Insurance departments. The dealerships with the highest percentage revenue receive the award. The Chairman's Circle award honors individual sales professionals for the top sales achievements, including gross profit and total unit sales.

The 2019 Top Gun Sales Award winner is Scott Robertson of Clearwater, Fla. MarineMax Chief Revenue Officer Chuck Cashman comments, "Scott is regarded as one of our top sales team members. He's won numerous sales awards from multiple manufacturers throughout his career, and it would be hard to find a more focused and driven salesperson inside or outside our company."

The 2019 Chairman Circle class also includes James Corts (Naples, Fla.), Mike Doyle (Pompano Beach, Fla.), Daniel Deaibes (Pensacola, Fla.), and David Michie (Naples).

MERLE WOOD & ASSOCIATES

is pleased to announce the addition of the following yachts to its sales fleet:

Julie, Sirona II, Pico, Claire, Adreika, Lazy Z, Excellence, Christensen Hull 038, *Huntress, The Program, Platinum Princess, Piccolo*, and *Daniela*. Merle Wood & Associates is also pleased to announce the sale of *Tail Lights, Worth the Wait II, Gitana, Rebecca, Useless\$, and T6*.



Huntress

MICHAEL RYBOVICH & SONS YACHT SALES announces the availability of two open slots for new construction projects with Michael Rybovich & Sons Custom Boat Works. Michael Rybovich & Sons launched the 78' Sportfisherman, *Persistence*, in July 2019,



Michael Rybovich & Sons 78' Persistence

their first custom build to reach a 50-knot maximum speed. *Persistence* was preceded by a 73' Sportfisherman and a 68' Sportfisherman. Currently under construction is a 94' Enclosed Bridge Sportfisherman, and the yard is available for custom builds from 40-105'. Contact Michael

Rybovich & Sons Yacht Sales to begin the design process. Co-brokerage welcome. 561-429-2035; www.mrybovich.com.

NAUTICAL VENTURES GROUP announces that Ocean Craft Marine has awarded it the builder's Southeast U.S. and Caribbean sales territories. Nautical Ventures will be marketing Ocean Craft's unique line of amphibious rigid hull inflatable boats purposefully built for the recreational, military, and maritime professional markets. Ocean Craft Marine is a privately held company. Equipped with independent 4-wheel drive and a differential lock, its boats and tenders can be driven

on land, beaches and in inaccessible areas. All Ocean Craft boats come with European CE approval, NMMA and ABYC certifications, as well as approvals from other maritime authorities including USCG Sub-Chapter T, SOLAS.

Contact: Roger Moore at 954-926-5250 or visit www.nauticalventures.com.



Ocean Craft Marine amphibious tender



Horizon PC 60

SYC YACHTS

HORIZON

POWER CATAMARANS

SYC YACHTS reports the 1st Quarter is off to a fantastic start, with the successful sale and delivery of a 2017 75' Princess, 2006 50' Post, 2017 35' Everglades and 2014 35' Boston Whaler. Our new 2020 Horizon

PC 60 is available to purchase now and will be delivered in June of 2020. We will have a PC 60 available for touring at the Palm Beach Boat Show in the Horizon Power Catamarans in-water display.

SYC Yachts has offices in Marco Island, Fla.; Naples, Fla., and Fort Lauderdale, covering our clients' needs from coast to coast. For additional information about our inventory, please visit our website at www.SYCYachts.com.

TOM GEORGE YACHT SALES (TGYG) is pleased to announce the sale of the 2017 85' Ocean Alexander to be named *Sea Note*, with Tom George of Tom George Yacht Group representing the buyer and Bruce Seller of MarineMax East representing the seller.

Featured listing: Offered for sale by her original owner, *Gear Jammer* is a flagship of the Hatteras sportfish fleet. This 2017 GT70 is customized by the Hatteras design team with incredible attention to detail. Built with CAT-32A 1900hp engines with a top speed of over 40 mph and a huge range of over 525 miles at cruising speed! Contact Jimmy Rogers for listing details at: jimmy@tgyg.com or call 727-453-0422.



Hatteras GT70 Gear Jammer

UNITED YACHT SALES congratulates Christopher Cooke on the sale of *Global*, 220-foot Shadow Marine Expedition Superyacht and one of the largest boats built in the U.S. Congratulations as well goes to United Broker John Peterson who closed six deals in February! We also would like to welcome our new brokers to the team: John Schachel, Rick Carroll, Burt Greene, Matt Morin, Jim Kortright, Chris Ciasulli, Steve Smith, and David Weintraub.



