

APRIL 2019/MAY 2019

# COMPASS

YBA

## MIAMI YACHT SHOW REVIEW

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Caribbean Charter  
Season

**CYBER LIABILITY**  
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*Photo by Ron Rafferty*



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Image by Jim Raycroft

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## FROM THE HELM

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

# THE 2019 BOAT SHOW SEASON IS UNDERWAY

As we have just wrapped up the all-new Miami Yacht Show, the 2019 Boat Show season is officially off and running!

Bob Saxon, IYBA president, and I had the pleasure of joining several Miami politicians and Informa executives at an official ribbon-cutting ceremony for the Miami Yacht Show's new location on Wednesday, February 13th, the eve of the show. Unfortunately, we were met with inclement weather but we moved to a tented area and got underway. Thanks to all those who worked so hard to get this done! The original prognosis was that it would take at least two years to get all of this together and Informa pulled it off in 13 months. I hope the show was productive for you and the rest of the season proves to be fruitful as well. Before we know it, the balmy days of summer will be here and everyone will be enjoying the boats you helped them obtain.

Spring is in the air and there is a lot on the agenda for this year's "primavera". We start with the 5th Annual Yacht Engineering Seminar on April 16th at Pier 66 in Fort Lauderdale. There will be another great group of presenters assembled to share their knowledge on engines, generators, electronics, naval architecture and other technical topics. Be sure to sign up now at [www.iyba.org](http://www.iyba.org) so you don't miss out. If you're new in the industry, this is one of the "Must Attend" events that needs to be on your calendar.

Next on the agenda will be a Newbuild Seminar in Barcelona for our European brethren, followed by a visit to the LYBrA Superyacht Show (also in Barcelona) and the Versilia Yachting Rendezvous in Viareggio, Italy. June will bring the Golf Scramble and later in the month we will hold the Yacht Sales Summit in Fort Lauderdale. Again, whether you are new to the industry or an old hand, there is always something valuable to take away from IYBA seminars.

And now we have some BIG news. I have talked about IYBA Care for quite some time and by now you know it is a reality! I'm so excited that I feel like Navin Johnson when the phone books arrived! As you already know, we have teamed up with SGRM Insurance to bring you a program, now hosted by Blue Cross Blue Shield, that allows us as members of IYBA to be considered a group and consequently enjoy discounted health insurance rates and benefits. Several email blasts have gone out providing you a link to IYBA Care online, but in case you don't have it handy, go to [www.iyba.org](http://www.iyba.org) and click on the "IYBA Care" logo to be directed to the landing page for insurance. There you will find all the information you need to enroll in one of the first programs to ever be offered to a member association. More information can be found later in this issue in

SGRM's IYBA Care program.

IYBA.Pro is our member-owned listing portal that allows members to input listing information into a central repository and feed it out to many of the brokerage listing sites that you subscribe to. We have just accomplished a major upgrade to the server capacity that will allow for an even faster and more seamless user experience on the portal. If you haven't signed your brokerage company up yet, don't delay. You will find more marketing tools and a more elegant platform for presentation of your information to the boat buying public there than anywhere else.

On the legislative front, we are still working with the Office of Management and Budget (OMB) in an attempt to have our Deferred Importation agenda incorporated into a proposed Maritime Reforms Act that would be signed by President Trump. In the meantime, several delegates will represent IYBA at the American Boating Congress on May 13-15 in Washington, D.C., to help deliver the message to legislators about the economic importance of recreational boating. The last figures I saw placed the economic impact at over \$170,000,000,000 annually. Please read our public affairs update on page 25 for more on our progress in D.C.

That's all the news that's fit to print. Now get out there and sell something, will ya....

Cheers,

*Paul*

Paul Flannery







# NEW MIAMI YACHT SHOW LOCATION DRAWS GOOD REVIEWS, HIGHER ATTENDANCE



The Miami Yacht Show, co-owned by IYBA and Informa Global Exhibitions, received mainly positive reviews for its new location in downtown Miami, and enjoyed a 7.23 percent growth in total attendance over last year's show. The Superyacht Miami venue, which was accessible via a separate admission ticket, also saw a big uptick in activity, according to Informa and exhibitors.

IYBA members weighed in after the show:

"After decades of presenting along Collins Ave in Miami Beach, the new venue was one we much wanted to see happen. This year Informa produced a game-changing plan that delivered on every level," said Andy Miles of Westport Yachts. "The 2019 venue offered a new level of convenience to both presenters and consumers alike with accessibility via the Brightline train service.... Parking was abundant and inexpensive this year; both modes of access were a refreshing and needed enhancement for all."

Miles continued, "We experienced firsthand the commitment of Informa to see the move-in process was as smooth as any other show we have put together. Moving in this amount of product safely while keeping the needed infrastructure of dockage, power stations, vendor tents, and traffic flow in check the is first order of business. Obviously that effort by Informa...brought forth a terrific consumer presentation for the builders, dealers, and brokerages. We are excited to see what 2020 has in store."

"Baglietto was very happy with the Miami Yacht Show. We had an excellent spot at Island Gardens which gave the boat wonderful exposure," said Grant Henderson, sales manager Americas. "Overall, we were impressed with the quality of customers and brokers that visited the boat."

"While there were a few 'kinks' that had to be worked out in the coordination of the new location for our beloved Miami Yacht Show, overall, I think it went well considering the massive changes that had to be accounted for in the relocation!" said Jon Burkard, president, Allied Marine. "Personally, I found the show to be easier to access and manage from a logistics standpoint. Most of our clients seemed to like the new location once they got used to something new and different. The show organizer is currently planning some additional changes to improve the show for next year and beyond.... They are asking for feedback on how we can make those improvements and that is a good thing."

*"More unification is what we're striving for."*

## Continuing Investment

Lana Bernstein, Informa vice president of marketing, U.S. Boat Shows, said the company is listening closely to the feedback it is getting from Miami Yacht Show exhibitors and attendees. "The biggest asset for each one of our attendees and exhibitors is knowing that Informa invests in the quality of our shows. It's our goal every year to improve...to stay the same is to stay stagnant," she said. "The reason we moved the show is to provide for future growth so that everybody has a much longer runway with added show enhancements each year that boost the quality

of the show. Adding in more land space as we did in going to One Herald Plaza was a game-changer and it will continue to be as we incorporate more unique features and more experiences into the show."

Bernstein said that moving the Windward Club VIP Experience to the land portion of the show, along with adding Ulysse Nardin and Whispering Angel as sponsors, contributed to its success this year. "Everything was about enhancing the show," she said.

Among the improvements Informa is considering for the 2020 edition of the Miami Yacht Show is increased signage, including the use of "human signage", starting even before attendees enter the show. The Brightline station, for example, will have more show signage and Informa is working on adding more dedicated shuttles from the station to the show.

Informa also is looking at ways to improve the traffic flow from the south part of the Miami Yacht Show to the north part. "How do we create more activity over there? Once we have the permitting in place, it's our goal to put one of our floating barges on the north side, and create more visitor experience over there, wayfinding, signage.... The entire show will feel more connected."

In addition, Informa wants to expand transportation between the Miami Yacht Show and the NMMA boat show on Virginia Key with more dedicated shuttles and water taxi service, if feasible. "We have a very collaborative spirit with the NMMA. It is the intent to strengthen that transportation alliance next year," Bernstein said. "It's also our goal to be able to make it easier for the attendee to go between the boat shows.... More unification is what we're striving for."





## \$310,000 MEGA YACHT TIMEPIECE LAUNCHES AT MYS

by **Louisa Beckett**, *Turnkey Communications & PR, Inc.*

Ever since it was founded in 1846, Ulysse Nardin has been linked inextricably with the sea. Throughout its history, the Swiss watch manufacturer has built highly accurate chronometers for mariners and, in 1905, the company became a preferred supplier to the U.S. Navy after winning a competition for “Precision Torpedo Boat Timepieces.” The longstanding relationship between Ulysse Nardin and the maritime world has led to its development of several series of “Haute Horlogerie” timepieces, including the watchmaker’s Marine and Diver Collections.

So, it was a natural fit for Ulysse Nardin to become the Official Timekeeper and Presenting Sponsor of the Windward Club VIP Experience at the Miami Yacht Show.

These fine timepieces inspire a similar level of passion and desire among watch collectors as superyachts do among yachtsmen. In fact, a Ulysse Nardin spokesperson told us that each time the manufacturer introduces a new, limited edition timepiece, collectors typically will reserve a place on the waiting list well in advance of its actual launch.

VIP attendees at the Miami Yacht Show were treated to a dazzling



display of Ulysse Nardin timepieces at the Windward Club throughout the show, including the Freak – the company’s highly innovative watch with no crown, hands or dial. But, the best was yet to come. The watchmaker decided that the Miami Yacht Show would be the perfect setting to launch the newest addition to the Ulysse Nardin Marine Collection: the Mega Yacht. Only 30 of these limited-edition watches, each with a pricetag of \$310,000, will be sold worldwide. Luxury watch and jewelry journalists from across the country flew in to Miami for the grand unveiling of this marvelous piece of timekeeping technology.

The platinum tourbillon Marine Mega Yacht evokes the vessel it is named for through several unique design features, including a 3D platinum yacht’s bow that seemingly pierces a wave of blue Grand Feu enamel. The cage enclosing the watch’s 60-second flying tourbillon is decorated with a propeller, and the level of its patented 80-hour reserve is indicated by the rise and fall of an anchor patterned after the brand’s well-known anchor logo, complete with miniature windlass. The moonphase is indicated by an actual 3D replica of the surface of the moon, while another highly accurate mechanism displays the tides in real time in relation to the location and season. Inspired by a superyacht’s engine room, the transparent sapphire crystal case back of the watch showcases 504 intricate components working together in perfect mechanical harmony.

The Ulysse Nardin Marine Mega Yacht timepiece, launched against the backdrop of many millions of dollars’ worth of large yachts lining the docks of the Miami Yacht Show, was a striking example of luxury in the form of superior craftsmanship.



# EIGHT SIMPLE SEO TIPS FOR MARINE MARKETERS

Search engine optimization, or SEO, is a practice used by marketers to structure (or “optimize”) their webpages for search engines, making their websites more visible to people as they search the web for the keywords and phrases associated with their business products and services. To ensure marine marketers aren’t left behind in the bid for improved web exposure, *Yachting Pages* presents a beginners guide to SEO, with simple tips for making your marine business website stand out online.

With the majority of online searches being driven by major search engines such as Google, Yahoo! and Bing, traffic from search engine results pages (SERPs), or lack thereof, can truly make or break your business online.

The “science” of positioning your website, or “ranking” in search engine results pages (SERPs) is determined by the unique algorithms set out by each search engine. To help your website to rank online for your targeted keywords and phrases, it’s important to keep up to date with and implement the guidelines laid out by your targeted search engines, so that they are more likely to return your pages to users so they can find exactly what they are looking for. Search engines keep their exact algorithms close to their chests, but current best practices and guidelines can often be found in industry blogs and online user guides.

## Eight simple SEO tips for you to try, now!

Here, we provide marine marketers with eight steps for improving visibility of their website with SEO:

1. **Choose your domain name wisely:** Your web domain is the foundation of your website, so it’s important that yours is representative of your business, product or service. As such, your domain should be carefully considered, including relevant keywords that you are trying to rank for, and consistent, redirecting to any possible domain alternatives. For example, yourdomain.com should redirect to your preferred domain at www.yourdomain.com or vice versa, otherwise search engines will see them as two different websites, diluting your online authority. Learn what a redirect is and how to use a 301 redirect to clean up your website.
2. **Create “clean”, keyword-rich URLs:** These are equally as important as domain names, and should be easily translated by search engines and users to attract more search traffic. Your website URLs should therefore follow a consistent structure throughout, using hyphens to separate words for easy understanding, and including only the relevant keywords and search terms. You should avoid using the long, indecipherable search references typically associated with e-shops and online directories.
3. **Create simple site navigation:** Ensure that your website and web pages utilize a simple site navigation, so that users and search engine “bots” can easily understand and navigate your website to find the pages they are looking for. Each webpage should have at least one menu link or static text link at which it can be found, and should ideally include a “breadcrumb”. You should also use internal linking to guide users to other useful pages and articles on your website using accurate anchor text. Pages should ideally be listed as part

of your XML sitemap so that they can be regularly ‘crawled’ and ‘indexed’ by search engines (found and listed in SERPs).

