

OCTOBER/NOVEMBER 2019

COMPASS

YB&A

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International Boat Show -
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Pg. 8

Make it Better
in the Bahamas
Again Post-Dorian

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EVENTS

October 9
Charter Seminar
Bahia Mar Yachting Center, Fort Lauderdale

October 9
Charter Open House
Bahia Mar Yachting Center, Fort Lauderdale

October 15
Yacht Sales & The Law Seminar
Embassy Suites, 17th St., Fort Lauderdale

November 27-28
IYBA Monaco Summit
Monaco Yacht Club, Monaco

*For more information & registration,
visit www.IYBA.org.*

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FROM THE HELM

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

IYBA.ORG: YOUR GO-TO SOURCE FOR THE BUSINESS TOOLS YOU NEED TO SUCCEED

Holy Moly, is it time for FLIBS again already?? Time seems to move so quickly that sometimes I feel like there is a 12-volt battery in my 6-volt clock.

I hope you had some good opportunities to rest and spend time with loved ones this summer as well as prepare for the upcoming boat show season. In our attempt to assist in your preparations, I am happy to report that IYBA held two incredibly successful Yacht Sales Summits in June and August in Fort Lauderdale and Sarasota, respectively. Attendance was at high levels at each event and the crowd seemed to be quite pleased with the content, presenters and learning opportunities. Thank you to the IYBA Board members who developed the agendas and to the sponsors who made it possible to bring these valuable events to you.

Up next is the Charter Professionals Seminar on October 9th at the Bahia Mar with a great educational program, followed by a Charter Open House where the crews always put their best foot forward to impress attendees. This seminar will be followed closely by Yacht Sales and the Law on October 15th at the Embassy Suites Fort Lauderdale, so go to our website (www.iyba.org) and register while there is still room. We have great lineups of speakers and topics so don't miss these opportunities to stay sharp.

Monaco Summit

Following these two domestic programs and ending the 2019 educational agenda will be a two-day IYBA Summit on November 27th & 28th in Monaco. The Monaco Summit will focus on Newbuilds and Refits on Day One and Yacht Sales, Charter and the Law on Day Two. We will have at least eight shipyards represented as well as legal, insurance and finance experts from all across the globe to bring valuable content to our attendees. Mark your calendar and reserve your space

for this powerful learning opportunity.

When you go to www.iyba.org to register for an event, you will notice an all-new feel and functionality to our Association website. We felt the need to bring the elements of our digital offering to you in a more structured and digestible format, so we started with a clean sheet of (digital) paper and tried to focus on what is important for the yacht sales and affiliated industry professionals to have at their fingertips. The new site is more elegant, considerably faster and provides you with all of the tools we have to offer in a logical and easy to use format. Links to the IYBA.PRO Vessel Portal search engine, Documents, News, Boat Show Calendars and more are easy to find and lightning fast. Our goal is to provide you with a convenient and functional platform from which to access all the tools you need to be successful in your yachting business pursuits. More functions will follow as we develop our capabilities to serve you. We hope this will become the "go-to" place for your business success needs.

You will notice an all-new feel and functionality to our Association website.

As you read this edition of *Compass*, IYBA staff just will be returning

from attending the European shows. The Cannes Yachting Festival introduced a new format for the show with more new boat offerings in Vieux Port and an expanded Port Canto. Genoa remains an important part of the circuit and Monaco never disappoints with its unique "Disneyland for Billionaires" atmosphere. I'd like to extend a big thank you to all those who visited us at Jack Monaco and especially to leadership at International Superyacht Society for co-hosting the Friday networking breakfast! Great associations working together to bring educational and networking opportunities to their members is what assures a vibrant future for our industry.

Speaking of *Compass*, we hope you are enjoying the new flow and format that we have embraced for the magazine. We feel it is important to keep in mind that first and foremost this is a newsletter providing relevant information to our members. We have chosen our departments to bring information relevant to all areas of our membership and we hope we are accomplishing that task. If you have topics or interests to suggest that you feel would be relevant to the membership, feel free to drop us a line at compass@iyba.org and we will make our best effort to research and present quality information on those subjects.

It is an honor to continue to serve you as Executive Director and my distinct pleasure to be afforded the opportunity to make a difference. Thanks for your help and support toward that end.

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

Cheers,

Paul

Paul Flannery



IYBA members and colleagues at the successful IYBA reception at Cave 1862 during the Cannes Yachting Festival

HELP MAKE IT BETTER IN THE BAHAMAS AGAIN!

by **Nicole Caulfield**, *RJC Yacht Charters* & **LJ Houghting**, *Churchill Yacht Partners* –
IYBA Charter Professionals Committee

Many of us in the yachting industry, especially those of us located in South Florida, have spent some of the best times of our lives cruising in the Abacos. That goes for yacht owners and their guests, charter clients, anglers, captains, brokers, charter brokers, yacht manufacturers who stage their annual photo shoots in the Sea of Abaco's clear blue-green waters, and dozens more industry professionals and their

families who just can't get enough of the place. And Grand Bahama, a popular stopping-off spot en route to the Abacos, also holds a warm spot in our hearts.

So, starting on September 1, when Hurricane Dorian hit these islands dead on at a Category 5 strength, our collective hearts were broken.

As soon as the news of the devastation in the Bahamas reached South Florida, our industry's response was immediate. Members who

had private planes or boats that could make the journey loaded them with water, food and supplies and headed to the affected areas. Others joined the scores of campaigns that were formed virtually overnight to raise funds and gather supplies for the areas affected by the storm in the Bahamas. IYBA selected "Mission of Hope" as our Dorian Relief effort (see sidebar).

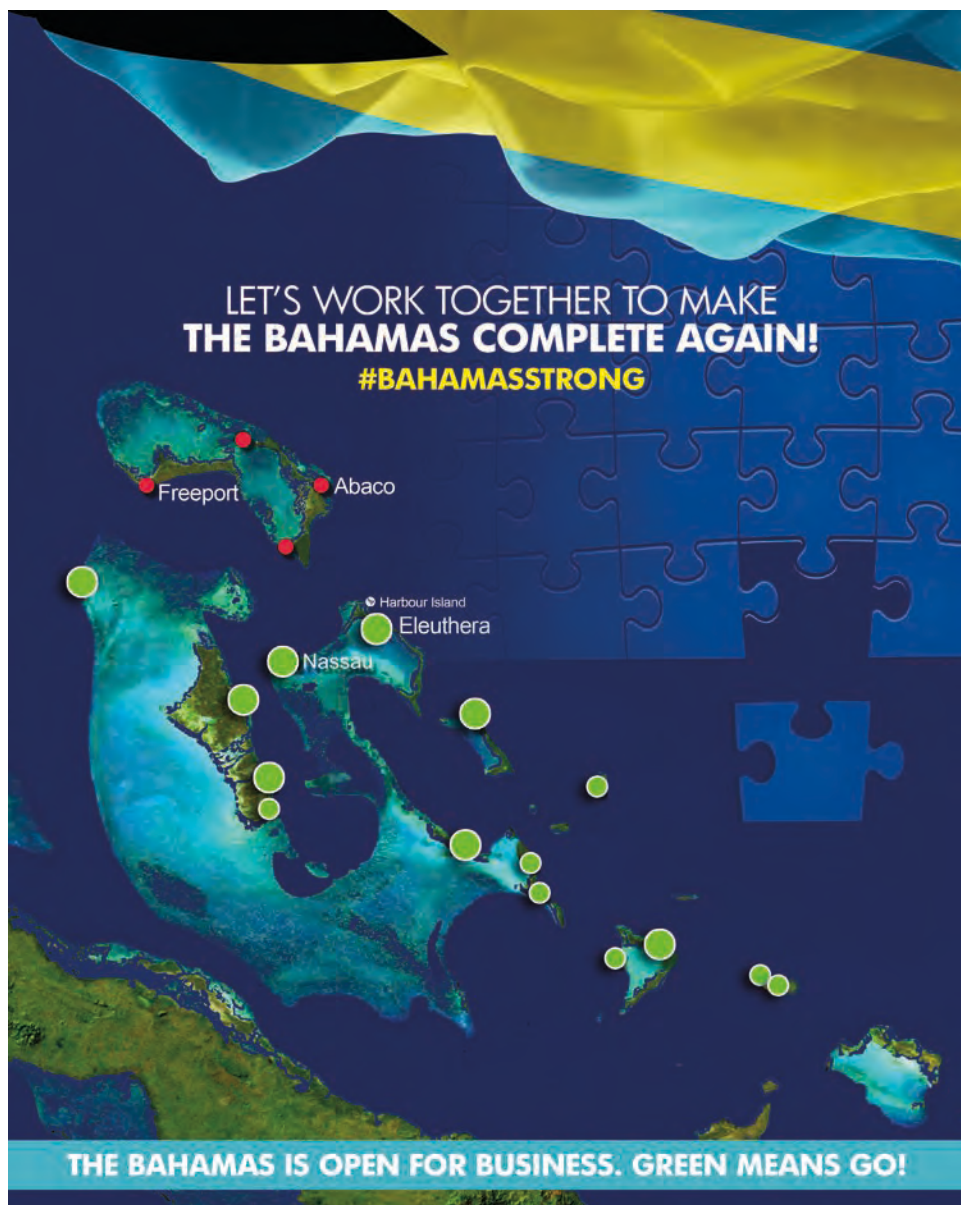
Keep your yachting plans in the Bahamas and encourage your clients to do the same!

But now, as you're reading this, Hurricane Dorian is more than a month in our wake. Boat show season is upon us, and our families and lives demand our attention. However, for the Abacos and Grand Bahamas, recovery is still many months away, if not longer.

What can you do to help?

Keep your yachting plans in the Bahamas and encourage your clients and friends to do the same! The Bahamian economy is almost entirely dependent on tourism and financial services to generate foreign exchange earnings. Tourism alone provides an estimated 51% of the gross domestic product (GDP) and employs about half the Bahamian workforce. There are many, many beautiful Bahamas islands that were untouched by the storm and they need our business now more than ever before. It is crucial that we continue to support the islands for the economic health of the nation.

Here is a list of marinas in unaffected parts of the Bahamas that offer terrific cruising





itineraries and welcome our tourism industry while the Abacos and Grand Bahama rebuild. And this island nation also provides some of the world's best anchoring and diving spots as well.

- **New Providence (Nassau) & Paradise Island**
Marinas: Atlantis Marina, Lyford Cay Club Marina, Palm Cay/ONE Marina, Nassau Yacht Haven Marina, Bay Street Marina, Albany Marina
- **The Exumas**
Marinas: Highbourne Cay Marina, Compass Cay Marina, Staniel Cay Yacht Club, Farmer's Cay Yacht Club and Marina, Emerald Bay Marina, Exuma Yacht Club and Marina
- **Eleuthera**
Marinas: Spanish Wells Yacht Haven, Valentine's Resort and Marina.
- **Bimini**
Marinas: Bimini Sands Marina, Bimini Big Game Club, Brown's Marina, Resorts World Bimini.
- **Berry Islands**
Marina: Chub Cay Resort & Marina
- **Long Island**
Marinas: Flying Fish Marina, Clarence Town
- **Cat Island**
Marina: Hawks Nest Marina.

Whether you are a yacht owner, charter client, crew, or other industry professional, you CAN make a difference as we unite and continue to support these beautiful islands and people who play such a generous role in our yachting community.

Mission of Hope

IYBA's Dorian Relief effort is directed toward Mission of Hope, in support of TRUE NORTH, a 110' supply vessel specifically outfitted to provide support in disaster situations such as the devastating hurricane that hit the Abacos and Grand Bahama in early September. She has the capacity to transport 40 tons of relief supplies and carry more than 25 disaster response personnel, including medical and construction professionals. She has been supporting Marsh Harbour and the rest of the Abacos with much-needed aid and supplies since September 8th.

IYBA, along with MIAF and a coalition of business and non-profit organizations, associations, and religious groups, has chosen to support TRUE NORTH, which will be on station in the Bahamas' affected communities at least through October in order to help provide some stability. Small boats also will be deployed along with the mothership to distribute relief to places like Cooperstown, Green Turtle Cay, Guana Cay, Elbow Cay, Scotland Cay and others that can only be reached by water.