80' Hatteras Pnuma

United Yacht Sales' Charter Division, led by Nicole Haboush, would like to highlight its 80' Hatteras *Pnuma*, based in St. Croix/St. Thomas this winter/

spring and the Grenadines this summer. *Pnuma* is \$35,000 a week plus expenses for up to eight guests in four staterooms with three fabulous crew. Call or text Nicole today for more info or delivery fees to St. Maarten at 561-558-3113 or e-mail nicole@unitedyacht.com.

by **Trish Cronan**, *President, Ocean Getaways*

U.S. VIRGIN ISLANDS BANS SUNSCREENS THAT DAMAGE CORAL REEFS

The Governor of the U.S. Virgin Islands, Albert Bryan Jr., recently signed a bill that bans topical sunscreen products containing octinoxate and oxybenzone. The bill was unanimously approved by the legislature and is meant to reduce the harmful effects of sunscreens on the Virgin Islands marine environment. The ban is the one of the most ambitious bills that has been enacted worldwide and follows in the footsteps of Hawaii, Palau, Bonaire and Key West.

The USVI law will be implemented in three stages:

- It is currently illegal to import any sunscreen products for re-sale that contain oxybenzone and octinoxate.
- In October of 2020, it will be illegal to sell, distribute or offer these products. Until then, stores can still sell what they already have on the shelves.
- As of January 1, 2021, using, possessing, or bringing these products into the USVI will be illegal.

Oxybenzone and octinoxate have been identified as two of the many culprits that contribute to coral bleaching. Once they leach into the sea, they damage the coral's DNA, stymie its development, and can kill the reef, creating what is known as a "zombie reef". Studies have shown that as little as one drop in a body of water equal to six Olympic-size swimming pools causes serious damage.

How you can help

What can you do to make a difference in your personal practices?
What can you tell yacht owners, yacht crews, and charter clients?

- Avoid sunscreens that contain oxybenzone, octocrylene, 4MBC, butylparaben and octinoxate.
- Switch to sunscreens with bio-degradable ingredients. Zinc oxide or titanium dioxide are the "good guys" that provide UV protection, but avoid them if they are described as "nano". Don't be fooled by something that says it's "reef friendly" unless you read the fine print. Stream2Sea, Sun Bum, Blue Lizard Badger, Raw Elements, and All Good are brands that are frequently mentioned as non-toxic.
- Avoid sprays that end up in the sand, in the water, and in the air.
- Apply sunscreen 15 minutes before going into the water to give your body time to absorb it.
- Avoid sunscreen when you can. Cover up with hats, long-sleeved shirts, or rash guard shirts.
- Even if you do not go in the water, sunscreen leaches into the environment.

Trish Cronan is the past president of the Charter Yacht Brokers Association (CYBA) and founder/co-chairperson of its Going Green Environmental Committee, and a member of IYBA's new Charter Retail Committee.



The ban is the one of the most ambitious bills that has been enacted worldwide.

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- Sales and Use Tax
- Charter Agreements
- Charitable Donations
- Import/Export
- Marine Insurance Matters
- Cruising License Issues
- Management Contracts

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475 W. Lake Brantley Road, Altamonte Springs, FL 32714

by **Kailey Nolan**, *Communications Manager, Clear Ocean PACT*

THE YACHTING INDUSTRY MAKES A PACT FOR THE GOOD OF OUR OCEANS

The ocean plastic problem has dominated the media over the last couple of years and it's impossible to ignore the alarming statistics. It is reported that approximately 8.8 million tons of plastic pollution find their way into our oceans every year and that, by 2050, there will be more plastic waste in our oceans than fish.



M/Y AWOL has signed up with the Clear Ocean PACT.

There are around 5,000 superyachts operating globally and each one goes through approximately 882 pounds of single-use plastic every year. On a single superyacht, an estimated 3.2 million plastic water bottles are consumed each year for every 10,000 crew employed. Every 100 wash cycles onboard discharge up to 3.5 ounces of microplastic waste into the oceans.

If just one superyacht reduces its plastic consumption, the benefit to our oceans would be significant. If we as an industry came together in the fight against plastic, the impact would be monumental.

What is Clear Ocean PACT?

Clear Ocean PACT is a non-profit initiative aiming to remove the dependency on single-use plastics from yachting. We are building on the collective efforts and increasing dedication of the superyacht

industry to create a more sustainable future for generations to come.