4. **Create fresh, useful and information-rich content:** Use your knowledge of content marketing to create a wealth of unique and useful content for your website. You should work to answer the various different common search queries and interests of your target market with each article. Ensure that they are kept current, to-the-point and target two or three keywords and phrases throughout – from URL and title through to the headings and body text. The best way to identify the terms people are searching for is to use Google’s Keyword Planner. Once you’ve created great content, the key is to promote it properly.
5. **Add multimedia content, and “tag” it correctly:** Where relevant, add multimedia content to your webpages – but not at the expense of extended page load speeds. Users and search engines alike prefer to find a mix of media content, including images, videos and polls on the webpages that they visit – not only because this makes them more attractive, but also as it adds extra interest and means of engagement. With this in mind, you should work to include a mix of media across your webpages where relevant, resizing and “tagging” them correctly with accurate and keyword-rich descriptions and alt text, so search engines know what to find on each page.
6. **Make pages for users, not search engines:** All SEO best practice guides advise that content and navigation is created primarily for web users, so they can easily find the answers to their online searches. You should therefore always ensure quality over quantity; content should serve a need/purpose, reading naturally without the overuse of keywords and formatted for simple reading.
7. **Clean up the old and unwanted:** Outdated and unloved content should be updated or replaced. Duplicate pages and broken links should be cleaned up and redirected to the correct page as soon as possible to allow for that great user experience. You should consider using bespoke “404 error pages” to explain any errors and provide related or relevant pages to your users.
8. **Create bespoke metadata:** Ensure bespoke metadata is filled out for each of your webpages to allow search engines and users to understand what each page is about. Page titles and meta descriptions should be short, snappy and descriptive, of course following current best practices for optimum word counts and formatting, and targeting the relevant keywords used on page. They should also be compelling, giving a reason for users to choose your page from the SERPs.

Although there is plenty more to be done to ensure complete SEO success, this is a great start to helping online users to find your business via online search.

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## 2019 BROKERAGE SALES GET OFF TO A SLOW START IN THE U.S.

Sales of brokerage boats in the U.S., including Florida, declined by double-digits in both unit and dollar terms for the Jan. 1-Feb. 20, 2019 reporting period, according to YachtWorld\*. The figures, which are based on information reported to YachtWorld's soldboats.com system, show that overall U.S. brokerage unit boat sales fell by 21.88 percent during the period and declined in dollar terms by more than 23 percent (see chart below for full figures), compared to the same period in 2018. Boats also took about 20 days longer to sell during the 2019 period.

In Florida, unit sales of brokerage boats fell by 23.31 percent while dollar sales declined by 26.45 percent. Again, the average time it took a boat to sell increased slightly 2.88 percent or just over 6 days.

Brokerage sales in the European market fared better although they too declined, with unit brokerage boat sales falling by 6.06 percent while monetary sales fell by 9.77 percent. Again, boats took longer to sell in the 2019 period than a year earlier, as the average days to sales figure rose by 3.16 percent or just under 10 days.

*\*This report should be used for comparative analysis for period sales. This information reflects only those sales recorded in YachtWorld's database.*

### SOLD BOATS DATA REFLECTING THE PERIOD FROM JAN. 1 - FEB. 20

U.S.	2018	2019	YoY % Change
Boats Sold	2,738	2,139	-21.88%
Value of Boats Sold - USD	\$434,232,044	\$332,586,698	-23.41%
Avg Boats Value - USD	\$158,595	\$155,487	-1.96%
Avg. Days to Sale	233.6	253.2	8.39%

Florida	2018	2019	YoY % Change
Boats Sold	841	645	-23.31%
Value of Boats Sold - USD	\$234,150,174	\$172,222,748	-26.45%
Avg Boats Value - USD	\$278,419	\$267,012	-4.10%
Avg. Days to Sale	219.1	225.4	2.88%

Europe	2018	2019	YoY % Change
Boats Sold	875	822	-6.06%
Value of Boats Sold - EUR	€232,597,463	€209,870,729	-9.77%
Avg Boats Value - EUR	€265,826	€255,317	-3.95%
Avg. Days to Sale	309.8	319.6	3.16%

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# IYBA CARE ENROLLMENT IS NOW OPEN!

IYBA Care is finally here and it is well worth the wait! As one of the very first group association health insurance plans of its type, especially within the marine industry, IYBA Care has taken the time to ensure this revolutionary association offers its members maximum affordability and propriety plans.

If you want to know exactly why you, as an IYBA member, should sign up immediately – read on....

### Blue Cross and Blue Shield

We are thrilled to announce that our partnered carrier for IYBA Care is Blue Cross and Blue Shield of Florida, a well-established, A+ rated company. BCBS has an outstanding local and national presence allowing you the freedom to choose your care providers from one of the largest medical networks in the country.

All networks are not created equal. Some plans utilize “slim” provider networks that don’t include your doctor or hospital, and if they’re included today, they may not be tomorrow. You’ve heard the horror stories. IYBA Care is different. All IYBA Care plans are matched

***The plan covers all members regardless of prior or current medical conditions.***

with established large networks.

In order to provide all of our members with a suitable coverage option, IYBA Care is providing six different plans to choose from. These include a Low Deductible PPO plan, Open Access HMO plans and a High Deductible HSA health plan. All the plans are benefit-rich and tailored solely for our IYBA members.

### Competitive Rates

But what about the rates, you ask? IYBA Care is proud to offer exceptionally competitive rates at 20% to 40% under the marketplace and in some cases even lower! As an association plan, the rates are competitive with our members’ existing group plans and on average show 30% savings.

These rates extend over nine age bands from 18 to 65. IYBA members aged 65 and over can enroll in IYBA Care along with their Medicare. IYBA Care will be primary and Medicare will be secondary, allowing you to minimize your out-of-pocket costs.

The plan has a very favorable prescription element with no deductibles and a \$200 monthly out-of-pocket maximum cap (the preferred tier), which is offered to our members as yet another plus.

Pre-existing conditions? No problem! The plan covers all members regardless of prior or current medical conditions. We have you covered!

Non-Florida residents, don’t worry – you are not excluded! All out-of-state members will still be invited to take advantage of the exceptional IYBA Care benefits but may need to take just one more step in the enrollment process.

If IYBA members travel outside of Florida, they have the power of the Blue Cross and Blue Shield brand behind them. The BlueCard® Program gives you access to the participating providers of independent BCBS organizations throughout the United States and even international emergency coverage – a plan that travels with you.

### Enroll Now

Open Enrollment for IYBA Care for IYBA members commenced on March 12, 2019 and closes on April 15, 2019. Whether you currently have coverage or not, it is important to start the enrollment process as soon as you can to be sure to take advantage of this enrollment period. No coverage under IYBA Care will start until May 1st, 2019.

Created in partnership with SGRM International Insurance Brokers, IYBA Care offers its members a personalized experience. Licensed brokers at SGRM are happy to answer all questions regarding enrollment, plan design and beyond.

Take care of yourself. Sign up for IYBA Care today.

*So how do you enroll for IYBA Care? It really couldn’t be simpler. As an IYBA member, you are eligible to enroll as an individual or family without answering numerous invasive health and financial questions. Simply visit [www.iyba.org/iybicare](http://www.iyba.org/iybicare) to start the process. Take care of yourself. Sign up for IYBA Care today.*





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by Nicole Squartino, RMK Merrill-Stevens Spokesperson



## MIAMI SHIPYARD FINALIZES MASSIVE RENOVATIONS, BRINGING JOBS AND ECONOMIC DEVELOPMENT TO SOUTH FLORIDA

Merging 100-plus years of history serving as a worldwide hub for yacht repairs and refits with new technology and expanded capabilities, Merrill-Stevens has proved to be a trusted name in the yachting community. Today, the shipyard is evolving into a catalyst

for development in downtown Miami and re-positioning itself as a top service provider in the yachting industry under the newly branded RMK Merrill-Stevens (RMK MS) and Merrill-Stevens Yachts (MSY).

Located on the Miami River, 15 minutes from Miami International Airport and the Miami beaches, Merrill-Stevens was the first shipyard in the state of Florida. In November of 2013, the shipyard was acquired by Rahmi M. Koç, who was determined to restore the yard to its former standing as a world-renowned shipyard. Aaron Leatherwood was named president and CEO of RMK Merrill-Stevens and is overseeing operations and renovations as the company transitions into a modern shipyard.

Over \$25 million has been invested in the North and South Yards, which will operate as separate businesses satisfying the needs of local yachting owners and international megayacht clients as well as servicing the needs of yacht manufacturers, dealers and brokers providing unique

and specialized services in Miami. The yards will usher in new business, and jobs in Miami.

***MS Yachts specializes in the sales and brokerage of niche market yachts.***

“The renewed interest in the Miami waterfront is driving massive new developments,” said Leatherwood. “We are seeing more high-end riverfront residences, marina expansions and renovations, improved riverfront parks, restaurants, social venues, and the incredible River Landing waterfront retail center which will soon open adjacent to the completely modernized RMK Merrill-Stevens superyacht refit facility.”

The Miami River has rebounded in recent years, and the new River Landing development will transform the landscape offering furnished crew housing, shopping, restaurants, meeting spaces, convenient

parking, water taxis and more. The properties are joined by a new Riverwalk, enhancing the client experience of the superyacht refit facility.

Scheduled to open late 2019, the new North Yard will feature a state-of-the-art, 2,700-ton shiplift, on-site crew lounge, cafeteria,







gymnasium, and complete ship store. A new water filtration system will clean and reuse runoff water, helping to improve local waterways as one of the most eco-friendly yacht repair facilities in south Florida.

Located directly across the Miami River from the North Yard, the renovated South Yard services vessels of all sizes, with a focus on repairs and refits



for large cruisers and sport fishing boats 50 to 95 feet in length. The yard is equipped with a new 100-ton marine travel lift, expanded marine store, upgraded mechanical and fabrication shops, as well as a new electronics integration department.

RMK Merrill-Stevens is a storied shipyard with a bright future – bringing new jobs to Miami and long overdue repair and refit options to superyacht owners, the Miami community and the South Florida marine industry.

### New Electronics Division

RMK Merrill-Stevens is adding a new Electronics Division to the company as technological advances continue to integrate into the DNA of vessels of all sizes. To lead the new wing of the shipyard, the company has hired experienced electronics expert David Gratton, who will oversee and manage the division.

Gratton is a new RMK Merrill-Stevens employee with a long, successful track record in the electronics industry. Among his qualifications and experience, Gratton is an Advanced Marine Electronics Installer (AMEI), Senior Certified Marine Electronic Technician (CMET), and has an FCC General Radio Operators License (GROL). He also formerly served as the National Marine Electronics Association Board Chairman (2011 – 2013).

“With David’s experience and knowledge in engineering and electronics, RMK Merrill-Stevens can now offer something that is unique to our shipyard,” said Leatherwood.

With the addition of Gratton, Leatherwood announced that RMK Merrill-Stevens will expand its electronics, engineering and technical service offerings. New services available for superyacht owners, captains and crew will include navigation and communications systems, entertainment and control systems, IT, networking systems, lighting systems, and PLC and vessel monitoring systems.

### Iconic Yacht Sales & Brokerage Revived

Leatherwood also recently brought back the iconic Merrill-Stevens Yacht Sales and Brokerage business to support Miami clientele. Merrill-Stevens Yachts specializes in the sales and brokerage of niche market yachts and caters to loyal Merrill-Stevens customers. Currently MSY is the exclusive Sealine and Numarine Dealer in Miami.

The connection between MSY and RMK MS is harmonious, offering what only a few shipyards currently provide yacht owners: delivering a complete end-to-end service. MSY and RMK MS service provide unique warranty support, routine maintenance, repair services and complete yacht refitting.

RMK Merrill-Stevens seeks to become the refit center in Miami and has taken another step in that direction by adding Gratton and the new Electronics Division. The division is just one part of the new RMK-Merrill Stevens shipyard, which is expected to add 100 new jobs after completing renovations later this year, including jobs for technical engineers, marine procurement specialists, skilled tradesmen, yacht quality finish painters and others. Candidates are invited to submit their applications online by visiting [www.rmkmerrill-stevens.com/careers.php](http://www.rmkmerrill-stevens.com/careers.php).

*For more information about RMK Merrill Stevens and Merrill-Stevens Yachts, please visit [www.rmkmerrill-stevens.com](http://www.rmkmerrill-stevens.com).*



# USING MACHINE LEARNING TO ENABLE PROACTIVE YACHTING SAFETY AND SECURITY

The evolution of modern computing power and the Internet of Things are now making it possible for boaters and captains to rely on intelligent machine-learning tools to help them maintain control of their vessels and enable proactive safety on and off the water. These technological advancements also can bring new service-based revenue potential to marine dealers and OEMs.

There are many examples of new, intelligent machine-learning tools in the yachting marketplace. Here are a few that have been pioneered by Nautic Alert or our partner companies: Autonomous bilge management that revolutionizes bilge architecture with pump-swapping redundancy and notifications of developing issues. Tender monitoring that lets captains know the instant a tender disconnects unexpectedly and keeps them in touch with crew members when off the grid. Thermal human detection that can intelligently distinguish an intruder attempting to steal an outboard engine. Long-range wifi access solutions that enable free video surveillance monitoring. Global security monitoring that provides monitored response to ransom attacks.