Originally organized by Fort Lauderdale City Commissioner Ben Sorensen and the Rio Vista Church, Mission of Hope utilized multiple daily conference calls and WhatsApp to communicate, coordinate, and leverage its efforts to raise more than \$200,000 in the two days following Dorian's deadly strike.

"The International Yacht Brokers Association is proud of the response so many are making and thankful to join in this relief effort in Abaco," said Paul Flannery, IYBA executive director.

Commissioner Sorensen said, "I've always known we have an amazing community in Fort Lauderdale, but this immediate outpouring of not just financial support, but true compassion and care, is an experience I'll never forget and something for which I'm tremendously thankful."

Anyone wishing to join the effort is encouraged to visit the donation page at www.missionofhope.com/dorian.

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NEW SUPERYACHT VILLAGE HIGHLIGHTS 60TH ANNUAL FORT LAUDERDALE INTERNATIONAL BOAT SHOW



New Superyacht Village at FLIBS 2019 includes both land and in-water exhibits.

This fall, for the 60th year in a row, South Florida welcomes one of the world's most prestigious boating and yachting events – the Fort Lauderdale International Boat Show (FLIBS). Held over five days from October 30th through November 3rd, the boat show descends upon Fort Lauderdale's Bahia Mar Yachting Club and other locations with nearly 1,500 vessels on display, more than 1,200 top-tier manufacturers and exhibitors, and over 110,000 boat fans and industry professionals from every corner of the globe.

Founded in 1959, FLIBS has evolved into an all-encompassing showcase for both high-end yachting culture and the wide range of leisure and lifestyle products that power it. How all-encompassing? Think seven separate exhibition sites spread over nearly seven miles totaling some three million square feet of show space. The entire event is connected by an intricate network of water taxis, riverboats and shuttle buses to ferry visitors from location to location.

New Superyacht Village

This year's FLIBS is unique for many reasons. First, it's the show's 60th anniversary – a testament to the importance of boating, leisure and luxury pursuits to Fort Lauderdale's cultural and commercial vibrancy.



Beyond this remarkable milestone, FLIBS also will welcome a host of additional notable upgrades and expansions.

The most eye-catching newcomer is the new Superyacht Village, an elaborate, 3.5-acre purpose-built showcase for some of the most spectacular yachts in the world. Years ago, FLIBS was among the first boating events to present large-scale yachts to fans and consumers. Back then, vessels 100-, 150- or even 200-feet long were considered “super.” Today, the new Superyacht Village can handle yachts up to 400 feet in length – making them truly among the grandest vessels of their kind anywhere on the planet.

Superyacht Village will feature not just watercraft, but also a full range of exclusive sporting and lifestyle products – from yachting “toys” and helicopters to rare and coveted automobiles and, yes, even personal submarines. An enclave for superyachts and superyacht enthusiasts, Superyacht Village will be set at the Pier Sixty-Six Hotel & Marina in its newly built Pier South property and will be easily accessed via valet and private water tender.

Exclusive and refined, Superyacht Village also will play host to a series of experiential events, such as yachting seminars, wine and Champagne tastings, awards receptions and the second-annual Sunset Soiree FLIBS Best Yacht Chef competition. Superyacht Village's education-focused seminars will provide yacht owners, buyers and browsers an inside look at yacht buying to help them navigate this complex-yet-thrilling premium pastime.



EXCELLENCE on display

And what about the yachts themselves? This year's newcomers are ingeniously designed and incredibly beautiful. EXCELLENCE, a new-build megayacht designed by London-based Winch Design, will be displayed in Superyacht Village. Winch Design is headed by leading yacht designer Andrew Winch, one of just two design minds



Superyacht Village at Pier Sixty-Six.

commissioned to create interiors for Boeing-787 private business jets.

Measuring 262 feet, EXCELLENCE features a swimming pool, Jacuzzi, dedicated water tenders and its own private beach club. Supremely sleek and effortlessly elegant, she was built by German shipyard Abeking & Rasmussen, a superyacht leader founded in 1907. Crafted to the highest standards, EXCELLENCE is defined by a sharp plumb bow and striking multi-level reflective windows that mirror her ever-changing nautical surroundings. She is completely new – so new, in fact, that the FLIBS is among the first times yachting fans will be able to experience her.

New in-water Windward VIP Club

Superyacht Village is the highlight of FLIBS' newest dedicated exhibition spaces – which now number seven in total – all opening in time for the show's 60th anniversary celebrations. Also premiering is the new in-water Windward VIP Club – a luxurious lounge and leisure space presented by Delta Private Jets, the Official Private Jet Carrier of FLIBS, in partnership with Ulysse Nardin, the Official Timekeeper of FLIBS.

Anchored in the heart of the show's main dock at Bahia Mar, the Windward VIP Club offers a spectacular new in-water luxury experience this year. Set within a dramatic arched tent, the Windward VIP Club includes spacious outdoor terraces for panoramic shore and water views. There's also an open bar for cocktail and wine tastings, gourmet food menu, and even a cigar lounge presented by Delta Private Jets.

Docked behind the Windward VIP Club will be the distinctive Mansion Yacht, the first yacht to be constructed entirely from stainless steel. A veritable "floating villa," Mansion Yacht is an 84-foot-long mega-vessel with 9,000-square-feet of sprawling interior space anchored by a massive 3,000-square-foot furnished al fresco deck. Capping it all off is the yacht's signature technical element – a quartet of 18-foot hydraulic legs, each able to support 1 million pounds of weight. That makes them strong enough to lift Mansion Yacht a full 15 feet into the air to offer incredible panoramic sea and shore views. Tours of and events at the Mansion Yacht are by invitation only.

FLIBS events & seminars

New boats! New venues! How about new events? Relax, because a host of enticing new activities are arriving at FLIBS this year. There's

the Sunset Soiree, which returns for a second year on Nov. 1st. Held in the luxe Superyacht Village, this yacht chef "showdown" features some of the world's top boating chefs battling it out for culinary supremacy and the title of Best Yacht Chef.

From Friday to Sunday (Nov. 1st through 3rd), look for a series of seminars in the Convention Center lobby. First up on Friday, there's the Blue Wild Ocean Adventure Seminar. There also will be classes on underwater photography, tips on spearfishing, and a wildlife-focused seminar with entertainer Manny Puig, famed for his work with sharks, bears and alligators.

On Saturday, there will be more fishing-themed seminars, a class on freediving, tips for better lobstering and even a class on local Florida sharks (along with a return by Puig). Finally, Sunday sees a spearfishing lecture, a course on underwater photography and even more appearances by Puig.

Also at the Convention Center are the Hook the Future Kids Fishing Clinics on Saturday and Sunday (Nov. 2nd and 3rd). Featuring educational and entertainment seminars, the fun-filled clinics also will offer a drawing for fantastic fishing-related prizes (the first 50 kids will go home with a rod and reel). Nearby, on the Convention Center's Coral Reef stage, look for four days of environmental-focused events and seminars (From Nov. 1st through 4th). These include lectures on everything from coral reef protection to research on mahi-mahi to classes on preserving and conserving vulnerable sharks and sea turtles.

Finally, there's the Aquazone by Nautical Ventures, the show's largest experiential attraction, located in the Sailfish Pavilion outside the Convention Center. The massive

40,000-gallon freshwater pool features an enticing array of family-friendly activities ranging from SUP-Yoga to Kayaking demos and Hovercraft shows to a series of dramatic yacht toy "reveals."

With its seemingly unending range of events, activities and exhibitions, FLIBS has emerged as a something-for-everyone fun-fest 60 years after its founding. No wonder FLIBS – which features upwards of \$4 billion of high-end products on display – pumps more than \$850 million into the local economy and sees sales of more than \$500 million each year. FLIBS is a cultural, commercial and entertainment juggernaut that continues to grow from strength to strength.

Superyacht Village can handle yachts up to 400 feet in length.



Superyacht Village at night

Images courtesy of Fort Lauderdale International Boat Show

LOOK UP, IS THAT YOUR NEXT CLIENT FLYING BY?

“Beautiful plane,” I say to the captain as he walks down the air stairs and loosens his necktie. Then I ask from where they arrived.

“Just the Bahamas,” says the captain. “The boss keeps his yacht there.”

Chances are good that if you’ve been a yacht broker long enough, you’ve personally dealt with clients who own or charter a private jet. The jet’s main purpose is to whisk clients on their own schedule to business meetings in faraway places, to ski trips and summer homes, and frequently – you guessed it – to their yacht.

Whereas the purchase of a yacht can be a deeply personal and emotional process for a client, aircraft buyers tend to view their purchase as a logical business tool. While yachts and jets are vastly different assets, the commonality of clientele links the shared experiences of both yacht and aircraft brokers.

Categories of jets

While helicopters and small piston engine airplanes occupy a valuable segment of the general aviation community, aircraft brokers typically focus on turbojet-powered airplanes in both the sales and charter markets. For terminology purposes, private turbojet-powered airplanes are divided into the following categories: Turboprop, Light Jet, Midsize Jet, and Heavy Jet.

Pre-owned aircraft market

Across all segments, 2019 has brought about a fragmenting of the pre-owned market. Due to a combination of factors, newer pre-owned aircraft prices have remained steady while inventory has continued to shrink. Alternatively, older pre-owned prices have continued to descend while inventory has risen.

One primary reason for this is a Federal Aviation Administration (FAA) requirement that all aircraft must comply with the Automatic Dependent Surveillance – Broadcast (ADS-B) mandate by January 1, 2020. The ADS-B directive will allow Air Traffic Control (ATC) to increase capacity and efficiency of airspace safely and will eventually replace radar as the primary surveillance method for ATC to monitor and maintain separation of aircraft.

In order to comply, owners and operators must install the new technology in their cockpit. Costs for compliance can reach as high as \$500,000 for older aircraft, sometimes exceeding the market value of the plane.

For newer pre-owned aircraft with sophisticated avionics packages, if not delivered new in compliance with ADS-B, relatively inexpensive solutions are available to owners. Increased efficiency, decreased maintenance exposure and the likelihood of connectivity and comfort in the cabin portends that newer aircraft will continue to hold their value.

A business jet is an invaluable tool to connect clients to their yachts.



With the pre-owned market definitively split into two segments, and as buyers continue to lament the availability of suitable aircraft to their liking, many see value in purchasing older aircraft and upgrading avionics (to comply with ADS-B), paint and interior.

New aircraft market

Sales of new aircraft were slow to catch up with pre-2008 levels as many manufacturers took a cautious approach during the recession. It can take a new aircraft three to five years to get from design, build and flight-testing to certification and delivery. Within the past 12 months, however, many owner-pilots have upgraded from smaller piston or turboprop aircraft to jets. Moreover, corporate flight departments and charter operators have taken

delivery of new, more efficient aircraft in large numbers, buoying the new aircraft market.

Sales of larger, longer-range aircraft have also been robust, offering unmatched comfort and speed with intercontinental range. The first half of 2019 saw a 12.5 percent increase in new aircraft deliveries year over year in all segments.

Conclusion

While the new and near-new business jet market shows no signs of slowing down, the end is coming for thousands of older aircraft by Jan. 1, 2020. Industry sources report that nearly 20 percent of aircraft registered in the U.S. have not complied with the ADS-B requirement. And this is not necessarily a bad thing. Come 2020, the private jet and turboprop fleet will be markedly younger than at any time in the past 15 years, and as a result likely safer and more cost-efficient to operate.

Steve Climie is a licensed commercial pilot and owner of South Aviation Group, an aircraft brokerage and management firm based in Fort Lauderdale. For more information, visit southaviation.com.

The first half of 2019 saw a 12.5 percent increase in new aircraft deliveries.



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VIDEO MARKETING – WHAT DOES IT MEAN TO BROKERS?

Far too often we say that social media marketing should be easy. It's simple, right? Just pop a post up on your Facebook page and you're good to go. Watch the leads roll into your inbox.

In this day and age, it's not that simple.

But there is good news! Did you know that 85% of all internet users in the U.S. watch online video content monthly on any of their devices? According to statista.com, there are 312 million internet users in the U.S. alone; that means over 265 million are watching videos monthly.