Clear Ocean PACT joined the fight to clean up our ocean in November 2018, and we have been working ever since to unite the superyacht industry behind the PACT – five common goals aligning the industry's efforts to remove its dependency on single-use plastics and eliminate the microplastic pollution that enters our oceans as a direct result of a superyacht's daily operations.

Through the PACT, we also are creating a network of knowledge: promoting the free sharing of information about viable alternatives to

make these changes as easy as possible to achieve, and getting crew to think more creatively about how they approach plastic alternatives.

It takes everyone across the industry to come together to help us achieve our mission, but it only takes one individual to start the process. One crew member raising awareness of the PACT, sharing knowledge and changing their plastic practices onboard will spread to a whole crew, to other yachts, and across the entire industry and its many collaborators. This is one of the key founding principles of Clear Ocean PACT: the power of the individual.

Our imPACT so far

We have had more than 120 yachts sign up with the PACT to date, totalling over 30,000 gross tonnage (GT) and over 1,000 crew who are now actively seeking ways to reduce their single-use plastic consumption.

Since adopting the PACT, yacht Stewardess Lauren Ryburn, otherwise known as "The Green Stew", has seen a huge reduction in the amount of general waste being produced onboard and the rate at which plastic recycling bins are filling up. Changes that Lauren has implemented include installing a water-filtering system including sparkling water on tap; reusable drinking bottles for crew and guests; switching

to biodegradable bin liners; switching to plastic-free alternatives for toiletries such as Q-tips, toothbrushes, dental floss and sanitary products, and using reusable packaging products such as silicon zip lock bags, silicon food covers and beeswax wraps.

By 2050, there will be more plastic waste in our oceans than fish.

These small but effective changes have filtered out, not only across the rest of the crew but also to the yacht's guests and owners. It even has inspired some creative innovation. The yacht owners came up with great initiatives themselves such as requesting the installation of a larger recycling storage plant on board so that they can hold onto recycling when in remote places, waiting until they reach a marina that recycles.

Lauren is one of many crew across the industry who have been championing a plastic-free revolution.

Alison Foley, who spent eight years working onboard yachts, is the founder of TenLittlePieces.com, an empowerment movement for children to take on environmental stewardship of the places they love. She's recently been selected to join eXXpedition Round the World 2019-2021, an all-female voyage and scientific research mission to explore the causes and solutions of ocean plastic pollution, via four of the five oceanic gyres and the Arctic.

Alison says: "Don't doubt that you can make a difference. Research sustainable options; talk to fellow crew and share your successes. Every plastic toothbrush you replace with bamboo or plastic water bottle you choose not to use and add to landfill makes a difference. Every piece of plastic or debris you clean from your dock or beach trip before it reaches the water is one less that ends up in our ocean."

Former captain Marja Kok founded Water without Waste (WwW) after discovering that 55% of yacht crew and 79% of guests still drink bottled water onboard. WwW develops novel water purification systems that produce some of the best still and sparkling drinking water on tap. Marja also has set up crew workshops on reducing plastic waste and on improving quality and knowledge around drinking water.

These are just a few of the changes you can make onboard to reduce plastic use and waste. PACT adoptees have created stylish embroidered bags for guests to shop with rather than giving them plastic ones. They have been creative in reusing plastic; for instance, reusing plastic meat trays in the engine room when doing oil changes. They've also made changes to help reduce microplastic waste during washing, for example using products that collect fibers that synthetic clothing sheds, such as Guppyfriend and Cora Ball.

Personal benefit

Our industry exists and thrives because of the ocean so it is only right that we protect it. The personal benefit – the contentment that comes from making a difference – also can't be overlooked. Our PACT adoptees not only have reported reduced plastic waste and consumption but also a much happier mood and sense of satisfaction onboard!

We know that single-use plastic is convenient and that making changes is not always easy. Going plastic-free takes more planning, coordination and effort, but by sharing information and supporting each other, it is much easier to achieve.

The PACT is designed to be a flexible framework that any industry could adopt and adapt to their needs. Already we have inspired the print industry in the UK to follow suit. After requesting insights on the PACT template, ABC Imaging in London launched the "Printers Against Plastic" campaign with some innovative PACT pledgees of their own. SPRING restaurant in London also has adopted some of the PACT goals into its already thriving sustainability agenda.

Our research into viable alternatives is also having global impact – we've helped support WESSA (Wildlife and Environmental Society of South Africa) with insights into products to reduce microplastic pollution into the river systems around Pretoria.