Bilge management traditionally has consisted of monitoring for high water or detecting increased pump cycle activity based on current



Nevata smart bilge controller panel

load. This approach can be very cost-effective; however, it assumes the pump, connections, and float all are working properly, when in reality they often are the point of failure. A more elegant solution can be found in a smart bilge controller, such as Nautic Alert's Nevata, which provides a single integrated solution that measures, learns, reacts, and controls multiple pumps. The smart controller learns how the pumps operate electrically and understands the change in water level when the pump is activated. This means all decisions based on load current are validated by measuring the water level, which can be affected by issues such as a plastic bag wrapped around an impeller inlet, stuck float, faulty pump, or blockage in the plumbing outlet. A fully redundant, integrated controller can swap pumps and evaluate their effectiveness without requiring additional water in the bilge or needing to run a pump continuously – which often can deplete the onboard battery supply needed for a higher-capacity and more effective pump at a later point.

Captains and crew tasked with towing tenders know first-hand that tow lines can break, unexpected water entry can occur, and depleted batteries from increased bilge pump operations can partially flood or sink the tender. While AIS and line-of-sight solutions can offer some location monitoring, Nautic Alert Tender Watch is a fully



Tender Watch establishes a geofence around the tender.

comprehensive alternative that gives captains insight into battery levels, bilge, and location with a moving geofence. It does this via wireless communications, and optionally, through cloud-connected satellite communications. In addition, crew and guests on the tender can send private messages to the mothership, and tender location can be requested in real-time from the mothership when both vessels are off the grid.

The theft of vessels, outboards, and electronics has become a hot topic in many locations. FLIR-FB fixed-mount bullet cameras enable intelligent human detection in pre-defined graphically defined boundaries. This makes it possible to detect an intruder behind a boat before the person can make contact with the engine, while at the same time ignoring dock movement and adjacent boat traffic. These cameras feature a standard open/closed contact interface compatible with many systems where the camera can be used as a stand-alone intrusion sensor.

Free wifi has become a commonplace amenity in many ports and marinas. High-quality video surveillance typically requires broadband speeds of cellular 3G or higher. Long-range wifi access points, such as Wave Wi-Fi's Rogue Reach, can be used with NVRs, or network video recorders, to enable live and previous video playback when connected to access points several miles away, and can even automatically fall back to cellular networks if wifi becomes unavailable.

Traveling in international waters often can present yacht owners, captains and charter clients with security concerns over potential ransom and hijack attempts. Because of this, several maritime safety companies have formed to offer global security solutions for these specific scenarios. GEOS360 is one of several companies that offers security services, including panic button alerts from an onboard safe room, and full two-way messaging over MFDs that offer GEOS360 applications.

Monitoring and safety capabilities can provide direct revenue benefits to dealers, yacht management companies, and OEMs that seek to offer value-added services to their clients. Services and benefits can include enhanced monitoring, warranty cost mitigation, and even include commercial insurance discounts.



# DELIVERING MORE CHARTERS

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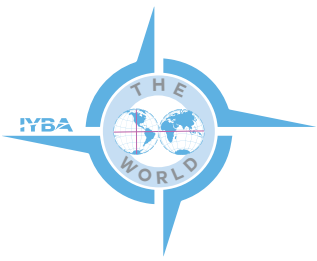
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**CHURCHILL  
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# BOHICKET MARINA & MARKET - FISHING AND FAMILY FUN IN THE LOWCOUNTRY

Located on the edge of Johns Island, South Carolina, Bohicket Marina & Market sits on the banks of Bohicket Creek, an offshoot of the North Edisto River. Nestled between Kiawah and Seabrook Islands and easily accessible from the Atlantic Ocean and the Intracoastal Waterway, it is a premier boating destination for visitors to the Lowcountry area. Local attractions include miles of pristine beaches and the world-class golf courses of Kiawah Island. In fact, Bohicket Marina was home to more than a few yachts during the 2012 PGA Championship at the Ocean Course.

Bohicket Marina offers more than 200 wet slips that can accommodate vessels up to 150', as well as 115 dry storage slips. The marina operates at around 90 percent occupancy throughout the year. Bohicket hosts all kinds of vessels, from center consoles to sportfishers to megayachts, with easy deep-water access, and no fixed bridges.

Amenities include a fuel dock offering both ethanol-free gas and diesel, private restroom and shower facilities for boat owners and their guests, and pump-out services. Dry storage includes launch, retrieval and washing of the vessel. It's a one-stop-shop for a day on or near the water. Bohicket Marina & Market is also home to 45,000 square feet of retail space for local businesses that include a Ship Store,

retail shops and many restaurants and bars.

The Sea Islands are home to some of the best fishing and most beautiful sunsets in the Lowcountry, and Bohicket Marina makes it all accessible through boat charters and rentals. Private charters for up to six people leave daily from the docks and offer something for everyone. You can book an inshore trip to comb the North Edisto River and surrounding waterways in search of redfish, flounder, and trout. Or book an offshore trip to the Gulf Stream to chase after big game fish like dolphin, marlin, or tuna, just to name a few. If it's relaxation you're looking for, look no further than a private sailing charter. Spend your

*For the past three years, Bohicket Marina & Market has been named the "Best Marina in Charleston."*

time cruising the waterways looking for dolphins and admiring the picturesque scenery of the Lowcountry, or book a sunset sail and watch the sun sink down as the waves gently lap against the hull.

If you prefer to be your own captain, you can rent a 19' skiff from Sea Islands Boat Rentals, which offers two-, four- and eight-hour rental options. Explore the







rivers and creeks at your own pace, fishing or sightseeing along the way. Paddleboard rentals are also available for a more active way to spend your time on the water. With such a wide variety of options, you're sure to find fun for the whole family!

Aside from marina operations and charters, Bohicket Marina & Market holds many events throughout the year, from oyster roasts, fundraisers and 5K/10K runs to fishing tournaments. "Kick it at Bohicket" every Tuesday night in the summer to enjoy live music and activities for kids such as face painting and arts and crafts. Or join us on Wednesday mornings in the summer for "Kid's Fish," a fishing tournament held on the docks just for kids! Prizes are given to three winners from each tournament.

Springtime at Bohicket means fish! Join us in April for the 6th Annual Dolphin Slam. With 105 boats participating in the 5th Annual Dolphin Slam in 2018, this year should be even bigger and better!

In May, make sure to stop by during the first leg of the South Carolina Governor's Cup Billfishing Series, the Bohicket Invitational Billfish Tournament. The first out of five legs of the Series, the Billfish Tournament promotes sportsmanship and conservation. Bohicket Marina works closely with the South Carolina Department of Natural Resources during the tournament each year. Tag and release of all billfish species is encouraged to help in the conservation of marine wildlife. Together, all five tournaments in the South Carolina Governor's Cup have helped raise the rate of billfish tagged and released to almost 90 percent! With over \$140,000 in cash and prizes given out in 2018, the 2019 Bohicket Invitational Billfish Tournament is set to be the biggest to date!

With so many visitors to the marina each year, the professional staff of Bohicket Marina & Market makes customer satisfaction its number one priority. For the past three years, the Charleston City Paper's "Best of Charleston" awards have named Bohicket Marina & Market the "Best Marina in Charleston." The marina also was awarded a Certificate of



Excellence for two years from Trip Advisor and "Boaters Choice" award from Dockwa.

The next time you're in the Charleston area, be sure to make the award-winning Bohicket Marina & Market part of your travel plans. Book a slip, catch a fish, go for a sail or rent a boat. Come play, unwind, shop and dine at the marina and make sure to catch one of the most gorgeous sunsets in the Lowcountry.

*For more information, please visit [www.bohicket.com](http://www.bohicket.com).*

*Photos by Chris Campbell Photo Studio*



# BACK IN BLACK: CARIBBEAN CHARTERS

The 2017-18 charter season in the Caribbean and Virgin Islands was a combination of nail-biting, breath-holding and flat-out prayer.

After hurricanes caused what one United Nations agency called “unprecedented destruction across the Caribbean,” charter-yacht owners were afraid to send their boats into what felt like a war zone without functioning provisions and services, including at least one major airport that looked like a bomb had been dropped on it. Clients were afraid to book amid news reports of looting, homelessness and widespread desperation. A lot of yachts that did get bookings last winter ended up moving primarily to the southern Caribbean islands, which the storms had spared.

Oh, what a difference a year makes. Charter brokers coming into the tail end of the 2018-19 season reported vastly improved demand with minimal to no discounts for the Virgin Islands and northern Caribbean hub of Sint Maarten, and more yachts coming back up-island from the southern Caribbean. Some yachts even had to turn down bookings in the northern Caribbean this year because they received too many inquiries for the available space on their calendars.

“I was actually surprised,” says Nicole Caulfield, an IYBA Charter Committee member who handles retail and wholesale charter for RJC Yachts in Fort Lauderdale. “I was in Sint Maarten in mid-January, and there were three 200-foot-plus yachts anchored out, and then Simpson Bay and that whole area was just full with 30 big megayachts plus all the rest. It was substantially better.”

IYBA Charter Committee Co-Chairs Jeff Shaffer of Superyacht Sales & Charter and Daphne d’Offay of Ocean Independence both say the charter yachts they manage had notable years in the Virgin Islands and northern Caribbean. Neither one had to offer discounts to secure bookings, and Shaffer had one client who paid full price to get the yacht he wanted even when an incentive was being advertised.

“It’s no discounting,” Shaffer says. “We had a special in January, and the client paid full rate. They just wanted the boat. It was a last-minute deal. They didn’t take us up on the special.”

Caulfield says the 130-foot Westport ANTARES, which is part of her charter fleet, more than doubled its bookings from four weeks



80' Ferretti LA PACE

of charter in the Bahamas during the 2017-18 season to ten weeks of bookings this season. “There was a change of crew and a change of owner, along with the market improving,” she added.

D’Offay had three yachts from 80 to 151 feet in the northern and southern Caribbean this past winter, and she says all of them could have done more weeks of charter than the average four to five, no matter the island group where they chose to base. The yachts not only had more inquiries than usual, but also had inquiries for charters longer than one

week. “And they booked,” d’Offay says, including for down-island itineraries. “We’ve had the interest in past years, but this year, they booked.”

All three brokers say that they’re seeing small discounts being offered here and there, to fill off-peak weeks and final weeks at the tail end of the winter season, but that the discounts being advertised are not in earth-shattering percentages.

Shaffer says the only real challenge he’s had with bookings this season was weather—and thankfully, unlike last year’s storms, it was weather that came and went quickly without causing residual problems. “The only issue that we really had was the weather over New Year’s in St. Barth’s,” he says. “It was really rough.”

Caulfield says not only did her retail clients feel safe booking in all parts of the Virgin Islands and Caribbean, but they really didn’t seem to worry at all about the remaining repairs that are needed on any of the islands. As long as they could safely arrive at an airport, get a transfer to the yacht and have the boat arrive in good condition, that’s all that mattered to them.

“There are still some places where it’s not all perfect and gorgeous yet, but they didn’t care,” she says. “They say they enjoy it. They went to the places that were open, and they say the water is still there and the place is still nice, so they’re happy.”

Even better, Caulfield says, is that looking forward, clients are already showing optimism for the 2019-20 winter season in the Caribbean. “People are already booking Christmas and New Year’s for this year, for the U.S. and BVI and the Sint Maarten area,” she says. “That didn’t happen last year.”

*Clients are already showing optimism for the 2019-20 winter season in the Caribbean.*



151' Delta AVALON



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

# BOAT SHOWS AND SEMINARS KICK OF THE 2019 MED SEASON

Spring is already in the air along the Mediterranean coast and that means the time has come for the annual migration to its sunny shores and crystal waters. In preparation for the summer season, charter yacht and sales shows will be held from Palma de Mallorca to Viareggio to Nafplion. One of the best attended shows, the MYBA Charter Show, is scheduled for April 30-May 3 in Barcelona.

With European Union retaliatory tariffs in place, American-built and/or significantly modified vessels that may desire to enter the charter market will have a significant obstacle to consider and reports are that many have chosen alternate itineraries for the 2019 season. That having been said, there is still a lot happening in this spectacular cruising ground peppered with quiet coves and historic hideaways, and there are plenty of boats available for your clients to charter. Remember, according to luxury yacht charter and management guru Bob Saxon, 78 percent of yacht buyers have chartered prior to ownership.

## Upcoming Seminar

IYBA, in partnership with Navigo of Italy, is in the planning stages of bringing to the yachting community another installment of our educational offerings by way of a Newbuild Seminar to be held in Barcelona on May 7th. This seminar will be the second edition of the highly successful inaugural Newbuild Seminar, which was held at Stars 'n' Bars in Monaco in January of 2018.