If we think about ourselves, we realize we are very much like our customers. We want to know about a product we are considering purchasing, see reviews, talk to other users, and then make a choice. People need information to make good, well-informed decisions. This is where video marketing comes in and why it's so important.

Why video?

Selling is about storytelling and videos are a great way to share a story. According to the American Marketing Association, people stay on websites and social media channels 60 percent longer when there is video than when there is just text and pictures. Sixty percent! And, not only do videos show the features of your product or service, they also provide an opportunity to showcase you, your company and what you have to offer that's different. They also give you the power to visually show off the boat in a short amount of time. Nobody "has enough time" anymore, and this gets your point across quickly.

You may still be scratching your head and saying, "What does this have to do with me?" We spend a large amount of time writing the perfect description for listings, using precise word choices, punctuation, etc. However, with video, your viewers are able to understand exactly what you

are trying to get across by your tone, body language, and of course, the boat.

Neil Ben, nationally known film director, tells us that 80 percent of you are not going to absorb the information as well as you would from a video because we are visual learners. As a matter of fact, I may have lost some of you up in the first paragraph. (I probably should have made a video.) You need to see stuff rather than read stuff. Guess what, our customers are the same! Your brain has to work much harder when you read text and in these days of instant gratification and quick fixes, video gives the majority of consumers what they want without having to work for it.

People stay on a web page two minutes longer if it has video.

Video stats

A few quick stats to get your video-making vibes going:

- YouTube has over 1 billion visits per month – Let's tap into that!
- Google loves video more than it loves images. It's 50 times easier to get a video on Google's first page.
- People stay on a web page two minutes longer if it has video – checked your bounce rate lately?
- YouTube is the second biggest search engine in the world...the whole world.
- 1/3 of all online activity is spent watching video.
- 92% of mobile video consumers share videos with others.
- 65% of execs watch at least one work-related video each week – these are your customers!
- 90% of information sent to the brain is visual, so use video.

The next time you're looking to make a big impact, don't just post a picture of a new listing you have; take a few more minutes to make a video and make an impact!

by **Vincent Finetti**, *Founder, Yacht Sales Academy*

3 PROVEN TIPS TO HELP YOU SELL MORE BOATS THIS SEASON

Boat show season is here! Here are three surefire ways to help improve your sales performance as you work the show displays and docks this fall.

Tip 1: Stay Away from Negativity

One of the keys to success in sales is to be positive. The first thing you need to do to improve your sales performance is to remove negativity from your life. As Albert Einstein said, "The same level of thinking that created the problem won't solve the problem."

Stay away from negative people, thoughts, and environments. I am sure that you have all heard the same excuses from negative people: "It is the customer's fault, the competition, the market, the crisis...." Remember that it is not about when the crisis is going to be over, but when you are going to be over the crisis.

Negative people are poison to performance in sales. I remember hearing a motivational trainer saying to always stay away from ANT: Automatic Negative Thoughts.

So, make sure to kill a lot of "ANT" every day!

Tip 2: Forget "Always Be Closing" and Focus on "Always Be Helping."

When you care more about the customer than you do about the sale, you will sell more than anyone else out there! Think about what would motivate your prospects to do business with you. People will do business with you if they like you and if they trust you.

One of my clients, the CEO of a famous yacht company, shared a story with me of when he recommended a client buy a competitor's yacht because he knew it was a better fit for him. What do you think happened after treating this customer with so much integrity and respect? He might have lost a sale, but today he has one of the highest rates for returning customers in the yachting industry.

Tip 3: Listen to the Client

When I say listen, I mean really listen, don't just pretend to be listening. A boat salesman has two ears and one mouth and your job is to communicate to your client by keeping the same ratio. Always remember that SILENT is an anagram for LISTEN, so keep quiet and listen clearly to what your client has to say.

For more sales tips, please visit www.yachtsalesacademy.com.

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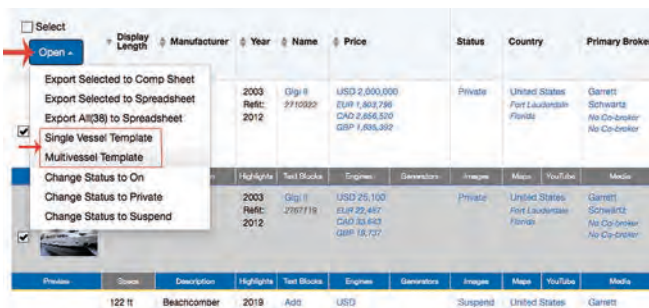


TEMPLATE TIPS AND TRICKS FOR IYBA.PRO PORTAL USERS

IYBA member brokerage firms using IYBA.PRO, the yachting industry's only association-owned Member Listing Service (MLS), are finding it to be an invaluable tool for customizing their listing websites and capturing the attention of their customers. Each month, we bring you two tips and a trick to help you get the most out of the IYBA Portal. (You also can view find tutorials on our YouTube channel, accessible via <http://iyba.pro>.)

Tip 1: How to beautifully display vessels in email templates, PDF files and website landing pages.

Enhance your marketing efforts with beautifully presented vessel information via email templates, PDF files and web landing pages via IYBA.PRO.



- Step 1: Select the vessel(s) of interest on the “Vessel” list page by checking the box to the left
- Step 2: Select either “Single Vessel Template” or “Multivessel Template”
- Step 3: In the pop-up menu – select from the many template options by name and then choose the broker to display as the contact (if you are a listing agent working for multiple brokers)
- Step 4: Click to open
- Step 5: Save your PDF *or* copy and paste the entire page into your email and send!

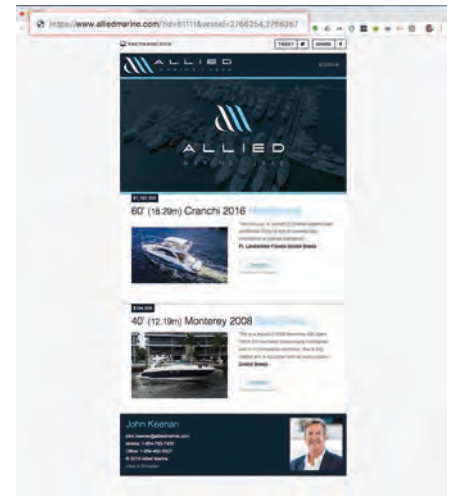
The email comes from *you* and will not be deemed a spoof email.

Why do this? Sending vessel information from your own email address is a great way to ensure your email doesn't end up in a spam folder. Sending PDFs & HTML emails from within another platform is a sure way to appear as a “spoof” email and also doesn't send the message that your brokerage is in control of its brand. (Sample tutorial: <https://youtu.be/jH19LiaZEW0>).

Tip 2: How to create and host *unlimited* versions of PDFs, email templates and website landing pages on *your server* using *your domain*.

Would you like to provide your brokers with quick and easy access to custom-designed brokerage marketing material directly from their listing's edit page in the IYBA.PRO MLS? Here's how.

- 1) Simply request our free open source code for showing one or more vessels
- 2) Customize the template's design for your brand and make as many versions as you wish
- 3) Add your URL for each template in the “Brokerage->Custom Templates” section using our proprietary short code technique for vessel IDs and broker IDs
- 4) Provide a title, such as “New Listings” or “Boats at the Show”, and save
- 5) Your brokers can now select these templates easily from inside their “Vessel” page and instantly send them to clients.



TRICK: Did you know that if you open your email template you can paste it directly into your email to be sent to your clients? Simply follow these steps:

- 1) Open your email template
- 2) Do a “Select All” by typing Command A on a Mac or Control A on a PC
- 3) Follow this by copying this content by typing Command C on a Mac or Control C on a PC
- 4) Open up a new email and erase any signature information that preloads
- 5) Simply paste in your email template by typing Command V on a Mac or Control V on a PC.

You also can type over any information to add a custom message for any vessel before you send. Email platforms make for *awesome* text editors!

Another benefit to doing this is that it comes from *you* and will not be deemed a spoof email coming from another platform's server.



Keith Perfect,
Northrop & Johnson

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"I was approached by the IYBA Vessel Portal team during the early days of its development. From the early stages, I could see that having an MLS that was 'for the industry, by the industry' would provide immense value to the entire yacht brokerage industry. The cutting-edge data integration is better than anything else out there – by far. The IYBA.PRO Vessel Portal has allowed Northrop & Johnson to streamline its MLS yacht data entry and increase productivity throughout our global offices.

"I would recommend all yacht brokerages to list their vessels in the IYBA.PRO Vessel Portal."

– **Keith Perfect, Director of Technology & Intelligence, Northrop & Johnson**

Did you know that IYBA and Informa have joined forces to provide IYBA members with a simple method to post vessel data directly to the Informa official boat shows website (www.boatshowmarketplace.com) for any boat attending the show?

Informa has developed a great website that assists boat show visitors in locating your vessel and gives them the ability to view information about your listings. The 2019 Fort Lauderdale International Boat Show is just around the corner. IYBA.PRO users with boats attending can simply flag your boat's "Event" to be the "Official Boat Show" option you see in the popup on your "Vessel Page" and then Informa will see your listing data appear. Your listing can be verified as a boat show attendee and added to its website – it's that easy!


MPI's "Broker Oath"
Is Our Commitment
To Brokers

Marine Professionals Incorporated (MPI) has been serving the yachting industry for 22 years. Our goal is to provide first-class service to brokers, owners and captains. With our in-house staff that is certified on all major marine electronics and audio/visual companies, we have built a reputation on the quality of work, our integrity and reliability.

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CARGO INSURANCE DO'S AND DON'TS

On the evening of May 25, 2019, the 40-meter Baltic racing Sailing Yacht MY SONG was on board a cargo ship in the Mediterranean en route from the Caribbean to the Balearics when she fell overboard. She temporarily was lost at sea and partially submerged. Preliminary photos indicated that this would be at or near a complete total loss.

Due to a yacht's irregular shape, large size, relative fragility and high value, shipping one as "on deck cargo" is more hazardous than shipping many other types of cargo. Yacht insurance underwriters know this, which goes to explain why most hull insurance policies do not cover the yacht when it is being shipped as cargo.

Physical damage coverage under a yacht insurance policy is effectively suspended during cargo shipment. To insure for damage to the yacht and other types of losses unique to being carried as cargo, separate Cargo insurance is required.

Whenever a catastrophic yacht event occurs, it creates a buzz in the industry and our phones start ringing. This case was no exception. An event like this not only sparked spirited conversation, but also provided us with an excellent opportunity to review common risk management "Do's and Don'ts" regarding shipping a yacht on board a cargo ship.

Do:

- Work with your insurance broker who can assist in ensuring the proper steps are taken to create peace of mind during the shipment.
- Work with your maritime attorney before signing a contract to fully understand the terms and conditions.
- Use a reputable shipper that specializes in shipping yachts as cargo. The shipper you choose should have proven loading and unloading practices. Cargo ships that are dedicated to particular routes can help ensure that yachts arrive on schedule and without damage.
- Purchase Cargo insurance from the shipper. Because shipping companies purchase Cargo insurance in bulk, the insurance offered through the shipper typically costs a fraction of what one would pay to purchase cargo insurance on a one-off, single-shipment basis. In our experience, the three primary yacht shipping companies offer Cargo insurance, which is built into the cost of freight. Additionally, there is no cost to the yacht owner for on and offload surveys and there would be otherwise.
- Make sure the limit of Cargo insurance offered through the shipper is equal to the total insured Hull and Machinery Agreed value of the yacht policy. Review the entire Cargo insurance policy to understand if special terms and conditions apply (such as an owner providing his own cradle).

Most hull insurance policies do not cover the yacht when it is being shipped as cargo.