It can be easy to be defeatist; to think one person, one yacht or even one industry can't make a difference because the world keeps producing plastic. However, the superyacht industry does

not operate in a vacuum; it relies on and influences a variety of different suppliers and businesses. If we lead as an industry we can inspire our wider networks to follow suit.

As our Founder, Richard Orme, says: "I believe that changing mindsets and behaviors is the quickest and most effective way to

reduce plastic pollution from entering our oceans – and that we as an industry are in a unique position to lead the change. Change demand and

the manufacturers will listen."

Our target is to have 1,000 yachts pledged to the PACT by November 2020. That's 20% of the industry. If achieved, this will equate to approximately 413 tons of single-use plastic waste being saved each year.

By better supporting, organizing, and building on the increasing dedication across the superyacht industry, we are securing a better future for our industry, for the oceans and for the next generation.

If we lead as an industry we can inspire our wider networks to follow suit.

THE PACT:

1. To avoid any use of plastic bottled drinking water abroad.
2. To filter and safely dispose of all washing-machine microplastic waste.
3. To eliminate the use of all single-use plastic items with readily available alternatives, starting with the items due to be banned by the EU in 2021.
4. To reduce the use of single-use plastic toiletries onboard.
5. To actively source provisions with low single-use plastic footprint packaging.

Start making a change. Sign the PACT at clearoceanPACT.org



IYBA HONORS SIX YACHTING INDUSTRY PROFESSIONALS WITH AWARDS AT 2020 ANNUAL MEETING

The International Yacht Brokers Association recognized members who have made exceptional contributions to our industry in the past year with 2019 IYBA Awards. The awards were

presented by IYBA President Bob Saxon at the 33rd Annual IYBA Dinner & Awards gala, held on January 25, 2020 at the Conrad Fort Lauderdale Beach in Fort Lauderdale.

IYBA heartily congratulates the following IYBA Award winners:



Brandon Kummer (right),
with Bob Saxon

Outstanding Young Professional:

Brandon Kummer,
Galati Yacht Sales

Presented to the "Young professional under 40 years of age who displays professionalism, ethics and contributes to the betterment of the industry through industry or civic volunteer work."

Superyacht Broker of the Year:

Wes Sanford,
Northrop & Johnson

Presented to the "Broker who sells primarily powerboats over 30 meters, displays a high level of professionalism and ethics, gives back to society and helps to raise the bar for the yacht sales industry."



Wes Sanford



Ann Avery (right),
with Bob Saxon

Sailboat Broker of the Year:

Ann Avery,
Northrop & Johnson

Presented to the "Broker who sells primarily sailboats, displays a high level of professionalism and ethics, gives back to society and helps to raise the bar for the yacht sales industry."

Compass Award:

Julie Dunham,
Robert Allen Law

Presented to the "Administrative or Listing or Closing Specialist who consistently performs to a high standard, displays a cooperative spirit and contributes to the betterment of the industry through committee work or other support."



Julie Dunham (right),
with Bob Saxon



Mike McCarthy (right),
with Bob Saxon

Powerboat Broker of the Year:

Mike McCarthy,
HMY Yacht Sales

Presented to the, "Broker who sells primarily powerboats under 30 meters, displays a high level of professionalism and ethics, gives back to society and helps to raise the bar for the yacht sales industry."

President's Award:

Pam Barlow,

Luke Brown Yachts

Presented to the "International Yacht Brokers Association member who has consistently displayed high levels of professionalism, high ethical standards and has made a significant impact on the betterment of the industry through their work product or personal life."



Pam Barlow (right), with
Andrew Cilla, president,
Luke Brown Yachts

Photos by Tom Serio Photography

33RD ANNUAL IYBA DINNER & AWARDS

Conrad Fort Lauderdale Beach
Fort Lauderdale
January 25, 2020

The Conrad Fort Lauderdale Beach luxury resort hotel provided an elegant backdrop for IYBA's 2020 annual members' gala. IYBA officers, staff and members turned out in their finest attire for a festive evening that included the IYBA Awards ceremony, a delicious dinner and dancing.

IYBA would like to thank all of our sponsors for helping to make this such a successful event. Dinner Sponsors: Robert Allen Law, YachtWorld, Cox & Company, Pantropic Power, Bank of America. Brand Sponsors: Karen Lynn Interiors, AIM Media.