Hein Velema, with the help of Nicolas Valin and Sophia Tutino from the IYBA European Committee and Navigo, led by Pietro Angelini and Elena Fontana, will coordinate the educational program in Barcelona and a shipyard tour in La Spezia and Viareggio.

Immediately following the seminar and prior to the Italian visit, attendees will be invited to view the assemblage of yachts at The Superyacht Show hosted by LYBrA at One Ocean Port Vell on May 8-11. Representatives from several yachting associations including IYBA, MYBA, LYBrA, ECPY and others will collaborate to make this a world-class event.

**78 percent of yacht buyers have chartered prior to ownership.**

## More on the EU Tariffs

In response to the article on the "EU Customs Duty of 25 Percent" published in the February/March issue of Compass, Jean Philippe Maslin of INCE & CO offers some possible modifications and clarifications which could be of interest to our readers.

He states: "The French customs have now clarified that the

regulation would apply to yachts constructed in the USA as well as yachts which have undergone a significant refit in the USA. We have now received the official interpretation and it is confirmed that commercial yachts which had previously been imported in the EU (for example, under a commercial exemption) at a time when the provisions were not in force, and which subsequently return in the EU, would not be allowed to benefit from an exemption from the 25% duties. This



Face-to-face meetings held during last year's IYBA tour of Viareggio shipyards.

means that the 'returned goods regime' which is sometimes used is not a viable option for commercial yachts which for example operate in the summer in the EU and in the Caribbean.

"Finally, about the YET (Yacht Engaged in Trade) option, we would be cautious, as there is a distinct possibility that the owner would have to put up a guarantee for part or all of the additional duties which are exempted under the regime (effectively guaranteeing up to 25% of the value of the vessel). Our first discussions on the subject with the French customs do not lead us to being optimistic.

"We are also holding discussions with customs on the possibility to conduct charter operations under temporary admission (like Spain has recently authorized), which would greatly simplify matters in the coming years."

Thank you, Jean Philippe, and also to Janet Xanthopolous of Rosemont Yacht Services for her original commentary on this issue. The advantage of having contributors with "boots on the ground" in the European Union is invaluable and certainly speaks to the level of expertise available to members of IYBA.

by **LJ Houghting**, *Churchill Yacht Partners*  
 & **Charmaine du Plessis**, *Burgess Yachts*

# PUERTO RICO – AMERICA'S ISLAND OF ENCHANTMENT

If you're looking for a convenient new yachting destination with a dynamic culture, rich heritage, local flavors, stunning beaches, and amazing land and cruising adventures, look no farther – Puerto Rico is the place to be.

Puerto Rico is connected by more than 400 weekly flights from mainland U.S. cities and since it is a U.S. Territory, passports are not required for U.S. citizens – yet this enchanting island bustles with diverse island cultures that are unique to its Caribbean location. Spanish is the dominant language spoken there, however most people in the tourist areas will speak English.

While Puerto Rico suffered devastation caused by Hurricane Maria in the fall of 2017, today it is open for business. The rebound has been extraordinary. While not 100 percent yet, it is well on its way to full recovery. The people we spoke to were humbled by the experience and unanimously agreed that although a life-altering event, it has made both them and the island stronger as they are now working on ways to be self-sufficient by means of water, energy (solar power) and food (farming). Their spirits were not dulled by the experience and they show a gracious and up-beat resilience!

We found so much to do and see there. San Juan also offers the historic El Viego San Juan (Old San Juan) and the 16th century citadel that is a UNESCO World Heritage Site, as well as the more modern amenities of boutique shopping, spas and fine dining. Outside of town, much of the island is a tropical paradise. Puerto Rico has a conservation trust in place. By 2020, it is anticipated that 33 percent of the land will be protected from development. As a destination, it has so much to



offer yacht owners and crew, not only from a yacht vacation perspective but also for practical purposes such as bunkering.

Here are some of the highlights of “the Island of Enchantment”.

**Club Nautico Marina** was founded in 1930. Located in Old San Juan at the end of the San Antonio Channel, this marina is just a few blocks from Fernando Luis Ribas Dominicci (SIG) Executive Airport, and a few miles west of Luis Munoz Marin (SJU) International Airport. Club Nautico has seven berths for megayachts 100'-250'. Amenities include controlled access with 24-hour security guard on premises, golf cars, marine shop, high-grade PUMA premium fuel, and 30, 50, 100, 200 Amps available, single and three-phase. The Members' Club on the top floor of the Club House has a bar, library, game room and terrace. [www.nauticodesanjuan.com](http://www.nauticodesanjuan.com)

**Puerto Del Rey Marina** is the largest, only EPA-compliant and blue-flagged marina in the Caribbean. It lies in a beautiful and naturally protected bay, where its massive breakwater has provided shelter from tropical storms and hurricanes for over 25 years. Situated on the eastern tip of Puerto Rico, the marina is very close to the Spanish Virgin Islands. More than 1,000 slips accommodate yachts up to 180' LOA with 15' draft. There are extensive storage and repair facilities including more than 400 drystack spaces on 50 acres of land. Puerto Del Rey has 165-ton haulout capability and a complete range of boat repair contractors on site. Amenities include 24-hour security, laundry, gym, showers, business center, pump-out, golf



✓ **Climate:** Tropical Rainforest. Temperatures range from warm to hot year-round, averaging 85 degrees in lower elevations, and 70 degrees in the mountains. Easterly trade winds pass across the island year-round while the rainy season stretches from April to November.

✓ **Sales Tax:** 11%

✓ **Internet and Cell Phone Reception:** Excellent internet service is available and solid cell phone signal is available over the majority of the island.

## PUERTO RICO FAST FACTS

### ✓ Airports:

- San Juan (SJU): Luis Munoz Marin International Airport – just east of Old San Juan (about 20-30 mins drive depending on time of day and traffic)
- San Juan Executive (SIG): Fernando Luis Ribas Dominicci Airport – very close to Old San Juan
- Aeropuerto Jose Aponiente de la Torre (NRR/RVR): 58 miles via highway (approx. 1h 10)
- Antonio Rivera Rodriguez Airport (VQS) on Vieques – Runway: 4,301 ft.
- Benjamin Rivera Noriega Airport (CPX) on Culebra – Runway: 2,500 ft.

✓ **Marine Fuel:** Per local captains, fuel costs are considerably less than in the neighboring USVI and BVI, which are only a 6-hour cruise away.

✓ **Time Zone:** Atlantic Standard Time Zone (1 hour ahead of EST and 4 hours behind GMT. There are no Daylight Saving Time clock changes).





carts, ice, fuel, heliport, U.S. Customs on site, Boatyard App for instant concierge service, marine store (West Marine is five minutes away), playground, game room, deli, bar and restaurant. [www.puertodelrey.com](http://www.puertodelrey.com)

### “Must-See” Attractions

**UNESCO Heritage Site:** This impressive fortress is comprised of three different forts: San Cristóbal, San Felipe del Morro and San Juan de la Cruz (El Cañuelo). The city walls are still intact. The structure dates back to the 1500s and can be toured in about four hours.

**Rio Camuy Cave:** Be ready to be wowed as soon as you enter this wondrous natural attraction, tucked into the karst region of the north coast. Rio Camuy Cave is one of the world’s largest cave networks. This is an excellent day trip, just about 1 hour and 20 minute drive from San Juan.

**Shopping:** Plaza Las Americas (more than 300 stores ranging from iconic to uniquely Puerto Rican); Mall of San Juan (high-end retail); Old San Juan (local flair in historic Old San Juan with artisans selling local handcrafted art on cobblestoned streets); Calle Loiza (bustling street with specialty boutiques, incredible restaurants and cocktail bars).

**Fishing:** San Juan offers some of the best deep-sea fishing waters in the world year-round, and only a few miles away, the Puerto Rico Trench is the deepest point in the Atlantic, providing a lush fishing ground.

**Hiking and Waterfalls:** El Yunque Rainforest has a multitude of guided hikes, off-the-beaten track hikes, or self-guided hiking trails. Don’t miss the spectacular waterfalls!

**Zip Lining:** There are several zip line opportunities to choose from at the Rainforest Zipline Park and Toro Verde Nature Adventure Park.

**Casa Bacardi – Bacardi Rum Distillery:** Tours include a Mixology Class, History Tour, Rum Tasting Tour, or Bottle Your Own Bacardi!

**Dancing:** Learn to salsa at one of the many workshops offered in Puerto Rico, or just join the locals any day of the week, any time of day; the music never stops.

### Dining Recommendations:

- San Juan Old Town: Marmalade
- San Juan Condado: 1919 in the Condado Vanderbilt Hotel (Farm to Table concept); or indulge in a cooking class at Cosina Abierto
- San Juan La Placita has a farmer’s market in the center of the square that is surrounded by terrific restaurants and pubs with musicians, music, and dancing. A great vibe trickles into the streets. Local food celeb Jose Enrique’s Puerto Rican Restaurant is another hot spot (bring your own wine and beer!). Santaella is walking distance from La Placita.
- Famed local chef Mario Pagan (of The Food Network’s “The Next Iron Chef”) currently has two restaurants and ready to open a third.
- South of San Juan: for a traditional pig roast, dancing, and music, the best place to go is Guavate in the municipality of Cayey in the central mountains. Locals go there over the weekend to eat at the multitude of restaurants that specialize in lechon asado.

### Spanish Virgin Islands –

**Culebra:** There are places that seem endowed with special qualities not found anywhere else on the planet; the tiny island of Culebra is one of those places. Enjoy hiking, snorkeling, scuba diving, kayaking, fishing, and awe-inspiring sightseeing. Culebra offers the solitude and tranquility of a place that, although it is not far geographically, feels like a world away. Most of Culebra is a natural refuge with defined anchorage sites, keeping it safe from overdevelopment, allowing visitors and residents to enjoy a pristine tropical paradise. Dining is casual and relaxed with a Calypso vibe. Choose from a handful of seaside restaurants and a few places in town serving more traditional Puerto Rican food.

Culebra was unfairly blessed with breathtakingly stunning beaches. If you love snorkeling, Culebra is the place, offering some of the healthiest coral reefs in the Caribbean with easy access to excellent snorkeling sites just a few laps from shore. You may have seen Playa Flamenco (Flamenco Beach) on television shows and popular travel media; it has been ranked among the top five beaches in the world for many years. Or swim with sea turtles at Playa Tamarindo – be sure to take good water shoes as Playa Tamarindo is a rather rocky beach unlike the soft powdery sands of Flamenco Beach.

**Vieques:** This small tropical treasure is home to Mosquito Bay, the brightest bioluminescent bay in the world. It also boasts the largest natural wildlife refuge in the Caribbean, covering 3,100 acres of precious land embraced by lush green flora. Isla de Vieques is one of the last destinations that truly remains like the Caribbean of the past; quiet, lush, uncrowded, with unmatched natural beauty. As you explore the island, you’ll pass elegant Paso Fino horses roaming free. In Vieques, driving is a pleasurable experience; narrow roads lead to breathtaking scenic spots, charming colorful towns, and beaches free of development. The beaches offer perfectly coordinated shades of blue with sand ranging from soft white, deep golden, to sparkly black. You can swim in crystal clear waters with colorful gardens underneath.

In addition to great snorkeling and scuba diving, Vieques offers horseback riding and even a little surfing. Kayak through mangrove channels, hike nature trails leading to secluded beaches, go bicycling, book a fishing charter, and at night experience the magic of the bioluminescent bay.

*For shoreside assistance in Puerto Rico, please contact Jose Casanova at BWA Yachting at [j.Casanova@bwayachting.com](mailto:j.Casanova@bwayachting.com), or call +1787-948-2835. Please feel free to reach out to the IYBA Charter Professionals should you have any questions regarding Puerto Rico as a yachting destination.*

### Typical 8-day Puerto Rico Charter Itinerary:

- **Day 1:** Arrival Day, San Juan (SJU)
- **Day 2:** Explore Old San Juan and the Castillo San Felipe del Morro; dinner at Marmalade
- **Day 3:** Enjoy a Spa Day at the Dorado Beach, Ritz Carlton Reserve; dinner at Santaella
- **Day 4:** Board your yacht at Puerto Del Rey; cruise to Vieques.
- **Day 5:** Relax on Sun Bay Beach; lunch at El Blok Hotel; spend afternoon horseback riding. At night, if the timing’s right, enjoy an evening of new-moon kayaking in the waters of bioluminescent Mosquito Bay.
- **Day 6:** Cruise to Culebra, enjoy the magnificent Flamenco Beach – be sure to try a local Bushwacker Cocktail followed by lunch at the Dinghy Dock; afternoon swim with the sea turtles at Playa Tamarindo Reserve.
- **Day 7:** Cruise from Culebra to Old San Juan, dock at Club Nautico Marina, enjoy the afternoon at the Bacardi Rum Distillery Mixology Class, followed by salsa dancing at the local La Factoria in Old San Juan.
- **Day 8:** Disembark revitalized from San Juan (SJU).