Don't:

- Take the shipper's word that Cargo insurance is in place. You must have written evidence of in force Cargo insurance for your yacht prior to shipment. This document should contain insured limits, deductibles, important subjectivities and perhaps the most important, contact details in the event of a loss. In too many cases, we have seen an owner's yacht damaged during transit only to discover that the "policy" was never bound and therefore no coverage was in place.
- Expect that all Cargo insurance is the same. The minimum coverage should be "All Risks" and include coverage for transportation on deck. You should carefully read the entire Cargo insurance policy to understand what is, and is not, covered.
- Rely on cursory on and offloading inspections of your yacht. Make sure the captain thoroughly inspects the vessel and documents any damage, including photos.
- Delay reporting damage sustained during shipment. Cargo insurance terminates as soon as the slings are taken off the yacht, or in the case of "Float-on Float-off" ships, as soon as the yacht is off the ship. If the captain

notifies damage to the yacht following shipment, it is imperative that it is reported right away. Cargo policies may have a time limit during which damage can be reported, as few as a few days following off-load. Failure to report within the time limit will result in uninsured damage.

Being in the yacht insurance business, we know far too well that accidents and mistakes happen. Working with your yacht insurance broker and maritime attorney can help reduce the yacht owner's financial exposure and ensure that the yacht is properly covered in the unfortunate event of a loss.



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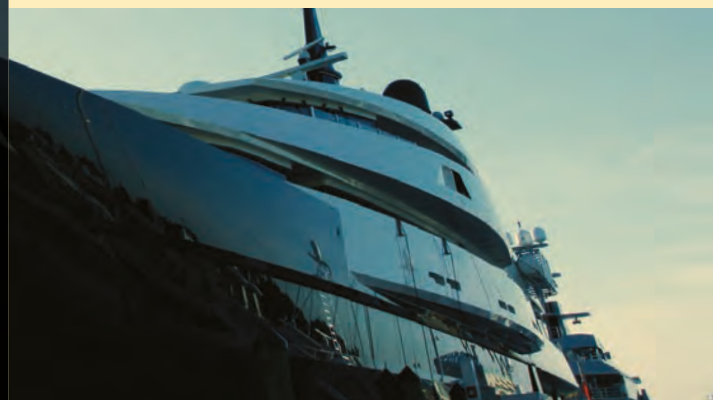
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by Louisa Beckett, President, Turnkey Communications & PR, Inc.

DERECKTOR SHIPYARDS LAUNCHES SUPERYACHT REPAIR AND REFIT FACILITY ON THE TREASURE COAST

Derecktor Shipyards, the well-known boatyard founded by yachting industry legend Bob Derecktor in 1947 in Mamaroneck, N.Y., is set to launch a superyacht repair and refit yard in Fort Pierce on Florida's Treasure Coast. Purpose-designed to accommodate the world's largest yachts from 200 feet in length and/or 900 gross tons and up, Derecktor Ft. Pierce is scheduled to open for dockside work in late 2019.

Convenient to the South Florida marine industry and its various vendors and sub-contractors centered around Fort Lauderdale, which lies about 100 miles to the south, the new yard will serve as a sister facility to Derecktor Dania in Dania, Fla.

"We have capacity in Dania for yachts up to 900 gross tons. This will complement it," said John Koenig, Derecktor Shipyards communications director. Koenig added that while Derecktor Dania has air draft restrictions, there are no overhead obstructions limiting access to Derecktor Ft. Pierce. "We could get in any size sailboat," he said.

The new yard is just three nautical miles from the Atlantic Ocean via the Fort Pierce Inlet, and the route to its docks is dredged to a controlling depth of 28 feet. The facility encompasses more than eight acres of concrete hard surface along with nearly 1,000 feet of dockage. "This site is unique," Koenig said.

Future plans for Derecktor Ft. Pierce include bringing in a dry dock with a capacity of 3,500 to 5,000 tons and a 1,500-ton mobile lift in order

to haul superyachts. "We are still working on the engineering approvals, dredging, bulkhead repair, and electrical...", Koenig said. "It's all in stages and you find things as you go along, obviously."

The first phase, planned for the fourth quarter of 2019, will be to welcome superyachts for in-water work at the yard's docks.

Generating jobs

The site where Derecktor Ft. Pierce is located originally was the Indian River Marine Terminal in the Port of Fort Pierce, which



A rendering of the new Derecktor Ft. Pierce facility

historically housed a fruit shipping operation to the Bahamas and other small commercial shipping.

"In 2018, St. Lucie County bought it specifically with the idea of developing it into a large yacht service facility," Koenig said. "The county had seen the work generated by the large yachts in Broward County and wanted to bring it there."

Last spring, Derecktor Shipyards signed a 30-year lease for the site with St. Lucie County that reportedly is worth \$37 million, according to a report in the local TCPalm newspaper. The paper also noted that the county expects a working Port of Fort Pierce to generate up to 900 skilled-trades jobs over the next three to five years.

Derecktor Ft. Pierce had only a few team members on site as of the publication date for this issue,

but Koenig predicts that finding enough skilled workers to staff the superyacht repair and refit facility will not be a problem. "You are close enough to South Florida for workers and subs to relocate, and there are people there locally who have the skills," he said, noting that the Treasure Coast is home to a well-established sportfishing boat-building industry. "We are working on a training program with Indian River State College," he added. "Fort Pierce to me is a great place to be."

For more information, please visit derecktor.com.

Derecktor Ft. Pierce is purpose-designed to accommodate the world's largest yachts.

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by **Katie Ross**, Business Development Manager, Quantum Marine Stabilizers

STABILIZER RETROFIT: A SIMPLE GUIDE FOR A SMOOTHER RIDE

Words of wisdom: “Stabilizers over tranquilizers,” any day!

In the yachting world today, owners have access to far more information on systems and technology than ever before. As we all know, the internet makes experts of us all on virtually any topic, but unfortunately, there is plenty of misleading information or “fake news” that can send an owner down a path of false expectations and frustration. In the spirit of setting the course straight on the benefits, requirements and feasibility of a stabilizer refit, here are some relevant questions and guidelines to help build a comprehensive playbook.

Step 1:

Establish a need for a new or upgraded stabilizer with the owner. Below are some of the advantages to share:

- Improving the ride or experience for *everyone* onboard when the boat is underway or at zero speed
- Resale value – significant increase
- Safety of owner, guests and crew members
- Minimizing damage to interior contents and onboard equipment
- Being able to anchor out comfortably, avoiding exorbitant dockage fees
- Happy charter guests lead to positive reviews and repeat business.

Ok, the owner agrees to move forward in determining the requirements and corresponding cost(s) of the project.

Step 2:

Gather the requirements and the necessary criteria to manage a successful project:

- Determine the type and the year of the vessel’s existing stabilizer system.
- Evaluate how much room has been allocated for the system. An existing system will likely have a stabilizer, hull unit, a hydraulic power unit (HPU) and the controls.
- Is the boat classed now or is that part of the retrofit plan?
- Is the owner planning to charter the vessel?
- Research and locate a qualified naval architect or NA firm to determine the feasibility of a new stabilizer system and a proper design. Preferably find a source that has handled a stabilizer project before – *successfully!*
- Contact a stabilizer manufacturer that will be able to help define the requirements. Ideally, you will need to know the roll period of the vessel, metacentric height (GM), displacement and LOA/hull design. There are several stabilizer options to choose from. Here are the most popular yacht systems:
 - ✦ **Fins** – actually resemble wings that protrude at the turn of the bilge – the fins are directed via the control system to counter the wave forces that cause the rolling motion. Underway, water flows over the surface of the fin and in Zero Speed™ mode, the fin emulates a paddling motion that creates drag to produce an effective counter force to the roll motion. Active fins do create some drag and the appendages can be subject to damage underwater. Fins are perfect for a new build or a retrofit project and require less interior space on the vessel than other systems. In the superyacht market (50m+), fins are the most popular or preferred technology today.
 - ✦ **Gyros or Gyroscopes** – Gyros use a spinning flywheel, running at very high rpm (up to 9700 rpm), that spins on

(Continued on page 22)



A welder working on a stabilizer fin



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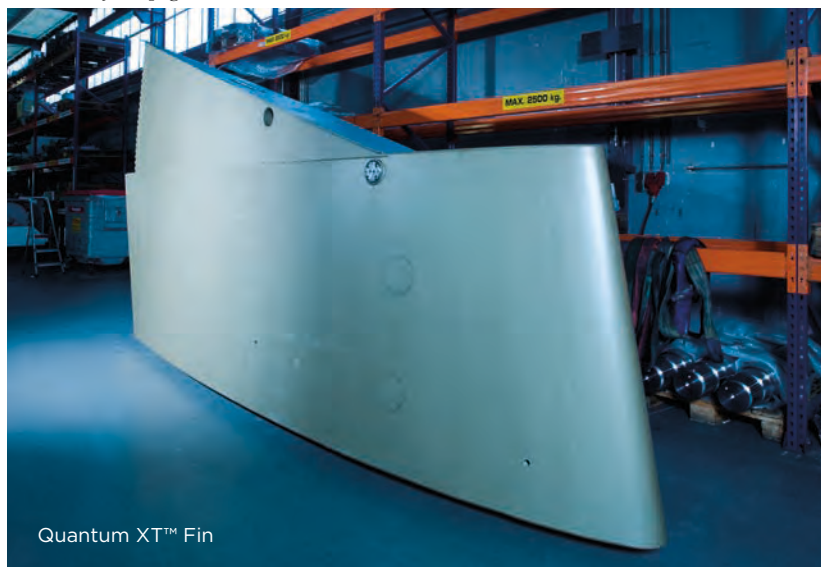
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(Continued from page 20)



A stabilizer retrofit or upgrade is unique because the owner, guests and crew will absolutely “feel the difference”.

a vertical axis, tipping fore and aft, generating a powerful gyroscopic torque to port and starboard that neutralizes the roll or sideways motion. They can be open-air or closed in a vacuum. The optimal placement is low, in the hull, aft of amidships. It is common to hear a humming noise and feel a vibration, making it necessary to incorporate noise and vibration suppression strategies. They generally take up a fair amount of interior space, weigh 5% of the overall vessel's weight, and must be mounted on the reinforced structural parts of the hull. Maintenance is reported to be minimal, there are no appendages and no structural through-hull work is necessary.

- ✦ **Interceptors** – use a blade that drops vertically in the water, for underway stabilization only, not zero speed. It creates a hydrodynamic lift force in intercepting the water flow underneath the hull and proves to be more effective at higher speeds. It is compact system and less vulnerable to impacts and minimal maintenance.
- ✦ **Rotors** – This retractable technology is based on the “Magnus Effect,” a phenomenon whereby a rotating cylinder creates a lift force proportional to the speed and direction of the rotation. It is perfect for zero to low speed applications and retracts at speeds in excess of 16 knots.

No doubt, a lengthy paper could be written on all of the various types of stabilizers systems on the market, but today we are merely covering the “basics.” Rest assured, the naval architect, along with the stabilizer manufacturer, will help you navigate the best course of action for your particular project. On larger vessels, some naval architects and shipyards may prefer a combo, meaning “fins and gyros” or “fins and interceptors.”

Once the type of stabilizer system has been selected, there is one final step:

Step 3:

Research and determine the best shipyard for the project and installation. Again, making sure to find a yard that has *successfully* done this type of work before and can provide recommendations from other owners or crew members.

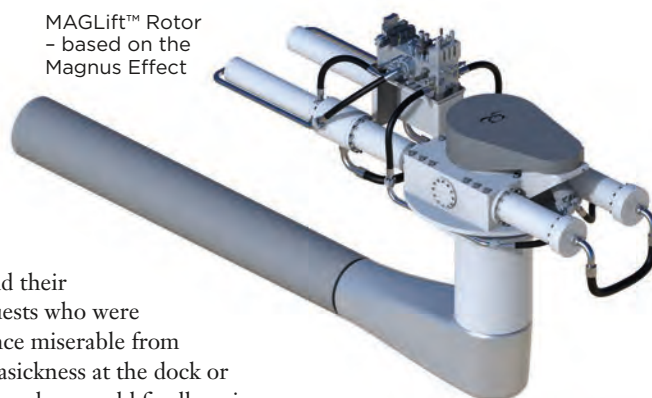
As you do your research, use the resources of the membership affiliates at the IYBA, interview captains, chief engineers and owners to gather information on naval architects, stabilizing systems and refit yards including vendor, after-sales support reputations.