JANUARY BROKERS OPEN HOUSE

Bahia Mar Yachting Center
Fort Lauderdale
January 16, 2020

The docks at the Bahia Mar were lined with 26 brokerage yachts ranging from 45 to 157 feet for IYBA's first Brokers Open House of the year. The vessels spanned a wide date range from the 1988 Heesen *Octopussy*, refit in 2019, to a 2020 Fairline 65 and Uniesse 60. There were 19 different companies with yachts on display, including both brokerage firms and OEM yacht builders. IYBA extends its thanks to event sponsors Sundeck Yachts and Yacht Management for their much-appreciated support.



by **Steven C. Martini**, *President, Dodge Boat Owners Association*

DODGE BOATS – THE BEAUTIFUL RESULT OF A WEALTHY MAN’S PASSION

John and Horace Dodge Sr. built a fortune in the early years of the automotive business in Detroit, Michigan. An early contract with Oldsmobile led to a relationship with Ford, which ultimately led to the establishment of the Dodge Brothers Motor Car Company in 1914. The brothers were on a roll as they traveled to New York for the National Automobile Show in 1920. However, both brothers fell ill with influenza and John died in his hotel suite on January 14, 1920. Horace Sr. recovered, though he also passed later that year. While the Dodge brothers had left the company in capable hands, the Dodge widows accepted an offer of \$146 million for it in 1924.

This left the two Dodge families the wealthiest in the United States at the time.

Horace Elgin Dodge Jr. was a charming young man who displayed an aptitude for boat racing and the social scene but not for the automotive business. After his father's death, Horace started to look for his own venture. In 1923, at the age of 23, he incorporated the Horace E Dodge Boat Works to manufacture boats using automobile assembly techniques with a \$2 million-dollar bankroll from his mother, Anna. Horace hired Martin Draeger to design the 22-foot Dodge Watercar and after the prototype was approved, he began mass production of 110 mahogany hulls. Inside the hull was a marinized version of the Dodge four-cylinder automobile engine or a Curtiss aircraft conversion OX-5.

Originally operating from a building at 2670 Atwater Street in Detroit, the factory was moved to Lycaste Avenue in 1925. At that time, the company was constructing five Dodge Watercars a day. Horace's management was erratic as he was obsessed with boat racing and chasing Gar Wood (the first man to exceed 100 mph on the water). After much effort and money, Horace won the Gold Cup in 1932 and 1936.

Move to Virginia

In 1930, Dodge moved into the new

Horace E. Dodge Boat and Plane Corporation, a state-of-the-art 200,000-square foot plant in Newport News, Virginia, covering 100 acres (according to its chief mechanic at the time, Anna Dodge paid for the complex as Horace's birthday present). Horace had the financials to buy whatever he needed, and this led to the partnership with Auburn-Cord-Duesenberg. Horace approached E.L. Cord to supply engines from Lycoming. As Dodge Boat and Plane Corp. was one of the very few entities able to pay cash in the early 1930s, Cord agreed. The results can be seen in the company's post-1930 production boats, which feature beautiful Lycoming engines, Duesenberg steering wheels and Cord shifters.

Dodge used the only "hood ornament" ever incorporated into a production boat and the Pass-a-Light cigar lighter by Stewart Warner.

Horace's management was erratic as he was obsessed with boat racing and chasing Gar Wood.

Commonly thought of as a "mermaid", the figurehead is actually a water nymph designed by well-known sculptor Russell G. Crook.

Horace employed only the best of naval architects available at the time. In addition to Draeger, naval architect George Crouch worked for Dodge from 1924 to 1929 and was responsible for other famed race boats of the time such as *Baby Bootlegger*, *Impshi*, *Teaser*, *Rainbow I (II)*, *Miss Columbia* and *Horace*.

Walter Leveau worked for Dodge beginning in 1929, and

produced the post-1930 production boats including the 21A, 25A and 28A models. Unfortunately, the stock market crashed in October of 1929, and despite its early success, the Dodge Boat and Plane Corp. failed to live up to Horace's visionary ambition. It closed abruptly in 1936 after years of struggle with the Great Depression.

Today Dodge Boats are some of the rarest and most collectable of the major wood antique boat manufacturers.

For more information about the Dodge Boat Owners Association, visit www.thatoldboat.com.



Horace E. Dodge Jr. and his wife, Mickey
Free Press Photos



Photo courtesy of Steven Martini

The author's 1930 Dodge Model 25A triple cockpit floats on Lake Tahoe. Powered with a 125-hp Straight Lycoming, built with African Mahogany and finished with the finest accessories available at the time.

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