# A SHORT CHECKLIST FOR DETERMINING WHETHER YOU NEED AN ATTORNEY FOR YOUR BROKERAGE DEAL

### Does my client need a lawyer on this deal?

This is a question a professional yacht broker should ask. The answer usually is yes. I know – imagine that, a lawyer telling a yacht broker to get a lawyer involved. For those who do not know me, I once was a yacht broker myself. I never hired a lawyer back then, afraid that a lawyer would derail my deal. Happily, my fears were misplaced. There are plenty of good attorneys that can help your clients, and in the process, keep you out of trouble.

As a former yacht broker-turned lawyer, I am going to give you a simple checklist to determine whether your client needs counsel. Completing this checklist is as close to practicing law as you should get. It is ok to keep advice limited to your area of expertise, and to punt on the details. A good maritime attorney will return the punt into the end zone by closing your deal and making you look good.

*If something bad happens, you will be blamed.*

if you, the broker, fail to observe this limitation, and show the boat to a U.S. resident, or worse, an undercover Customs agent, you could have a very serious problem. This would be a breach of contract between the broker and the owner, and the measure of damages applied will be “foreseeable damages”. It is foreseeable that the boat may be seized as smuggled contraband. This will be expensive. Have the owner get counsel before listing the boat.

Likewise, involve counsel if you are about to list a boat that is owned by an individual, and the individual wishes to lawfully avoid the imposition of use tax. At least in Florida, there are situations where

this can be done, but you should not give tax advice.

If something bad happens, you will be blamed. This could be aggravated by an allegation that you engaged in UPL.

The first two items on the checklist are:

- 1: *If a boat which you are about to list is owned by an entity, rather than an individual, have the owner obtain legal advice.*
- 2: *If a boat which you are about to list is not tax and duty paid, get a lawyer involved.*

### For Clients Making an Offer

Clearly yacht brokers may prepare purchase and sale agreements. If you fill in the blanks for the client, that's not a problem. The complexity of the deal will determine if you need a lawyer. It is best to engage counsel prior to the acceptance of the vessel so the lawyer can add a document list. To make sure your client can flag the yacht, and gets good title, they will need counsel.

When the conversation turns to “How should I take title?” or “What should I do about taxes?” or “Are we getting good title from the seller?” it is best to refer to counsel. These questions invite UPL with almost any response.

Once under contract, a buyer must determine how to own the boat. All non-U.S. citizens need a lawyer as they must flag with one of the offshore registries. Offshore flagging requires forming an entity, meaning a lawyer must be involved.

The third item on the checklist is:

- 3: *Unless you collect sales tax, the boat is duty paid, the buyer and seller are both individual U.S. citizens, and the boat is U.S. flagged, the client needs a lawyer.*

The more a yacht broker knows about these issues the better, if the knowledge is used to your benefit. With this three-item checklist, you will know when to refer counsel.

*Jeffrey W. Cox, Esq., is the founder of Cox & Company, specializing in maritime and aviation law. For more information, please call 561-747-8266, email [jeff@coxandcompanylaw.com](mailto:jeff@coxandcompanylaw.com) or visit [coxandcompanylaw.com](http://coxandcompanylaw.com).*



Before we address the checklist, note that the unlicensed practice of law (“UPL”) is common in our industry. In Florida, UPL is a third-degree felony. For perspective, another third-degree felony is the commingling of escrow funds. No reputable broker would do that, and the same should be true for UPL.

Some new client relationships start with a listing, others with offers to purchase. Let's start with the listing agreement.

### For New Listings

If you are listing a boat owned by a company, the client will need an attorney to prepare a resolution authorizing the sale of the boat. The law is clear – the preparation of corporate documents constitutes the practice of law.

If the boat is not tax or duty-paid, be very careful. The mere offering of the boat for sale may trigger a problem with U.S. Customs or the taxing jurisdiction of the state. If the owner wants to limit the marketing to exclude U.S. residents while the yacht is in U.S. waters, be aware that



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# ADA COMPLIANCE...AND THEN THEY CAME FOR THE YACHT BROKERS

On August 6, 2018, our firm issued a client alert warning of an alarming increase in federal lawsuits against the owners of websites that were not accessible to the blind. The actions were brought under the Americans with Disabilities Act (ADA) and represented a significant change from previous filings. Up to this point, ADA actions were largely brought against businesses that did not provide for wheelchair access, for their “failure to remove” architectural barriers in existing facilities.

Now, virtually any business could become the target for an ADA action. Yacht brokers are not immune. In fact, the industry reports increasing ADA compliance suits directed against brokers and brokerage businesses.

The ADA became law in 1990. A civil rights law, it prohibits discrimination based on disability, affording protection to Americans with disabilities, similar to Civil Rights Act of 1964, which prohibited discrimination based on race, religion, sex and national origin. Unlike the Civil Rights Act, however, the ADA also requires covered employers to provide reasonable accommodations to employees with disabilities. Almost as an afterthought, it imposed accessibility requirements on public accommodations.

It is difficult to remember, or even to imagine, a time before websites. But the ADA was passed almost 30 years ago. Websites, an almost universal part of business and life today, did not exist. They clearly were not contemplated by the ADA.

“Some years ago, when consumer business typically was conducted with brick and mortar establishments, legislation was passed allowing access to the business using ramps when stairs were inaccessible for certain disabilities. Today, much business is conducted via the internet, and when websites are not accessible to the visually impaired or the deaf, modification to the business’s website without changing the branding and the look of the website will enable universal access to business conducted through the internet,” said Virginia A. Jacko, president and CEO, Miami Lighthouse for the Blind & Visually Impaired, Inc.

Three factors have converged, resulting in the current spate of litigation. First, a leading case was decided in the Northern District of California in 2006, *National Federation of the Blind v. Target Corporation*. The case was a class action charging discrimination by Target because the visually impaired were unable to access information or to make purchases from Target’s website. The case established that a retailer could be sued based on the prohibition against discrimination by public accommodations contained in the ADA.

Secondly, even though the ADA does not provide for awards of money damages to the litigants, it does provide for an award of attorneys’ fees to prevailing counsel. For example, in the Target

case, the court awarded \$3,738,864.96 in attorney’s fees and costs to the plaintiffs, declaring the “plaintiffs have broken new ground in an important area of law” and noting that the “litigation [extended] important areas of disability law into an emerging form of electronic commerce that promises to grow in importance.”

And, of course, third, in the intervening years, almost every business in the country now boasts its own website.

The number of ADA lawsuits has increased significantly in the last four years. In 2017 alone over 7,600 lawsuits were filed as compared to a little over 2,700 such lawsuits in 2013, an increase of nearly 65%. ADA lawsuits continued on the rise in 2018 with website accessibility cases accounting largely for the increase. Florida and California, in particular, have seen substantial increases in new filings.

There are no federal government regulations that specify exactly what is required in order to comply. The Department of Justice indicated several years ago that it would issue regulations but has taken no steps to do so. The closest thing we have are guidelines published by the

World Wide Web Consortium—or W3C—a private group of experts. They are known as the Web Content Accessibility Guidelines (WCAG). Although they are not law, but only private industry guidelines, they were specifically referenced by the United States District Court for the Southern District of Florida in *Gil v. Winn-Dixie Stores, Inc.* (2017), in which Winn-Dixie’s website was found to have violated the rights of a visually-impaired plaintiff under the ADA.

An online search for “WCAG guidelines” results in dozens of companies offering to help website owners become WCAG compliant. Many contain automated compliance guides. Some are better than others.

The Miami Lighthouse for the Blind works with a number of organizations and individual companies to help with ADA compliance. For a reasonable

charge, depending upon the size and complexity of your website, Miami Lighthouse will perform a “test drive” of your website and provide an “accessibility audit report,” with recommendations for appropriate accessibility. There are reports of cases having been dismissed on the basis of an accessibility audit report, accompanied by evidence that the website owner is in the process of implementing the report. For more information, contact: Virginia Jacko at Miami Lighthouse for the Blind & Visually Impaired, Inc., 305-856-4176; [vjacko@miamilighthouse.org](mailto:vjacko@miamilighthouse.org), or visit [www.miamilighthouse.org](http://www.miamilighthouse.org).

*Leslie J. Lott is a founding partner of Lott & Fischer PL in Coral Gables, a law firm specializing in intellectual property law.*



***The industry reports increasing ADA compliance suits directed against brokers and brokerage businesses.***



# THE WHEELS OF PROGRESS GRIND ON

With a new Congress now in full swing, there is great divide with a Democrat majority in the House and a Republican president and majority in the Senate. As we all know from hearing the news, lots of contention regarding the election and alleged Russian collusion still rules the airwaves along with a seemingly limitless supply of sniping by both parties. In other words, business as usual.

That having been said, what does any of that mean for the marine industry?

Our most pressing agenda item continues to be Deferred Importation, and as we reported in recent issues, the matter is currently resting in the hands of the Office of Management and Budget (OMB). IYBA Executive Director Paul Flannery and Staley Weidman, chair of the IYBA Public Affairs Committee, visited Washington D.C. in December to explain the response to a Request for Information (RFI)



identifying barriers to commerce in the marine industry. Several sectors responded, from dredging to inland towing to defenders of the Jones Act.

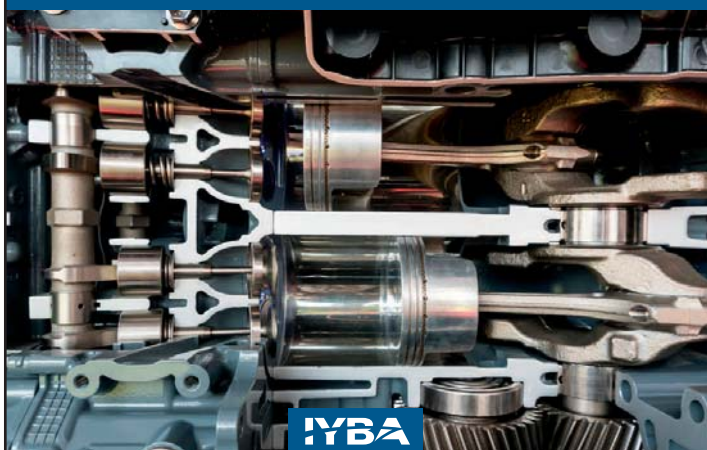
Comment from the bureau chief at OMB was that the recreational marine industry response, as prepared by Jennifer Diaz at Diaz Trade Law, was the most well thought out and professional response received from any sector queried. Unfortunately, the wheels of progress were slowed by the government shutdown that ended in mid-February as the OMB was furloughed for the entire shutdown. Having recently returned to work, the hope is that movement will commence quickly as this

identification of barriers was mandated by President Trump with an eye toward stimulating the economy through the marine industry.

We continue to monitor progress through Becker Law in Washington and Staley has returned to Washington, D.C., for some advocacy work at this writing. Any forward movement will be reported as it happens, and we currently hold great hope that administrative action through Executive Order will be the path success for this much needed legislation.

*Our most pressing agenda item continues to be Deferred Importation.*

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# GET TO KNOW YOUR BOARD MEMBERS: GARY SMITH, SYS YACHTS

Louisiana-born Gary Smith is a lifetime boater, scuba diver and aircraft pilot. With his family as crew, he has cruised the Bahamas, the Eastern Caribbean and headed as far south as South America. He spent a year voyaging aboard the 62-foot M/Y LADY ALISTINA, which, combined with owning other boats, gave him an extensive knowledge of all aspects of yacht ownership, cruising and living aboard.

Gary was one of first people in Florida to obtain his Certified Professional Yacht Broker (CPYB) designation. A member of the IYBA Board of Directors for over 10 years, he has served as its president and also as chair of several committees. In addition, he has served on the Certification Advisory Council in the CPYB Program.



**COMPASS:** How did you get started in the yacht brokerage industry?

**GS:** Growing up on the Louisiana coast, it is hard not to be a boater. It was a way of life. After a 15-year stint in the travel industry, I decided to turn my passion into my career. I've never regretted that decision. After purchasing a couple of yachts from SYS, I joined the company in 1998. It seemed they were having way too much fun and I wanted to be a part of it all.

**COMPASS:** What do you like best about selling brokerage yachts?

**GS:** Meeting all the wonderful clients and hearing their individual success stories. Also, it seems most are at a stage of their lives where they want to spend more time with family, to travel and enjoy themselves. Surrounding myself with a great team of highly ethical, dedicated and loyal yacht brokers is the most enjoyable aspect of the business.