The key to a successful refit is all about having a winning game plan or playbook with the proper people, equipment and shipyard in place. A stabilizer retrofit or upgrade is unique because the owner, guests and crew will absolutely “feel the difference” and embrace the smooth ride. A top priority for all of us is keeping the owners satisfied so that the industry can continue to flourish!

Stabilizer history & facts

Back the early 2000s, Zero Speed™ stabilization was introduced and it forever changed the yachting industry. Owners

MAGLift™ Rotor
– based on the
Magnus Effect



and their guests who were once miserable from seasickness at the dock or at anchor, could finally enjoy yachting at any speed! There was an absolute frenzy during which it seemed like every yacht owner had to have zero speeds! Since the early 2000's, there have been a lot of technological advancements from the old “standard fin” stabilizer. These boats that have the old fins are perfect candidates for a retrofit!

The most popular system at Quantum is the XT™ System and the procedure for an upgrade is called an XT™ Conversion. XT™ refers to an “extended” fin. This patented system uses a second fin or foil, designed to extend for Zero Speed™ only, adding 30% more surface area and 100% more in lift. Lift = Stability!

For underway, the “extended” fin or foil retracts, reducing the drag of the additional area, while still providing excellent stability. An XT™ Conversion with the latest algorithms for the controls, is definitely a game-changer.

In this small industry there are some amazing resources available, far beyond an online search. Over the last 35 years, Quantum has remained committed to fin and rotor stabilization systems. With three global patents, the company has innovated, engineered, model-tested and perfected various systems to smooth out the ride for thousands of passengers worldwide. The Quantum Group is prepared to serve the brokerage community and assist in any way possible to make the process easier, the yacht “smoother”, and the owner more comfortable.

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About the Charity:

Since 1969, AMIkids®, a 501(c)3 nonprofit, has helped more than 136,000 at-risk youth turn their lives around.

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100' 1992 Broward • 87' 1984 Feadship
82' 2004 Lyman Morse • 82' 1986 Burger
75' 1995 McMullen Wing • 74' 1995 Hatteras
61' 2003 Viking Princess Motor Yacht
48' 2015 Hinckley Talaria • 48' 2006 San Juan
39' 2008 Tiara 3900 Sovran • 37' 2005 Marlow



42' 2007 Rybovich Custom Sportfish



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FOOTLOOSE AND FANCY-FREE IN THE FLORIDA KEYS

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



Wreck of the SPIEGEL GROVE



Key West



Bonefishing in the Keys

While we are encouraging charter agents to send their clients to the Bahamas Islands that were unaffected by Hurricane Dorian this winter, in order to help the overall Bahamian economy (please see the article on page 6), the Florida Keys and Key West also make a highly convenient charter destination. Pretty much embodying the definition of “laid-back”, the Keys offer year-round sunshine and a wide variety of natural pursuits, including snorkeling, diving, kayaking and deep-sea fishing, along with a seemingly endless array of casual, fun establishments for cocktails and dining.

Most charters begin in Miami, which offers delights of its own that guests may wish to sample before joining the yacht. The only challenge to chartering in the Keys is where to berth the boat, as there aren't all that many marinas that can accommodate yachts over 100 feet. A couple of the larger marinas were severely damaged by Hurricane Irma in 2017 but have been rebuilt and refurbished since then. Our advice is to work with the yacht's captain to select two or three marinas in key (pun intended) locations such as Key Largo, Marathon and Key West, leave the yacht at the dock, and let the guests take the tender to pursue their daily adventures.

In addition to using the yacht's water toys in the Keys' clear, Caribbean-colored waters, enjoying the yacht's private chef's cuisine on the aft deck, and simply relaxing on deck, an agenda of daily activities in the Keys for charter guests might include the following:

Day 1 – John Pennekamp Coral Reef State Park

If guests are into snorkeling or scuba diving, America's first undersea park is one stop they should not miss. Just off Key Largo, covering 70 nautical square miles, Pennekamp has mooring balls set out along its reef line so that boats won't damage this vulnerable living coral reef with their anchors. Take the tender out, tie up and plunge into this underwater world of vibrant marine life. For scuba divers, the crew can arrange a private guide from one of the many local dive concessions. The wreck of the 510-foot SPIEGEL GROVE, which was sunk in 2002 six miles off Key Largo, is a highly popular dive site.

Day 2 – Offshore fishing

Wet a line for mahi mahi from the tender or charter a professional sportfishing boat and head offshore after big game. The Keys offer some of the world's best fishing and also host a number of major tournaments throughout the year. From August 6th through March 31st, freediving for spiny lobster is another popular Keys pastime.

Megayacht Marinas in the Florida Keys

Here is a list of some of the marinas in the Florida Keys and Key West that have the slips and amenities to cater to larger yachts.

- **Ocean Reef Club Marina, Key Largo.** This 175-slip marina, which accommodates yachts up to 175 feet, is one of the largest and most upscale in the Keys, but it also is private. Securing a slip there must be done through an Ocean Reef Club member. www.oceanreef.com
- **Hawks Cay Marina, Duck Key.** A popular resort that offers family-oriented activities, Hawks Cay has 85 slips ranging in length to 110 feet. www.hawkscay.com
- **Faro Blanco Resort & Yacht Club, Marathon.** This resort with its signature white lighthouse is located on the Florida Bay side of the Keys. The marina has 74 slips accommodating yachts up to 120 feet. www.faroblancoresort.com/marina
- **Marathon Marina and RV, Marathon.** On the ocean side, just north of Seven Mile Bridge, this marina was completely refurbished following Hurricane Irma. It has 123 slips, three of which can hold yachts up to 125'. Marathonmarinaandresort.com
- **Stock Island Marina Village, Key West.** Purpose-built for megayachts, this destination marina can accommodate yachts up to 300 feet in length, with no overhead obstructions. It is located on the next cay over from Key West but offers shuttle service downtown. Stockislandmarina.com
- **A&B Marina, Key West.** This facility in Key West Bight boasts that it has the best location in town. You can get just about anywhere on foot from here. A&B Marina can take yachts up to 200 feet. www.aandbmarina.com
- **The Galleon Resort Marina, Key West.** A longtime favorite with visiting yachtsmen, this marina is just two blocks from Duval Street. It has 91 slips for yachts up to 150 feet. www.galleonmarinakeywest.com



Berthed in
Key West

Hemingway Home, still overrun by subsequent generations of the writer's six-toed cats; President Harry S. Truman's Little White House, and the Mel Fisher Maritime Museum, where guests can see Spanish gold brought up by divers from the wreck of the Spanish galleon NUESTRA SEÑORA DE ATOCHA, which sank in 1622.

But it's the nightlife that really sets Key West apart from

the rest of the Florida Keys. Like Bourbon Street in New Orleans, Duval Street comes alive each evening with dozens of restaurants and nightclubs where guests can party the night away. Sloppy Joe's Bar and Margaritaville are among the most famous watering holes, but the entire street is lined with unique establishments. The quieter Whitehead Street, which runs parallel to Duval, also offers some diversions, including the Green Parrot, an iconic bar with live music.

Day 7 – Departure

Guests can linger over breakfast in a courtyard full of Key West's ever-present chickens at Blue Heaven then head to highly convenient Key West International Airport at the end of their sunny Florida Keys adventure.

Day 3 – Dolphin encounter

Charter guests already may have caught a glimpse of a dolphin or two by this part of their vacation, but why leave that to chance? Head to Hawks Cay Resort and visit the Dolphin Connection, located in an ocean-fed saltwater lagoon. There, the whole family can swim with a local pod of friendly dolphins while learning about the importance of protecting the Keys' unique marine ecosystem.

Day 4 – Florida Keys National Wildlife Refuges Nature Center

In early September, this new nature center opened on Big Pine Key. Boasting more than 1,800 square feet of exhibition space, it also incorporates the National Key Deer Refuge, which was established in 1957 to protect the tiny local deer species and other Keys wildlife. Hike the interpretive nature trails and learn more about the Keys' unique ecosystems. In the afternoon, take the tender to Looe Key, which is rated one of the best snorkeling sites in the Keys, if not the whole U.S.!

Day 5 & 6 – Key West

This island playground is worth visiting for at least two days, if not longer. Key West is justifiably famous for its fiery sunsets over the water – keep an eye out for the green flash! The famous nightly sunset scene at Mallory Square on the waterfront can be crowded and hectic, but anyone who has never been there should try it at least once in order to see the colorful mimes, acrobats, musicians and other street acts that turn up to entertain the tourists. Another famous tourist destination, the Southernmost Point with its big buoy is a must-stop photo op.

Key West also offers several unique museums, including the Ernest



Little Palm Island to Reopen in 2020

One of the resorts that was hardest hit by Hurricane Irma was Little Palm Island Resort & Spa on Little Torch Key on the Keys' ocean side. Happily, the hotel and marina, part of the Noble House Hotels & Resorts collection, have been completely rebuilt and are scheduled to reopen on April 1, 2020.

Long a secret retreat for presidents, celebrities and yachtsmen thanks to the fact that it only can be accessed by boat or seaplane, Little Palm Island is a 5.5-acre private cay that looks like it belongs in the South Pacific. Its 15 thatched-roof bungalows, complete with mosquito netting over the beds, are being refurbished. The resort also will feature an upscale new spa with a two-story atrium. The Dining Room, with panoramic views of the ocean, and its companion Monkey Hut lounge, along with the poolside Palapa Bar, will be back. Private cabanas have been added to the oceanfront pool. Crushed seashell paths give guests the chance see a wide variety of sea birds and, if they're lucky, endangered Key Deer

When it reopens, Little Palm Island's marina will accommodate vessels up to 120 feet in length with a draft up to six feet. It also offers 575 feet of dock space on a protected lagoon for smaller boats. www.littlepalmisland.com

WHAT'S IN STORE FOR OUR EU MEMBERS THIS NOVEMBER

The Mediterranean fall boat show season is wrapping up and hopefully our European members are toiling away with more hot leads than they can handle. The Cannes Yachting Festival, Genoa International Boat Show and Monaco Yacht Show offer a very diverse structure that allows dealers and brokers to present products ranging from the smallest inflatables from around the world to the latest gigayachts from the Northern European shipyards.

This year, the big boat scene was focused on "green technology" and expedition vessels. More and more of the world's most affluent yacht owners are turning an eye toward conservation and scientific study of our oceans, building ever larger and more sophisticated research vessels and funding amazing explorations.

So...what's new for IYBA's EU members? Following the success of last year's seminars in Monaco, this year IYBA will proudly present a two-day Monaco Summit on November 27th & 28th at the Yacht Club de Monaco for the benefit of our EU membership.

Day One will be dedicated to Newbuilds and Refits. We will incorporate

a "speed dating" format for the morning where shipyards and brokers can interact on a personal basis to understand what each has to offer the other. That afternoon, we will offer our proven structure of presentations and panel discussions by leaders in the maritime field. Lawyers, insurance specialists, finance experts and others will provide guidance and feedback for the attendees in areas specific to Newbuilds and Refits.

On the evening of Day One, we will host a networking event for all to relax, review the points of the day and have the opportunity to interact with colleagues. This event will be held off campus from YCM but at a location on Port Hercules.

On Day Two, we will host our Yacht Sales, Charter and the Law seminar incorporating our well-established format of presentations and panel discussions focusing on legal, tax, insurance, finance and shipping issues. We also are proud to present a discussion by Barbara Costas Martin on Cross Cultural Awareness.

As always, IYBA events are designed with the brokerage and affiliate community in mind and brings up-to-date and relevant information to all attendees. If you are a U.S. member and have a chance to be on the Côte d'Azur at Thanksgiving this year, please make a point to join us and learn more about our brethren across the Pond.

For more information about the IYBA Monaco Summit, please visit www.IYBA.org.



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CUBA – THE CARIBBEAN’S FINAL FRONTIER FOR YACHT SOJOURNS



Cuba is the largest and least explored destination in the Caribbean. An archipelago of over 4,000 islands and islets, Cuba has 3,570 miles of coastline, making it the eighth largest island nation in the world. The main island is surrounded by four archipelagos, mostly uninhabited and alive with exotic marine life and pristine coral reefs. Today, Cuba has 103 Marine Protected Areas including a huge underwater national park. Its unique ecosystems, unspoiled nature and cities teeming with culture create an ideal yachting destination only 77.75 nautical miles from Key West and 138.77 nautical miles from Grand Cayman.

Cuba has nine UNESCO World Heritage Sites. The entire reef system along the south coast of the island, spanning nearly two thirds of its length, is under consideration by UNESCO to be the 10th, and the *Ciénega de Zapata* (The Zapata Swamp) is under consideration to be Number 11.

Cuba's cities boast five centuries worth of architecture art, music, dance, nightlife and culinary surprises that never fail to entice the visitor with the splendor, beauty and sophistication of the long-ago doorway to the Americas by sea.

Playground for the wealthy

Cuba was not always a forgotten gem. For centuries, she was a playground for the ambitious, wealthy and powerful, first from Spain, then the U.S. By 1959, there were more than 250 yacht clubs – 4,800 of the 6,000 members of the Biltmore Yacht & Country Club, now Club Habana, were from the U.S. The Cienfuegos Yacht Club on the south coast still reeks of the opulence of Cuba's glamorous past.



For six decades, yachting in Cuba was dormant. Then, in December of 2014, an unprecedented announcement by President Obama opened up the possibility of traveling to Cuba again by sea. U.S.-based cruise ships, private yachts and aircraft, as well as charters, could go to Cuba without the fear of penalties as long as they obeyed the rules. The new laws loosened OFAC (U.S. Dept. of Treasury Office of Foreign Asset Control) regulations for nearly all forms of travel. Also, for the first time, individual travelers and small groups were allowed to fly commercial directly from the U.S.

Since 1998, U.S. citizens had been traveling to Cuba legally under

From 2015 to 2019, over 100 U.S.-owned private vessels visited Cuba legally under U.S. law.

U.S. yacht owners, crew and guests normally travel under the “Humanitarian” category, while

travelers by air usually travel under the “Support for Cuban people” category. Every traveler must enter Cuba with a Cuban visa that is provided by your Cuba agent.

Cuba welcomes yachts

Cuba welcomes any yacht of any registry or build that approaches her shores. International maritime laws apply, and arrival procedures are as they typically are worldwide. It is advised that yachts use the services of a credible Cuba-based agent.

Non-U.S. manufactured yachts, non-U.S. flagged yachts and yachts of non-U.S. ownership are not in any way affected by U.S. regulations and they remain in Cuba for any length of time.

On the other hand, under the newest U.S. Government regulations, U.S. manufactured vessels – of flag or nationality of crew and guests – that wish to remain in Cuba for 14 days or less must apply for a CG3300 license from the U.S. Coast Guard and Department of Homeland Security. Those who plan to stay longer additionally must apply for a BIS (Bureau of Industry and Security) License from the U.S. Dept. of Commerce.

Both applications must be accompanied by:

- Ship's registry; all auxiliary vessels registry
- Guest and crew list
- OFAC-compliant itinerary prepared by your Cuba agent
- Signed OFAC Humanitarian Affidavits, provided by your Cuba agent.

As U.S. manufactured vessels, of U.S. or Foreign Registry, are currently held to much more strict regulations by the U.S. government, it is highly recommended that yachts hire an OFAC licensed, U.S. and Cuba-based agent that is legally registered in Cuba and has solid relationships with the Cuban authorities. It is also recommended that yachts hire a maritime attorney with Cuba experience to submit the required applications prepared by your agent to the U.S. government. Also, yachts should inquire with their hull insurance carrier about Cuba coverage.

An island paradise of breathtaking proportions, Cuba and its people are waiting with open arms to welcome travelers from all over the world, including the U.S., into its warm and sensual embrace.

For more information about Concierge Cuba – a division of The Cuban Guru – please email conciergecuba@gmail.com.

12 OFAC legal categories. In 2014, the restrictions attached to those categories were dramatically loosened and the first U.S. yachts began visiting at the end of 2015.

From 2015 to 2019, over 100 U.S.-owned private vessels visited Cuba legally under U.S. law, as well as hundreds of fishing and sailing boats that participated in regattas and tournaments. Over one million U.S. citizens visited Cuba, more than any other time in history.

Current travel regulations

Of the original 12 OFAC categories for legal U.S. travel to Cuba, 11 remain under the most recent changes by the current U.S. Administration. These are:

- Family visits
- Official business of the U.S. government, foreign governments, and certain intergovernmental organizations
- Journalistic activity
- Professional research and professional meetings
- Religious activities
- Public performances, clinics, workshops, athletic and other competitions, and exhibitions
- Support for the Cuban people
- Humanitarian projects
- Activities of private foundations or research or educational institutes
- Exportation, importation, or transmission of information or information materials
- Certain export transactions that may be considered for authorization under existing regulations and guidelines.





DELAY IN PROCESSING VESSEL RESPONSE PLANS FOR LARGE YACHTS NEGATIVELY IMPACTS THE U.S. ECONOMY

When a large yacht with an existing Vessel Response Plan (VRP) is sold, even to a new owner with coverage by the same VRP, the vessel currently is denied entry into U.S. waters during the up-to-60-day regulatory review of the VRP until that plan is reapproved.

All vessels over 300 gross tons must have a VRP approved prior to entering U.S. waters. The VRP must ensure the availability of the necessary private response resources to respond, to the maximum extent practicable, to a worst-case discharge of chemicals or refined petroleum products, or threat of a worst-case discharge. This requirement includes large recreational vessels as well as commercial non-tank vessels.

In addition, the vessel must have a Certificate of Financial Responsibility (COFR), which indicates it has the means to pay for a cleanup if required.

Cast study: Miami

According to *U.S. Coast Guard Marine Safety and Information Bulletin (MSIB) 19-011* for U.S.C.G. Sector Miami, issued in May: "Within recent months, there has been a significant increase in the number of vessels submitting Advance Notice of Arrivals which do not meet regulatory requirements pertaining to:

- "Having a valid Coast Guard issued Certificate of Financial Responsibility (COFR); and/or
- "Having a Coast Guard approved Non-Tank Vessel Response Plan (NTVRP).

"These violations have led to vessels being denied entry into U.S. waters, and will lead to the restriction of vessel movement, if the vessel is already within U.S. waters. Sector Miami strongly urges maritime stakeholders to become familiar with the corresponding regulations set forth in Title 33, Code of Federal Regulations (C.F.R.) 138 for COFR requirements and 33 C.F.R. 155 for NTVRP requirements. Specifically, be aware there are submittal time requirements in both regulations that allow the corresponding program offices to review and approve the COFR and/or the NTVRP. The submittal requirements are as follows:

- COFR – At least 21 days before the vessel intends to operate upon U.S. waters
- NTVRP –
 - ✦ New Plans – At least 60 days before the vessel intends to operate upon U.S. waters
 - ✦ Revisions or Amendments – At least 30 days before the vessel intends to operate upon U.S. waters.

"The status of the COFR and/or NTVRP can be verified at the

links below:

- "COFR: <https://www.uscg.mil/Mariners/National-Pollution-Funds-Center/COFRs/>
- "NTVRP: <https://homeport.uscg.mil/missions/vrp-status-board>.

"With the high owner/operator turnover rate in our zone, it is important for maritime stakeholders to be proactive with these timelines to prevent vessel operational control. Additionally, failure to comply with these regulations may result in a civil penalty of \$47,353 issued against the owner, operator, and/or the person in charge of the vessel...."

Foreign flag yacht sales

In the case of a foreign flag yacht, the sale transaction takes place offshore. Typically, this is simply a transfer from one owner to another. The same VRP remains in place and, with the exception of the change in owner's name, is identical to what was in place just prior to the sale. The COFR also is quickly reissued to the new owner.

Notwithstanding the simple name change and a valid COFR, however, the VRP must be resubmitted to the Coast Guard as though it were a new plan and is processed in the order in which it was received, taking up to 60 days for the review. Previously waivers were issued but this practice has been discontinued except in extenuating circumstances.

Local & national economic impact

There are adverse economic consequences to a delay in allowing a large yacht to return to U.S. waters for up to two months. One is that the dockage fees for the slip where the vessel was before going offshore for the transaction are lost for the period of the delay. In addition, the new owner often will schedule refitting and repair of the vessel. A delay in this schedule could mean that U.S.-based boatyards will lose the business – often in the millions of dollars. Finally, a delay means that the vessel is out of the U.S. marine market and all expenditures related to cruising in the U.S. and in the local economy are forfeited.

All vessels over 300 gross tons must have a VRP approved prior to entering U.S. waters.

Solution

For large recreational vessels that undergo a simple transfer of ownership offshore, and keep the existing VRP and COFR intact, before returning to U.S. waters, the goal is to be able to do so provisionally by expediting review or issuing a waiver, or taking any other appropriate action that would allow the vessel to return to the U.S. quickly. If a regulatory solution cannot be found, a statutory provision should be enacted to address the problem.



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WHY CHOOSE PRIVATE YACHT MEDIATION?

*Mitigate the Mutiny,
Don't Litigate the Suit*

"We'll see you in court." Not the most comforting words in the English language. They conjure up windowless courtrooms, uncomfortable seats, surly bailiffs, and somber judges handing down one-sided verdicts. Most people – including lawyers – would rather avoid the stress. That's because most of us don't enjoy conflict and the unknown; we prefer peace and predictability.

What is mediation?

In the U.S., most lawsuits are resolved by alternative dispute resolution methods, like mediation, which is a process involving a neutral and impartial third person – the mediator.¹ A mediator is not a judge and does not rule on your case. Rather, the parties have the ultimate decision-making authority. The role of the mediator is simply to help the parties communicate their concerns in a way that facilitates settling their dispute *without going to trial*. This includes exploring creative alternatives to reach a voluntary, joint agreement.²

Yacht owners, brokers, builders, and others in the marine industry should consider the benefits of private yacht mediation with a Florida Supreme Court certified mediator for three simple reasons: 1) Confidentiality; 2) Expense Mitigation; and 3) Preservation of Relationships.

Keep your secrets

When Tiger Woods sued Christensen in 2004, he accused the yacht builder of invading his privacy.³ Christensen had published photos of his 155-foot yacht *PRIVACY* in yachting magazines and at the Fort Lauderdale International Boat Show, in breach of a confidentiality clause in its contract.⁴ Ironically, however, by suing Christensen, Tiger publicized the matter even more *and* to a broader audience. Lawsuits are a matter of public record.⁵ Mediations are not.⁶

Florida Supreme Court certified mediators are required to "maintain confidentiality of all information revealed during mediation except where disclosure is required or permitted by law or is agreed to by all parties."⁷ This means no one, including the mediator, can reveal *anything* discussed or shared during the mediation process unless *everyone* consents. Needless to say, if you value your privacy, mediation is the preferred route. Keeping confidential business records and trade secrets, along with other sensitive personal information, out of the public eye is a primary benefit of mediation with a Florida Supreme Court certified mediator.



Save your money

Litigation is expensive and drawn-out. Between court costs and attorneys' fees, you quickly rack up bills that make you wonder whether it's even worthwhile pursuing the matter. Mediation is much cheaper and significantly quicker.

Of course, the scariest expense of a lawsuit is the unpredictable outcome. We've all heard about lawsuits with exorbitant verdicts. When you go to court, your fate is in the hands of strangers – the judge or jury. In maritime cases especially, these well-intentioned folks might not understand relevant underlying factors. However, in the mediation setting, you alone decide whether to settle, if at all, and for how much. You also get the opportunity to craft unique resolutions beyond dollar signs that a judge and jury could not.

Don't burn bridges

The yachting community is small and we depend on one another a lot. It is easy to ruin a previously good relationship when the parties end up in court. By choosing mediation instead, you can preserve connections with other brokers, contractors, clients, and even employees. This is because mediation results in a settlement everyone is on board with instead of a verdict one side thinks is unfair. You also earn a reputation for a willingness to work things out. Additionally, and often overlooked, your dispute with another company or individual may make it awkward for your employees. Everyone feels they must take sides. On the other hand, if you choose private mediation, grudges are less likely to be passed along. It's better for business.