**COMPASS:** What is the biggest challenge?

**GS:** The inventory of quality pre-owned yachts has been a challenge for the last few years. The fact that so few new yachts were produced a decade ago seems to be the cause. The answer has been to move some of these clients looking for later model yachts into new yachts. I feel this in turn will solve the problem in the coming years.

**COMPASS:** What advice do you have for new brokers trying to break into the business?

**GS:** Education is key – do your homework to learn all about the products available. Our importance to our clients only exists if we have quality advice for them, which means we have to know more than they do about the yachts and equipment. Look into the CPYB program as a future goal and be sure to attend all possible educational seminars that

are offered throughout the year.

**COMPASS:** How does owning your own plane help you in your business?

**GS:** Having an aircraft seems to go hand in hand with yacht sales. Offering to shrink travel times for showings, surveys, etc., seems to be of great convenience for busy clients. We even have been known to fly repair parts to stranded boaters in the past as well. Making our client's yachting experience the best it can be is always of the utmost importance. And, if we have a good excuse to meet them on a remote island,

that is even more reason to fly!

**COMPASS:** Do you currently own a boat?

**GS:** I've owned numerous boats over the years. Recently I owned then sold a 49 Eastbay and now a 30-foot center console keeps me out on the water.

**COMPASS:** What is your favorite boating destination?

**GS:** I've always enjoyed the Virgin Islands and the Grenadines for cruising and spend a lot of time in the Abacos. For me the island escapes are a way to recharge by getting away from the traffic and fast pace that sometimes exists here in Florida.

**COMPASS:** What is most important to you about being on the IYBA Board?

**GS:** Our industry is facing obstacles that will shape our future. One of these is our online platform. We as an association are working diligently to create a path forward that will assure our industry is protected for the decades ahead, by creating certain protections for our necessary systems and compiling a list of best practices for our membership. Also, governmental regulations such as import duties continue to hamper sales for our members. While a tough task, we have continued the fight to end or reduce these regulations.

**COMPASS:** What trends are you currently seeing in the yacht market?

**GS:** The smaller boat market seems to continue to move towards simpler maintenance, larger and larger outboards, all the while center consoles continue to grow to meet demand. The larger yachting market is quite different, and it may surprise some to learn that the U.S. market for larger yachts is still the largest force, while the economy of Europe has also remained strong, maintaining demand. The trend for sales of larger yachts is still upward and charters are still an integral part of identifying future owners. Charters for the Bahamas have turned a corner and seem to have come back to old levels once again.



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**ALLENBY & ASSOCIATES'**

Clifford Allenby is pleased to announce the following new Central Listings: 2011 104' Sanlorenzo Motoryacht RARE DIAMOND, asking price \$5.995MM; 1992/2018 140' Feadship Motoryacht NEVER ENOUGH, completely refit, asking price \$14.995MM; 2005/2017 92' Mangusta SportYacht KAMPAI, completely refit, asking price \$1.995MM. Any questions, please contact Jennifer King at 954-270-5119.



**AMIKIDS** is turning 50 this year! Since 1969, AMIKids has helped 136,000 at-risk youth and their families. Its origins began in Fort Lauderdale, when a Chief Juvenile

Court Judge was frustrated by seeing the same youth repeatedly. Instead of locking the youth away, he started sending them to work in marine research projects locally. This model became extremely successful, and the Associated Marine Institutes (AMI) nonprofit was formed and expanded across Florida. Today, AMIKids operates 44 programs in 10 states, and the AMIKids Yacht Donation Program is a national benchmark for its integrity and accountability.

**BAYPORT YACHTS** Broker Marc Thomas, central agent for **TIN MAN'S PRIDE**, a 2010 Custom Malle 70' Enclosed Bridge Sport Fisherman, reports there has been a recent major price reduction to \$3,950,000. **TIN MAN'S PRIDE** is the result of a knowledgeable owner's collaboration with internationally recognized yacht design firm Donald L. Blount and Associates, and a build team of seasoned custom boat builders. She is a superb statement of form, function, strength and beauty, featuring only "state-of-the-art" equipment, with over \$2 million in recent upgrades. **TIN MAN'S PRIDE** will be in docked in Fort Lauderdale after being on display in the Palm Beach International Boat Show. Full specs and photos at [www.tinmanspride.com](http://www.tinmanspride.com). Please contact Marc Thomas at 410-991-0939.



**BLUEWATER USA** is recruiting experienced sales brokers to operate globally from our offices in Fort Lauderdale. Applicants need to have solid and proven yacht brokerage experience of vessels over 24m/78', and need to be able to work independently, whilst benefitting from business, administrative and marketing support from the experienced Bluewater team. Applications will be treated in the strictest confidence and should be sent with CV to Ami G. Ira at [ami@bluewateryachting.com](mailto:ami@bluewateryachting.com).

## Welcome Megan Cashmore



IYBA would like to acknowledge the internship of Megan Cashmore from Ogden, Utah. Megan is assisting the IYBA this spring and summer with sponsorship efforts for the IYBA Golf Scramble and other activities.

Megan attended the University of Utah before relocating to Miami's Florida International University in 2017. An award-winning cheerleader, dancer, and dance instructor, she also earned a position as cheerleader for the Miami Dolphins in 2017. She currently is in her Junior year.

Megan grew up in yachting alongside her father on early voyages up the West Coast as far North as Alaska, and South to Cabo San Lucas. Visits to San Diego boat shows piqued her interest and upon moving to Florida, she decided upon a career in the yachting industry post-graduation.

**BLUEWATER YACHT SALES** is gearing up for the spring and summer with a multitude of regional shows and customer appreciation events. In addition, we are preparing to recognize our top performing sales staff at our annual meeting and awards banquet in April. The field was extremely competitive this year because 2018 was so strong across the board. As we continue into 2019, we are thrilled to see so many new models coming forward from our brands. We have just seen the release of the Regulator 26XO and are patiently awaiting the arrival of Viking's Billfish series, the Valhalla Boatworks line, and Sabre Yachts' 58 Salon Express. These announcements are generating excitement, so we are looking forward to success.

**BOAT HISTORY REPORT** was a proud presenter at the National Association of State Boat Law Administrators BLA Workshop. The presentation, led by Caroline Mantel, included a joint effort between NASBLA and the USCG on the topic of State Assigned HINs. Over the past several months, Caroline has organized calls with leaders from the USCG Boat Compliance Division and members of the Vessel Identification Registration and Titling Committee under NASBLA, to help to shape a policy document that will provide greater guidance, consistency, and enforce-ability for states issuing state assigned HINs to vessels. The policy was presented to the Boating Law Administrators and additional USCG members during the workshop.

**BRADFORD MARINE** announces that it has agreed to terms to be acquired by Fort Lauderdale Yacht Harbor, LLC ("FLYH"). Both the Fort Lauderdale and Freeport Grand Bahama properties will continue operations as normal and will retain the "Bradford Marine", "Bradford Marine Yacht Sales", and "Bradford Marine Bahamas" names under FLYH ownership.

Paul Engle, president of Bradford Marine, commented, "I am very pleased with the new ownership. John Kelly and son Michael are highly knowledgeable and informed as to the needs of yacht owners, captains, and crew given their long-time passion for yachting. They have plans



for substantial enhancements that will be greatly welcomed by our customers.

**CHEOY LEE** got a new look with the launch of our new brand, CL Yachts, featuring the CLA 76 and CLB 72 motoryachts. Both models can be seen at our Fort Lauderdale offices. The official launch party at the Miami Yacht Show resulted in the sale of the first yacht under the new branding.

We have several hulls under construction available for sale through the broker community, including multiple CLB 72s set to arrive in 2019, followed by two new models, an 88 foot and 90+ foot yacht, set to launch in 2020. For more information, please contact Panu Virtanen at 954-527-0999 or visit us at [www.clyachts.com](http://www.clyachts.com).



**DAVID WALTERS YACHTS** will represent Italia Yachts throughout North America through its offices based in Fort Lauderdale, Naples, Annapolis, Santa Barbara and Newport, coordinated by the Italia Yachts USA headquarters in Milford, Conn.

"Italia Yachts blend performance sailing with comfort cruising in a way that has eluded other builders. Our partnership with Italia Yachts is exactly in line with our values and the caliber of yachts we love to sail – and sell. Sailors in the U.S. can look forward to seeing Italia Yachts on the water and on the racecourse," said Josh McLean, president of David Walters Yachts.

**GALATI YACHT SALES** announces the sale of a 2013 Benetti 121 with tender. Galati Yacht Sales' Jason Lozeau had the privilege of assisting his buyers with the purchase of a 2013 Benetti 121, previously named NOMADESS. The sellers of this luxury yacht were represented by J.D. Crawford of Fraser Yachts. NOMADESS was asking \$10,500,000 and will be renamed NAMASTE.

**GLOBAL MARINE TRAVEL** is thrilled to announce that in February 2019, V.Group, the leading global marine service provider, has acquired Global Marine Travel (ISS GMT). The move combines V.Travel with GMT's industry-leading marine travel expertise and brings greater scale to the combined operations. We look forward to supporting V.Group's strategic aim to transform the marine industry, through our companies' ability and commitment to offer a truly global, 24/7 travel operation, and to the same level of service you have come to expect since opening our doors in 2001. Headquartered in Fort Lauderdale, V.Group's in-house travel agency V.Travel and GMT will be led by Tim Davey, now managing director of the combined marine travel operations at V.Group. For more information, please visit: [www.flygmt.com/news](http://www.flygmt.com/news).



GMT adds that this is a great time to pull your passport and check the expiration date in preparation for the Here-Before-You-Know-It shows/events over spring, summer and fall. Almost all countries require three months' validity from your return date in order to clear their Immigrations, and some have a six-month validity requirement.

**GREAT SOUTHERN YACHT CO** would like to welcome Kevin Lack to our sales team. Kevin brings 20 years of both new and preowned yacht sales experience. He is recognized by the industry as a sportfish expert and has managed several new construction builds with manufacturers such as Viking Yachts, Tiara Yachts and Custom Build Yachts. Kevin has consistently been a top producer in the industry and understands what it takes to exceed any customer's expectations. Great Southern Yacht Co is excited to have Kevin on board and know he will be a great asset to us and our clients. Welcome Kevin!

**HAMPTON YACHT GROUP OF FLORIDA** would like to congratulate Monty Miller for the sale of the 2007 Hampton 630 Motoryacht SPY. Calling all owners of Hampton or Endurance Yachts! Registration is open for the exclusive Hampton Owners Rendezvous taking place at Bahia Mar Resort & Marina, Sep. 19–21, 2019. This annual event promotes fun, fellowship and owners' education among our V.I.P. Hampton owners and their families.

*Continued on page 30*

## IN MEMORIAM



Julie Pyle Nicholson of Nicholson Yacht Charters was a pioneer in the yacht chartering industry in Antigua, West Indies starting in 1954. She married Rodney Nicholson that year, and together with Commander V.E.B. Nicholson, they launched the crewed yacht charter industry in Antigua, West Indies.

Julie attended Smith College and sailed around the world with Captain Irving Johnson aboard the

93' Brigantine YANKEE in 1953. She loved the yacht chartering industry, and she is dearly missed by her family, Dana, Libby and Shelby Nicholson, and three grandchildren, Tristan Frisell and Christie and Russell Long.

She died peacefully on February 27th, 2019 with her family around her.

*Continued from page 29*

**HORIZON YACHT USA** will debut the new FD77 model alongside the FD87, E88, V68 and PC65 at the Palm Beach International Boat Show. The FD77 Hull One has been customized for the U.S. market,



featuring a 23' beam and spacious on-deck master suite, with three further guest staterooms on the lower deck plus private crew quarters aft of the engines. This first FD77 showcases a spacious open

bridge with a fixed windshield, while an enclosed (Skyline) version is an alternate option. We invite you and your clients to visit Horizon on Ramp 1, slips 101-104, or contact 561-721-4850; sales@horizonyachtusa.com.

**INTERMARINE** had 50+ boats total between the Miami Yacht Show and the Miami International Boat Show. We are pleased to announce the sale of the 2017 Prestige 680, as well as adding a new listing of a 2018 Princess 49 Flybridge. 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 954-665-7138. Employment opportunities available, inquire within.

**MERLE WOOD & ASSOCIATES** is proud to announce that Sharon Abramson has joined the company as a marketing manager based in Fort Lauderdale. After spending over a decade in newspapers, Abramson entered the yachting industry in 2015 and has held marketing and PR roles at the Marine Industries Association



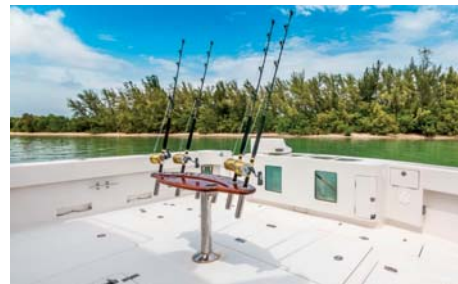
of South Florida (MIASF), Denison Yachting and Robert Allen Law.