For the reasons above, you should consider mediation as a first step towards resolving any dispute. Maybe add a mediation clause to your business and employment contracts. When you select your mediator, make sure you choose one who understands your circumstances. Mediation can help you navigate the rough seas of maritime disputes.

*A mediator is not a judge and
does not rule on your case.*

¹ FLA. R. CERT. & CT.-APPTD. MEDIATORS 10.210.

² FLA. R. CERT. & CT.-APPTD. MEDIATORS 10.220.

³ Pun intended.

⁴ *Woods v. Christensen Shipyards, Ltd.*, 2005 U.S. Dist. LEXIS 42994 (S.D. Fla. Sep. 23, 2005).

⁵ A copy of the *Woods v. Christensen* complaint is accessible at THE SMOKING GUN, *Tiger Woods's "Privacy" Violated?*, <http://www.thesmokinggun.com/file/tiger-woodss-privacy-violated?page=0>.

⁶ Spoiler alert.

⁷ FLA. R. CERT. & CT.-APPTD. MEDIATORS 10-360(a).

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

IYBA'S PUSH FOR PASSAGE OF DEFERRED IMPORTATION CONTINUES

As the IYBA membership is well aware, one of the unique abilities we have as a professional organization is the possibility of affecting change and the removal of barriers to commerce. We proved that ability several years ago when we spearheaded the legislation in Tallahassee to put in place the \$18,000 sales tax cap on yacht sales transactions. Consequently, over a dozen states have followed Florida's lead and passed similar job-creating legislative changes in their states.

The next issue we identified was what we have come to call "Deferred Importation". Most of you are aware that we have had support from Congressional leaders from the beginning of our efforts on this front, dating back to the 114th Congress. We have two bills currently before the 116th Congress; one sponsored by Rep. Lois Frankel (D-Fl 21st District) and another sponsored by Rep. Brian Mast (R-Fl 18th District), to address our inability to offer foreign flag vessels to U.S. residents while in U.S. waters.

The biggest difficulty with a bill of this type is that it is not impactful

enough to stand on its own for presentation to the floor and be voted upon. These types of efforts need to find a "vehicle" that would be complementary to its stated goal. As yet, we have not identified a bill that would withstand the scrubbing of legislation like ours.

As yacht brokers, we don't take "No" for an answer, so we look for a solution to accomplish our goals. Earlier this year, I found a "Request for Information" issued by the Trump administration to identify barriers to commerce in the marine industry. We answered this RFI by presenting a beautifully worded response prepared by Jennifer Diaz of Diaz Trade Law in Miami.

The Office of Management and Budget asked Staley and me to come to Washington to discuss the issue. As a result of our meeting there, we were asked to propose the language to be included in the bill that would be put before President Trump for signature. Again, Jennifer Diaz rose to the challenge, and we submitted language for inclusion in the bill.

As we await a response from OMB, we are also pursuing another tack. The International Trade Commission offers up to the Congress every two years something called the Miscellaneous Tariff Bill or MTB. We are awaiting the opening of a window for submissions and will again propose the language that provides relief for foreign flag vessels and allows us to offer them for sale or charter to U.S. residents while in U.S. waters.

This is just one of the ways your association is working to support your efforts to prosper. We'll keep you informed of our progress.



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THE LATEST LISTINGS, SALES, HIRES, AND OTHER NEWS FROM IYBA MEMBERS

26 NORTH YACHTS

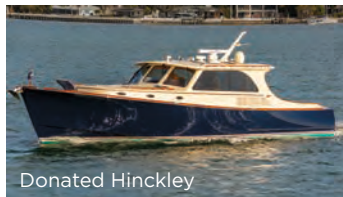
is hiring! We're looking for experienced sales brokers to join our team at our Marina Bay headquarters in Fort Lauderdale. Strong preference will be given to sales professionals who already are CYPB-certified.



The 2nd Annual Naked Warrior Project Fishing Tournament will take place on March 21st, 2020 at Sands Harbor Resort & Marina. Expect big cash prizes, amazing food and drinks, world-class musical entertainment, and more! All proceeds go to Naked Warrior Project, an extraordinary non-profit benefiting U.S. Navy SEALs and their families.

AMERICAN EAGLE UNDERWRITING MANAGERS INC., currently writing yachts on a worldwide basis, announces insurance programs for marine industry professionals. The Marine Professional Liability policy offers both Errors and Omissions coverage as well as limited General liability for specialty marine trades including yacht brokers, naval architects, surveyors for both commercial and private vessels, fleet management and yacht charter management. Additionally, Blue Water and Brown Water coverages are available in another facility also administered by American Eagle. Bonds for various disciplines are a third aspect to round out full service to the marine trades industry. For more information, visit www.aeums.com or contact Michelline Septer at 305-676-9806 or msepter@aeums.com.

AMIKIDS Yacht Donation Program closed Fiscal Year 2019 in July. Reporting 17 vessels (887 feet overall), the organization had multiple high-profile donations of brand name-yachts such as Palmer Johnson, Rybovich, Hinckley, J Boat, San Juan Viking Princess, Tiara and Grady White. As a result, yacht donations contributed substantial resources to the AMIKids mission to help youth develop into responsible and productive citizens.



AQUA SOL YACHT SALES, the boutique brokerage in West Palm Beach and Stuart, Fla., is pleased to announce our newest Sales Associate, Nicholas Williams. Raised in Wildwood, N.J., his love for boating and the sea started early. Working in a variety of marinas, his experience with boats and boaters is considerable and fueled his passion for yacht sales. Nicholas is excited to begin this new adventure and is already developing his contacts for listings and to assist clients with finding their dream yacht. Nicholas is based in our Stuart office and can be reached at Nicholas@AquaSolYachtSales.com.

ATLANTIC YACHT & SHIP, INC. is keen to announce the addition of a Yacht Charter Division. Terra Gaffga, lending her knowledge gained from nine years of privately managing one of the most successful

charter yachts in the Bahamas, will join Atlantic as Charter Manager and Broker. Her multifaceted career, from working onboard as crew to liaising directly with charter brokers and guests, provides a unique draw to clients and colleagues alike. Jessica Youngblood, seasoned charter yacht manager and charter specialist, also joins the charter team. For more information regarding managing a vessel for charter or chartering a yacht, please contact 954-921-1500 or info@ayssales.com.



BRADFORD MARINE would like to congratulate Paul Engle on his recent retirement. Paul led Bradford Marine as president for over 24 years; we wish you well, Paul!

Bradford Marine Vice President and General Manager Carlos Navarro has been appointed as broker of record. Recent vessel sales by Bradford's brokerage division include: Galeon CRACKER JACK, Bollinger DEEP OCEAN, Bollinger LAURA MARINE, Hatteras C TIGER, and Azimut VICTORY LANE. New listings include a 114' Hargrave, 103' Cheoy Lee, 87' Dominator and 72' Azimut. A sincere thank you to Allied Marine, Italian Yacht Group, and MarineMax for participating in our June Open House!

DEANGELO MARINE EXHAUST, the leading manufacturer of marine diesel exhaust systems in Fort Lauderdale, is pleased to welcome Keenan Maines to our sales team. Keenan has over 30 years of experience in the marine industry. He started his career as a certified welder and fabricator building marine exhaust systems. He then spent several years building turbine powered offshore race boats. Some of the 55 boats he helped build were for the Geico Racing Team. DeAngelo Marine Exhaust is excited to have him join our sales team. For further information, contact Keenan at 954-763-3005 or email Kmaines@DeangeloMarine.com.



GLOBAL MARINE TRAVEL has been named for the first time in *Travel Weekly's* 2019 Power List which recognizes the top travel agencies in the U.S. with \$100 million or more in travel sales. GMT, ranked #47, was acquired by V.Group in February this year. Moving forward, GMT is to invest in the development of digital technologies and proprietary end-to-end travel solutions. The company also is looking forward to several new acquisitions heading into 2020. IYBA members do qualify for seaman fares when traveling to/from a vessel with special access to economy, business and first-class tickets on most airlines. Please visit www.flygmt.com.

HORIZON YACHTS is pleased to report three FD87's have sold in the past three months – Hulls 12, 15, and 16 – as well as Hull 3 of the FD102 model, for delivery throughout 2020. We will showcase

(Continued on page 36)



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(Continued from page 34)



Horizon FD87

FD87 Hull 11 at the upcoming Fort Lauderdale International Boat Show, Oct 30 - Nov 3, alongside FD77 Hull One and FD77 Hull Three (Skyline configuration). Additionally, we will unveil information on our latest FD design, the entry-level FD70 model,

later this summer. Horizon's FD series has seen astounding success, with a total of 25 yachts on the books since launching in 2016.

IGY's Yacht Haven Grande Marina in St. Thomas, USVI, is the first North American marina to ever be awarded Gold Anchor "Platinum" Level accreditation from The Yacht Harbour Association (TYHA). Only four marinas have ever been awarded the Platinum Level designation by TYHA with none, except Yacht Haven Grande Marina, attaining this status after overcoming two single-year Category Five hurricanes. The fact that Yacht Haven Grande Marina caters to the largest superyachts in the world (up to 600ft / 182m) on a remote Caribbean island makes this achievement even more outstanding given the level of bespoke services required for this unique market segment.

INTERMARINE takes a large group to the Cannes Yachting Festival every year and looks back on another successful show. 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.

ISOTROPIC NETWORKS is expanding with the addition of two key people to its headquarters in Lake Geneva, Wisconsin: David Gardner as director astrosciences and Mike Murphy, director complex IT. David brings a wealth of satellite experience and expertise as the former manager for satellite operators Telesat and Loral Satellite Operations. Mike comes in with over 20 years of experience in both Systems and Network engineering disciplines. He has worked for both small and large corporations, most recently AT&T Cybersecurity within its Security Platform Solutions division.



Gardner & Murphy

LENTON YACHTS welcomes Alex Pereiro and Ashley Coffman to the Fort Lauderdale sales team. Alex will focus on the charter market and Ashley on brokerage sales. Both bring with them extensive knowledge and experience in the marine industry. Lenton Yachts also is pleased to announce the recent closing of LADY LEAH, 80' Lazzara Grand Salon Sky Lounge motor yacht.

LUKE BROWN YACHTS announces that Jason Dunbar has listed JUS CHILL'N, 84' CL 2012, and Ron McTighe listed MYU 90' Palmer Johnson 1992/2015.



JUS CHILL'N

Luke Brown Yachts has an opening for a yacht broker at its Fort Lauderdale headquarters, with satellite offices in Miami, Bradenton, Newport and Annapolis. A cooperative environment with your own

personal office and three full-time staff to assist with leads, listings

and closings. Great digital and print marketing for your listings and access to a database with tens of thousands of customers. Please contact Jason Dunbar to join a company with a 50-year history of doing yacht brokerage the right way.



MARINE INDUSTRIES ASSOCIATION

OF PALM BEACH COUNTY is excited to announce the 25th Annual Palm Beach Holiday Boat Parade and Toy Drive benefiting Toys for Tots and Little Smiles will be taking place on Saturday, December 7th, from North Palm Beach to Jupiter. Boat entry is free and \$10,000 in cash and prizes will be awarded to top vessels! Sponsorships are available. Visit palmbeachboatparade.com for more info.

MARINEMAX, INC. recently announced its agreement to expand North American presence of Benetti Yachts and acquire Fraser Yachts Group from the Italian-based Azimut|Benetti Group. The entire Fraser team will remain in place and continue to manage activities. Additionally, current directors Paolo Vitelli and Roberto Giorgi will remain with Fraser in an advisory capacity, lending their years of invaluable experience.



Brett McGill, CEO and president of MarineMax, explains that this acquisition will dramatically increase MarineMax's presence and strength in the strategically important superyacht category.

MarineMax Pompano Yacht team, Mike Bader and Darren Phillips, also found the perfect boat for a long-time customer, selling the first Azimut Grande 25 Metri in the United States.

MERLE WOOD & ASSOCIATES announces the opening of its new satellite office on the second floor of the Bahia Mar Yachting Center in Fort Lauderdale. The 2,000+ square foot office will welcome new and existing brokers. The company's longtime office on Las Olas Boulevard will continue to serve as its global headquarters.