Merle Wood & Associates also is proud to welcome back Skip Morris as a yacht broker based in Fort Lauderdale. Morris, who was part of the Merle Wood & Associates team from 2000-08, has more than 40 years of experience in the yachting industry.

**NAUTICAL VENTURES** announces the launch of the BRABUS Shadow 800 by Axopar, the result of an exclusive alliance between Axopar Boats and the BRABUS GROUP Germany. Utilizing precision German technology, BRABUS' core capability is in re-engineering significant performance upgrades, interior improvements and exterior styling enhancements. BRABUS (a \$1.2 billion-dollar company), is a recognized world leader in luxury and performance optimization. An initial production run of only 20 hand-made BRABUS Shadow 800 by Axopar boats will be built and referred to as the 'One of Twenty'. Interested brokers should contact: Roger Moore at +1-954-926-5250.

**NEPTUNE GROUP YACHTING** announces: "ANDIAMO x Two!" The company recently added two new yachts to its charter fleet: ANDIAMO, Monte Fino 82', and ANDIAMO, Symbol 92'. They have the same name but are both very unique boats. The Symbol has a large aft deck equipped for fishing with a live bait tanks, heavy fishing gear and built in deck freezer to keep your catch cold. The Monte Fino is one of the largest volume enclosed bridge motor yachts available in this size range. Both boats are available for charter in Florida and Bahamas.



**PETER KEHOE & ASSOCIATES** is pleased to announce our exclusive representation of Newcastle Shipyards. For further information, contact Peter Kehoe at 954-931-4360.



**PIER ONE YACHT CHARTERS** is happy to welcome Carolyn Sweet to its charter team. With roots in the Midwest, Carolyn discovered her love of the sea after moving to the Virgin Islands. Led by her desire to spend her days on the crystalline waters of the Caribbean Sea, it wasn't long before she began working as Chef and First Mate on a crewed charter catamaran. This position ignited her passion for the marine Industry as a whole, but also for helping others map out these amazing trips. Her gregarious nature, outgoing personality, and passion

for travel position her perfectly to help her clients plan their dream vacations. Carolyn will be based in Pier One's St. Petersburg office.

#### SCHOONER YACHTS

is proud to announce it has been appointed as the exclusive dealer for Norseman Yachts and DHS Yachts for the East Coast of the United States. Both builders offer a complete line of semi-custom motoryachts between 45 and 90 feet. The initial focus will be on the FreeOcean line by Norseman. The FreeOcean product line is reminiscent of the classic fast trawler – lots of solid wood and polished stainless steel on the inside and outside underline the ship-like character on these fine semi-custom vessels, which are available between 35 and 60 feet. A 2019 demo vessel is available in Fort Lauderdale for showing.



**SEATTLE YACHTS**, a premium new boat dealer and yacht brokerage firm with offices in the Pacific Northwest, Southern California, and South Florida, has reached an agreement with Legacy Yachts to become the exclusive dealer in Florida and California. These new territories are in addition to Seattle Yacht's existing territory of Washington, Oregon, and Western Canada.



“Legacy Yachts are an exceptionally well-built Downeast yacht that fits perfectly with the other new brands we carry,” said Peter Whiting, managing partner of Seattle Yachts. “The popularity of the classic Downeast combined with the cutting-edge technology at the Tartan factory we believe will be a winning combination in our markets.”

**SUPERYACHT SALES AND CHARTER** is celebrating its 3rd anniversary. We are delighted to announce the opening of our New England office in Newport, R.I. The addition of our Newport Shipyard location, along with full-time sales and management staff, is the next step to building on our long-standing relationships with customers up and down the East Coast.

We are also very excited to announce that Superyacht Management is growing with the addition of Rick Buell (formerly of Campers and Fraser), who joins our ranks as director of yacht management. He brings over 25 years of experience and contacts in the industry that will only serve to strengthen our support for owners and crew alike.



**SYS YACHT SALES** wants to congratulate the new owners of the 86' Burger MY SEBER, formerly known as HI-BANX! Chuck Royhl was the listing and selling broker.

**TVPX YACHT ESCROW** announces that it now provides escrow services for yacht transactions. The TVPX group has extensive experience handling client funds in sales of high-value assets. Jeffrey Towers, president, says, “Introducing unbiased professional escrows into the yacht transaction process promotes the common goal of a smooth, predictable closing and increases the confidence levels of buyers, sellers, brokers and other parties.”

Lacey Perna, AVP of TVPX, adds, “The Addendum for a third-party escrow will be available on the IYBA website, allowing parties to easily incorporate a secure third-party escrow into their yacht transactions.” For more information, call TVPX: +1-978-610-1234.

**UNITED YACHT SALES** is off to a fantastic first quarter and should exceed sales from the same quarter in 2018. The most notable sale for the first two months was VISION, 2003/2014 Westport 130'. We also would like to welcome new brokers Brad Benton, John Kellogg, Blake Michaleski, Greg Raspa, and Danny Sullivan.

United Yacht Charter Division reports the addition of KAYLIANNA MARIE, 84' Horizon, as new to our charter fleet based in Fort Lauderdale winter/spring 2019 and New England, summer 2019. She sleeps six to eight guests with two-to-three crew, with rates at \$39,500 a week for up to eight overnight or \$6,583 a day for twelve guests plus expenses.



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# Cover All Your Trips with One Travel Insurance Plan!

By Clayton Swart,  
MHG Insurance Brokers



As a busy yacht or charter broker, you are always on the move. Whether you are viewing a yacht, going to a client meeting or heading to a boat show, it is safe to say brokers lead a life of constant travel. While all those trips abroad can be a perk, the lack of appropriate health insurance coverage could expose you to serious financial liability should a medical emergency arise when you are away from your home country. Travel insurance can provide key medical benefits in the event of an accident or illness such as the flu, food poisoning, or even a heart attack or stroke.

## Does My Existing Health Insurance Plan Provide International Coverage?

Probably not! Many people are under the assumption their health insurance covers them while they are traveling internationally, but that is not always the case. If you review your policy, you may find it does reference coverage outside the U.S. for “emergency only” or similar. Even carriers that do provide international coverage often place a restriction of no more than 30 days spent outside the country in a year, and require proof.

It is important to be aware that in virtually every case, you will have to pay the full cost of medical care you receive abroad up front. Then, when you return to the U.S., you will need to file a claim for reimbursement which can be an arduous process. Your insurer may also require an itemized bill of your medical expenses in English.

## Does My Socialized Healthcare Provide the Coverage I Need?

Non-U.S. residents may think that since they have coverage via a socialized healthcare system in their home country, they are fine, but they may find they are liable for their medical costs when traveling internationally. Relying on your home country's socialized healthcare could put you in a precarious situation. Once you leave the country providing coverage, many times the coverage goes away, leaving you fully responsible for any medical costs.

For example, if someone from the UK does not obtain a travel insurance plan, they may only have coverage in the UK and the EU. Experiencing an accident somewhere in the Caribbean could be quite costly, and far worse if it is in the U.S.!

## What Are My Options?

If your insurance provides inadequate coverage for international travel, consider purchasing a travel insurance policy. There are two types of travel policies, Multi-trip and Single-trip. Benefits include coverage for emergency medical treatment, international emergency care (including emergency medical evacuation), repatriation, and emergency reunion, among other benefits. Plan members also can locate a provider and receive referrals for Western-style healthcare facilities. Other useful services include travel document replacement, lost luggage assistance, emergency travel arrangements, and translation services. (It's important to note that neither plan provides coverage for wellness checkups, and only limited coverage for pre-existing conditions.)

So, which plan is right for you? That depends on how often you travel! Designed for frequent travelers taking multiple trips of up to 45 days per year, Multi-trip travel insurance is a short-term international travel plan that offers the ease and convenience of purchasing a single annual plan at an affordable annual premium. There is no limit to the number of trips, simply a maximum number of days per trip. Priced around \$200 for the year, it is an affordable, hassle-free way to cover all your international trips. (A deductible may apply.)

## Single-Trip Vs. Multi-Trip Plans

A Single-trip plan provides coverage for one trip outside of your home country from 5 days up to a maximum of 364 days. It offers the same benefits as the Multi-trip plan, but it requires you to sign up each time you leave your home country.

Depending on how often you travel, the Multi-trip plan may offer a significant cost savings compared to insuring each trip separately with a Single-trip travel insurance plan. Easy online enrollment with next day coverage is available for both plans.

While you are planning your travel for the upcoming quarter or year, it is important to take the time to understand your health insurance policy and determine whether it leaves you with a gap in coverage. If so, thoroughly research your travel insurance options and purchase a plan from a reputable company that fits your requirements.

**Clayton Swart is a Business Development Manager at MHG Insurance Brokers. To learn more about travel insurance or if you would like to discuss your specific insurance requirements, contact Clayton at 954-383-3635 or [claytons@mhginsurance.com](mailto:claytons@mhginsurance.com).**





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by **Kevin Ralph**, Worth Avenue Yachts

# YOUR IYBA.PRO VESSEL PORTAL MEMBER TESTIMONIAL

While we are all familiar with the most commonly used “MLS” systems and portals available in the boating space, IYBA’s newly launched IYBA.Pro Vessel Portal has some game-changing features that I believe warrant further exploration and discussion by the industry.

## SEO & Customization

Whether you are an individual, a team or a company, getting noticed in today’s digital world is getting harder to do. There is currently no other yachting “portal” that sets out to optimize your digital footprint and gives you SEO benefits right out of the box.

As the only “open source” boat portal software that I am aware of, the IYBA.Pro software can be customized in an unlimited fashion, allowing you to focus on providing unique features and fields that are important to your (potential) customers. For example, if you want to have a field that specifies the number of “rod holders”, it can be added – making this information unique and searchable, increasing your SEO in the process.

## Flexibility & Tracking

The current IYBA.Pro system is extremely flexible as to where you can display your information and how much of this information you want to share. If you wish to share minimal information with brokerages while feeding all of the information to your website and third-party websites, add video and other links, all of this is easily managed. You can keep all your photos in one place and designate whether they be used for sale, charter or brochures; add vessels for an internal database – it’s limitless.

Customizable forms for company and personal marketing and links to all social media platforms are available.

As an individual salesperson, it is hard to keep track of clients, especially when sending out e-mail blasts; the client often can end up contacting someone else within the company. The unique IYBA.Pro digital ID allows the company website to recognize which broker’s



***The IYBA.PRO software can be customized in an unlimited fashion.***

email blast the client responded to and credits the broker, displaying his/her contact information on the company website, so that individual gets credit and hopefully a call back.

On a final note, while it is still a work in progress, I found the IYBA.Pro development team to be very responsive to suggestions and there is an extensive database of videos and “how to’s” on the portal that explain this robust tool.

The more the industry uses and embraces a cohesive, accurate “central database” of knowledge, the better off we are and the more we can concentrate on the “selling” of boats!

*For more information on the IYBA.Pro Vessel Portal, please visit [www.iyba.pro](http://www.iyba.pro).*



## New Members

### Professional Active

**Dirk Johnson** – Perini Navi USA

Sponsors: Bruce Leffers & Thom Conboy

**Jeffery Ferguson** – JAF Consulting LLC

Sponsors: Tom George & Clifford Allenby

**Hal Slater** – Brewer Yacht Sales

Sponsors: David Benson & JP Skov

### Professional Associate

**Miriam Lach** – Lenton Yachts

Sponsors: Peter Lenton & Jose Arana

**Kevin Callahan** – Moran Yacht & Ship

Sponsors: Sean Zamora & Joe Marino

**Tommaso Bilotta** – Camper & Nicholson's

Sponsors: Grant Henderson & Paul Burgess

**Brett Horowitz** – Denison Yacht Sales

Sponsors: Bob Denison & Paul Burgess

**Christopher Callahan** – Moran Yacht & Ship

Sponsors: Sean Zamora & Grant Henderson

**Barbara Burke** – Curtis Stokes & Associates

Sponsors: Curtis Stokes & Joe Zammataro

### Non-Florida Broker

**Scott Jones** – IYC

Sponsors: Mark Elliott & Frank Grzeszczak Jr.

### Support

**John Gaffney** – Northrop and Johnson

Sponsors: Kevin Merrigan & Crom Littlejohn

**Sherry Shropshire** – SYS Yachts

Sponsors: Gary Smith & Bob Saxon



by Kelly Skidmore, MIA SF

## CLEANING UP OUR ACT

Celebrating its 42nd year, the Broward County Waterway Cleanup is the county's largest and longest running environmental event. Presented by the Florida Inland Navigation District and organized by the Marine Industries Association of South Florida (MIASF), the Waterway Cleanup invites thousands of volunteers to don hats, gloves, sunscreen, and closed-toed shoes, register for any one of the numerous sites around the county, and devote four hours to picking up more than 30 collective tons of trash and debris from the land and inland waterways at parks, boat ramps, and marinas.

Held this year on Saturday, March 2nd, the Waterway Cleanup also is a great way for Broward Countians to meet each other, complete a rewarding task, and have a lot of fun. Many of the county's 31 cities are very involved in the event and provide a consistent source of volunteers and site coordinators, who managed individual cleanup sites, collected volunteer waiver forms, and distributed everything from garbage bags to drinking water to scout patches and community service certificates for students.

For the second year in a row, local artist Steve Diossy donated his incredible talent, creating one-of-a-kind poster and T-shirt art to promote the Waterway Cleanup by modifying his well-known "Raw Bar" underwater characters to be holding trash they picked out of the water. Adding this fun art element creates a subtle reminder that garbage in our waterways negatively impacts the delicate ecosystems of fish and wildlife.

Many groups, clubs, and neighborhoods organized themselves and took on the cleanup of an entire site, most of which were equipped with dumpsters donated by Dumpster King and Rush Roll-Off and Recycling – two of the event's important sponsors! Hundreds of people participated by boat, canoe, kayak, and paddleboard, piling bags of

trash and large items of debris onboard their vessels as they meandered through the waterways.

With just over 40 sponsors, the Waterway Cleanup is a true community event, with some businesses hosting company picnics and others providing floating barges for youth groups. In addition to F.I.N.D. and Broward County,

*Photos by Anne Kollb*



JM Family Enterprises, 4Ocean, Save the Sea Turtles Foundation, Publix, and Starbrite were major sponsors.

"Volunteers and sponsors are the life-blood of the Waterway Cleanup," said Nicole Hoekstra, MIA SF event coordinator, "and some of these devoted stewards of our environmental resources have participated in every Cleanup since its inception. Without the dedication of these individuals, the enormity of this event would be overwhelming."

***Hundreds of people participated by boat, canoe, kayak, and paddleboard, piling bags of trash onboard their vessels.***

Over the years, volunteers have found some expected items in our waterways, like tires, lawn furniture, bicycles and shopping carts, and

some unexpected items as well, including a hand grenade, an ankle monitor, and even a toilet. This year, volunteers found a Louis Vuitton purse and wallet that had been stolen the night before (minus the cash and phone). Of course, plastic bottles, fishing gear, balloons, cigarettes, and assorted trash are always found in large supply, as are coconuts and palm fronds.

Another major component of the Cleanup is the scholarship competition. As part of the annual Waterway Cleanup, MIA SF hosted its essay and short story writing contest for middle and high school students in Broward County. The dozens of entries focused on the role our waterways play in our community, whether historically, economically, or environmentally. Middle and high school students also were encouraged to submit recycled art projects.

After the cleanup, volunteers were treated to a fun-filled thank you party called the Trash Bash, held at Lauderdale Small Boat Club, one of this year's 38 cleanup sites. Food, drinks, live music, and raffle prizes were in abundance at the event and the high school essay contest winner was awarded a check for \$500, while the middle school short story winner and the recycled art contest winners received \$250 each.

The Broward County Waterway Cleanup is an event that appeals to people of all ages. Volunteers over the years have been as young as 2 and as old as 97. For more information on how to get involved, visit [www.watercleanup.org](http://www.watercleanup.org).





*Photos by Suki Finnerty, YachtingToday.TV*

## IYBA ANNUAL MEETING & DINNER

The Dalmar Hotel | Fort Lauderdale  
January 26, 2019

The new Dalmar Hotel was the site of a gala evening for IYBA members who met and mingled, dined and danced the night away to the sounds of the Shane Duncan Band. Many thanks go to sponsors Bank of America, Benetti, Cox & Company, Informa, Gregory Poole/Pantropic, Moore & Co., and Yachtworld, without whom this festive annual event would not have been possible.







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# IYBA Membership Application

## PROFESSIONAL

- ☐ **Professional Active** \$250 *Florida licensed owner, principal, manager of brokerage firm - Employing Broker*
- ☐ **Professional Associate** \$100 *Florida licensed broker or salesman of member firm*
- ☐ **Support** \$35 *Unlicensed employees of member brokerage firms*
- ☐ **Non-Florida Broker** \$150

## CHARTER

- ☐ **Charter Active** \$250 *Owner, principal, manager of charter yacht firm*
- ☐ **Charter Associate** \$100 *Employees of charter firm*

## AFFILIATE

- ☐ **Affiliate Active Licensed Brokers** \$400 *Owner, principal, manager of marine industry firm*
- ☐ **Affiliate Associate** \$100 *Employees of marine industry member firm*

## Applicant

First Name		M.I.	Last Name
Company Name			Position
Company Address			
City	State	Zip	Country
Fla. License No.			<input type="checkbox"/> Broker
Expiration Date			<input type="checkbox"/> Salesperson
E-mail		Phone	Fax
Type of Business			Website

## IYBA Member Sponsors

1) Name	Company Name
Phone	
2) Name	Company Name
Phone	

☐ I agree that, if approved for membership to the International Yacht Brokers Association, Inc., to abide by the By-Laws and Code of Ethics of the Association, a copy which I have read. Check for \$ \_\_\_\_\_ enclosed payable to IYBA.

Applicant's Signature

Date



INTERNATIONAL YACHT BROKERS ASSOCIATION  
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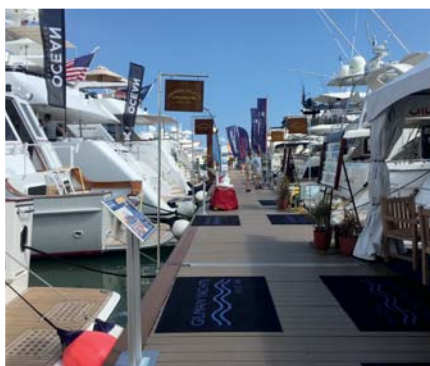
*Photos by Suki Finnerty, YachtingToday.TV*

## MIAMI YACHT SHOW 2019

One Herald Plaza | Miami, Florida  
February 14-18, 2019

IYBA members came out in force for our signature yacht show at its brand new location in downtown Miami, and photographer Suki Finnerty caught up with a number of them on the show docks. Some were exhibitors showcasing new yachts, brokerage yachts, and other products and services, while others guided their clients through the show's many displays.

"The move to One Herald Plaza made it more convenient for our members to get to and work the Miami Yacht Show, and the new setting was a more upscale experience for their clients," said Paul Flannery, IYBA. "We are delighted with the show's success and look forward to making next year's edition even better."





# JOHN NEWTON & THE GRAND BANKS

There is either a Grand Banks, or a replica of the trawler design, in almost every marina in the world. But very little is known about how that boat – the whole class of cruising trawlers, in fact – came to be. Most histories of the brand are limited to a terse sentence about how Robert Newton and his sons, John and Whit, founded American Marine.

In fact, it was John Newton who started the company, the fulfillment of his lifelong dream to build boats. “It’s all I ever wanted to do,” he said.

John Newton arrived in Hong Kong in 1957, at the age of 26. He had a fresh diploma with a business degree in production management, and a minor in engineering. He was married to Deirdre, had two small children, and already had completed his service in the U.S. Army. John built one test boat in the back lot of his father, Robert’s, bottling company with the help of his first hire, Joseph Kong, an apprentice boat builder.

“When we started the boatyard, everyone laughed,” John said. “They told us, ‘You are out of your mind.’ We were out in the new territories, miles from town with no bus service and no local people within walking distance. It was just a small piece of beach about 30 feet wide and a hundred feet long. There was no water, no electricity ... It was just Kong and I, and then Tony Fleming, and later my younger brother Whit. We just didn’t know it couldn’t be done.”

Between 1956 and 1962, before any Grand Banks were put into production, American Marine built a wide variety of yachts — over 200 examples of the most beautiful custom boats of the era. Many of the sailing yachts would go on to become famous international ocean racers. The jobs that informed the beginnings of Grand Banks would be the multi-orders of the MYSTIC, SEAWITCH and MAYFLOWER. American Marine also was building the Booth Bay 33 sedan cruisers designed by Ken Smith of Maine, who would go on to design the Grand Banks.

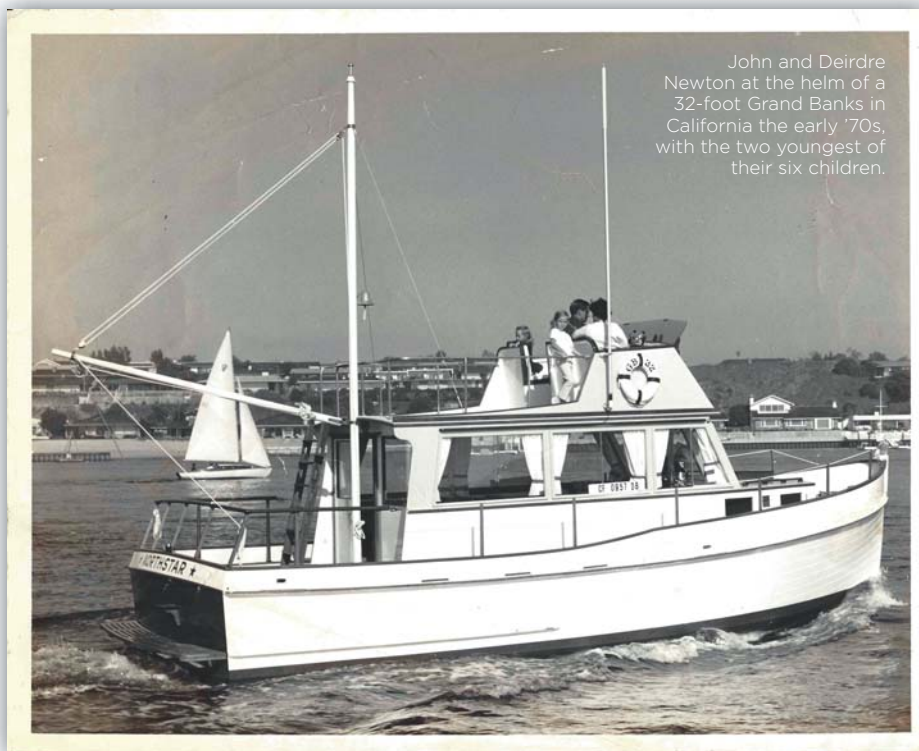
One evening, when John returned to Hong Kong with the plans for the boat that would become the Grand Banks, he helped his wife Deirdre put their five children to bed, then unrolled the plans on the kitchen table with a flourish...that was met with stunned silence.

“Deirdre said, ‘John, that is the ugliest boat I’ve ever seen,’” he recalls, laughing. “And I told her, ‘Don’t worry, I can fix it.’”

John has said that Ken Smith “designed the part of the boat the ocean sees,” while he handled the rest based on what he had learned in the custom boat building business.

“It was the ride, it was how the Grand Banks felt. If the owner/captain felt good, everyone onboard was happy. When at the helm in any sea condition, he could turn the wheel and everything felt solid and good and honest and comfortable. The owners didn’t know why it was a better boat and they didn’t care. It was love at first ride.”

When John, Kong, and Whit left American Marine, John tried retirement, Kong started his own brand with Harvey Halvorsen of



John and Deirdre Newton at the helm of a 32-foot Grand Banks in California the early '70s, with the two youngest of their six children.

Australia, and Whit went into the high-end office furniture business. Later, Fleming would start Fleming Yachts which John said he thinks is by far the finest cruising yacht (long range diesel cruiser) being built today.

Bored with retirement, John went on to set up in Honduras and build the cold-molded AMAPALA, a sportfishermen designed by Larry Drake, as well as the Halsey Herreshoff-designed Herreshoff Cat Ketch. Then in Texas, John built the Richard Black-designed Sparhawk cat ketch, both ketches with freestanding carbon fiber spars.

John eased out of the boat building business in the early '90s, and switched to another profession – inventor. He invented high-tech substitutes for bronze underwater hardware including the Strong Seal, a shaft seal used by many of the premium yacht builders today. John then turned his attention to special valves used in the agricultural, food and beverage industries. He has about 60 patents to his name.

Today, John lives in Vero Beach where he manages the valve company with his daughter, Gillian Callaghan. He owns a 38-foot Laguna built by American Marine in Singapore in 1972, moored at the Vero Beach Yacht Club. His son, IYBA Board member Robert Newton III (featured in the February/March issue), is still involved in the boat business. In all, John has 6 children, 17 grandchildren, and 6 great grandchildren.

Although no longer intimately involved in boat building, he looks back on the Grand Banks days with fondness.

“You can’t imagine how much fun it was to be able to create something that brought so much pleasure to so many people. I am truly blessed.”

*It was love at first ride.*



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