Merle Wood & Associates also announces the sale of the first 40m Benetti Oasis motoryacht, as well as BALISTA, a 2013 153' Cantieri di Pisa, and SLAPPER, a 2006 33' Riva Aquariva, by yacht broker John Jacobi. Additionally, new listings include WORTH THE WAIT II and WATER DAMAGE.

M&M PRIVATE LENDING GROUP specializes in private hard money loans for real estate and now yacht financing. Since the company's inception in October 2011, principal owners Michael Internoscia and Eric Finkelberg have been providing loans for both residential investment properties and commercial investment mortgages. M&M has lent over \$250 million and currently manages more than \$80 million in various portfolios on behalf of its coveted clientele. M&M is aggressively growing and expanding. Private Yacht Finance, a new division of M&M, now offers yacht loans for individuals who are having difficulty obtaining a loan from traditional banks for expensive, high-quality pleasure crafts. "Working in the yacht industry is a natural for us; it's all luxury and the same financing needs," said Internoscia.

New Members

PROFESSIONAL ASSOCIATE

Paul Fvero – Tampa Yacht Sales
Chris Crane – Tampa Yacht Sales
Brent Amberg – Borden & Associates Yacht Sales
Sidney Ambroise – Denison Yacht Sales
Amanda Haley – Denison Yacht Sales
Jose Torres – Massey Enterprises
Juan Ravelo – United Yacht Sales
Nicholas Stanley – Luke Brown Yachts
Lacey Meade – Yacht Sales International
Nicholas Williams – Aqua Sol Yacht Sales
Glenn Clyatt – HMY Yacht Sales
Chuck Meyers – Bluewater Yacht Sales
Joseph Moretti – Moretti Yachts
Stephen Murray – Massey Enterprises
Cory Barrios – Luke Brown Yachts

CHARTER ASSOCIATE

LeAnn Pliske – IYC

AFFILIATE ACTIVE

Nicholas Dwyer – Seakeeper
Daniel van Drunen – Marquip
Jennifer Persson – Ocean Grants
Howard McMillian III – Wells Fargo
Steve Climie – South Aviation Group
Frank Cavella – Conrad Fort Lauderdale Beach

AFFILATE ASSOCIATE

Brant Craft – Craft Yacht Management

SUPPORT

Kimberly Gnadt – Marlow Marine Sales, Inc.
Lorena Sierra – Denison Yacht Sales
Lysandra Coelho – Denison Yacht Sales
Ben Farnborough – Denison Yacht Sales
Brooke Denham – Downey Yacht Sales
Alicia Marucci – Burgess

IYBA Congratulates these new CPYB Members!

Rickard Charleson CPYB – Galati Yacht Sales
Nick Galati, CPYB – Galati Yacht Sales
Chris Hirshberg, CPYB – Galati Yacht Sales
Jay Dee Jackson, CPYB – Galati Yacht Sales

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NAPLES YACHT BROKERAGE

of Naples, Fla., is pleased to announce the listing of the 136' Premier Series Horizon Motor Yacht ANTITHESIS. This beautiful 2010 tri-deck Horizon Motor Yacht is currently located in Marco Island, but will soon be moved to Ft. Lauderdale for easy access to interested agents. This is another very positive event in what is turning out to be an exceptional year for NYB.



NAUTICAL VENTURES GROUP announces that through a lease-option, it has taken over operations of Anglers Marina in Dania Beach, Fla., and will rebrand the entity as Nautical Ventures Marine Center. On the 10-acre site, Nautical Ventures will build a new 200-unit dry stack, 15,000 sq. ft. state-of-the-art showroom, six-bay parts service facility, ship's store, waterfront restaurant with tiki bar, improve overall infrastructure for 120 wet slips, and be the future home of Nautical Ventures Boat Club. A newly built, custom houseboat is docked onsite, serving as an interim sales, brokerage and boat club office. Interested brokers, or for more information, please contact: Roger Moore, 954-926-5250 www.nauticalventures.com.



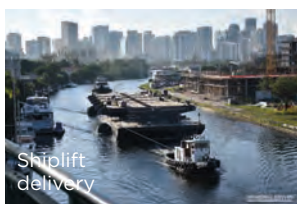
Babb
Rawlings

NORTHROP & JOHNSON is delighted to welcome Babb Rawlings to its exceptional team of international sales brokers. Babb will be located in the Fort Lauderdale office. Babb hails from southern Virginia where he spent thousands of hours during his childhood boating and fishing along the Chesapeake Bay and in the Atlantic

Ocean. He earned his business administration degree at the University of Mississippi. After graduating, he combined his great love of life on the water with his desire to build long-standing customer relationships; this is what fuels his passion for yacht brokerage. During his decade-plus-long career, Babb has closed more than 350 transactions. To contact Babb, please email PR@northropandjohnson.com.

RMK MERRILL-STEVENS

announces that after a long-awaited and intricate delivery, its shipyard, located on both sides of the Miami River, is now home to the largest in-water shiplift in the state of Florida. The delivery of the 2,700-ton shiplift, transported by a barge using the "float-in" delivery method, garnered the attention of marine industry advocates, local companies and nonprofits. The resurgence of the marine industry in Miami and the storied RMK Merrill-Stevens shipyard is centered around the yard's \$30 million renovation. Merrill-Stevens was the first shipyard in Florida, dating back to the 1885, and is on its way to becoming the most updated and technology-driven shipyard in South Florida.



Shiplift
delivery

SEATTLE YACHTS, a new boat dealer and yacht brokerage firm with offices in the Pacific Northwest, California, and South Florida, has been appointed the Hampton Yachts dealer for the entire east coast of the U.S. This also includes Hampton's Endurance models which specialize in long-range cruising. "Hampton Yachts and the Endurance model line will make a great addition to our already strong new boat offerings," said Peter Whiting, managing partner of Seattle Yachts. "Our niche has become the luxury cruising market." The Hampton Yacht Group office on 17th Street in Ft. Lauderdale will continue as part of the Seattle Yachts team.

TOM GEORGE YACHT GROUP (TGYG) is pleased to announce the sale of MOON RIVER, an 87' Johnson with TGYG representing the seller and Gilman Yachts representing the buyer, and the sale of VANGUARD, Sunseeker 82 Yacht, with ROAA representing the seller and Jimmy Rogers of TGYG representing the buyer.

TGYG is looking to expand its yacht brokerage team with experienced and qualified professional yacht brokers. As our company grows and we add more brands to our portfolio, we are looking for long-term-oriented team members to share in our success and grow with us. TGYG is currently a dealer for Lexus, Marquis, Carver, Everglades, Edgewater and Cobalt boats. Please contact Jimmy Rogers at 727-453-0422 for more information, all inquiries will be kept completely confidential.

UNITED SALES & CHARTER'S Nicole Haboush has some

wonderful charter choices for your clients with great availability for the fall/winter charter season in South Florida. **HIGHLINE**, the 102 OCEANFAST with her 2018 refit, is a superb choice for four couples or a family of eight right in beautiful Boca Raton/Delray Beach, Florida! This OCEANFAST is one of the most iconic yachts of its era, designed by Jon Bannenberg, the Michelangelo of yachting! Asking \$39,000 a week or \$8,000 a day plus expenses for up to 8 guests in 4 staterooms, she's nicely priced for all charter guests. Contact Nicole Haboush at 561-558-3113 or nicole@unitedyacht.com.



HIGHLINE

YACHT FLOWERS is excited to announce a new store location in Fort Lauderdale. It is located at 1600 West State Road 84, close to many marinas and shipyards. For more than 10 years, Yacht Flowers has been a premier floral service provider in Fort Lauderdale, Miami, and West Palm Beach for the yachting community's private yachts, brokerage firms, yacht builders, charters, boat shows, and much more. With passion and vision, Yacht Flowers looks forward to creating luxurious floral experiences and provides excellent interactions with select clients. For more information, email info@YachtFlowers.com and follow @YachtFlowers on social media.



Mag Bay 42

YACHTING EXPERTS in

South Florida would like to congratulate Mag Bay Yachts in the recent completion of its newly built 52,000 sq ft facility in Hesperia,

Calif. With this new facility come a lot of exciting additions to the Mag Bay family. The very much anticipated 42' Mag Bay Express, making its International debut at the Fort Lauderdale International Boat Show, is destined to be the industry leader for a vessel of its kind. Coming from the original co-founders of Cabo Yachts, the Mag Bay 42 comes with almost two decades worth of improvements from its predecessor. Dealer for Florida, Bahamas & the Caribbean, we welcome broker participation. Contact Frank De Varona at 305-812-2854 for pricing and specifications.

YACHT SALES OF DAYTONA, a well-established Central Florida yacht brokerage company, is looking for full-time salesperson. Knowledge of the boating industry required. Sales experience is a plus. Commission-based position. Ideal for a seasoned broker who may be looking to relocate to the Central Florida area. Send resume or inquiries to ybinc@bellsouth.net.



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by Kelly Skidmore, Public Relations, MIASF

MARINE INDUSTRY COMPANIES FIND GREAT REWARDS IN HOME-BUILDING WITH HABITAT BROWARD

As a legacy industry that began more than 100 years ago in Fort Lauderdale, the South Florida marine industry was established by a tight-knit community with an extraordinary work ethic and a collective spirit of giving. Today, the South Florida marine industry supports 142,000 jobs regionally with an annual economic impact of \$12 billion, but the feelings of friendship, camaraderie, and generosity still bind this community together.

So, it was no surprise in 2016, when the Marine Industries Association of South Florida (MIASF) invited member companies to participate in connecting more fully with the local community, that eight different companies immediately signed on as sponsors of Habitat for Humanity Broward County to build the first-ever, two-story duplex

in Fort Lauderdale.

From the start, Habitat Broward set aside special build days for sponsors and volunteers to assist the contractor and prospective homeowners, all of whom are required to undergo a rigorous vetting process, throughout the construction process. After nearly a year of hard work, MIASF and Habitat Broward staff, board members, and sponsoring companies presented the house keys to two families just before the Christmas holiday.

Reinvesting the community

Since 1976, Habitat for Humanity has been dedicated to building homes, communities, and hope and MIASF is immensely proud of its members who remain passionate about the area in which they live and work and are committed to reinvesting in their community to make it a better place.

In addition to the opportunity for employee team building and the sense of pride that volunteering offers, a sponsor company also may be eligible to receive state tax credits based on its financial donations. Habitat for Humanity has shown that with safe, affordable housing, and

MIASF Board members, staff and sponsors join Habitat Broward leaders, volunteers and soon-to-be homeowners at the groundbreaking for "A Rick Case Habitat Community".



Habitat for Humanity envisions a world where everyone has a decent place to live.

access to the proper resources, families can provide stability for their children, grow a sense of dignity and pride, improve health and security, and increase educational and job prospects. It envisions a world where everyone has a decent place to live and offers a hand-up – not a hand-out, to those that are willing to work hard to improve their family's life.

Giving back to veterans

That philosophy resonates strongly with MIA SF members, and led the association to reach out to Mission United, a program of the United Way of Broward County that supports U.S. military veterans and their families with services that assist in re-acclimating to civilian life, such as employment, education, and housing.

MIA SF brought the two organizations together and arranged a partnership that worked in tandem to identify a veteran and secure a local home site so that MIA SF member companies were able to combine their patriotism and generosity in one rewarding effort.

Eight marine industry companies kindly committed to offer a hand-up, this time to a disabled Army veteran and his wife and four children, and in 2017, they collectively broke ground on the family's forever home.

Helping hard-working families

Now, for the third time, MIA SF, along with seven member companies, is sponsoring and helping to build a Habitat Broward home for hard-working, low-income families who struggle to find affordable housing. MIA SF is joining forces with many companies, organizations, and individuals who are contributing to the development of "A Rick Case Habitat Community". Located on nine acres in Pompano Beach, the new community is a development of 77 homes and is the largest project Habitat has built in Broward County, garnering a special visit from Governor Ron DeSantis at the groundbreaking dedication earlier this year.

Overwhelmingly, sponsors agree that the entire volunteer experience is extremely rewarding for them and their company employees, who feel honored to have assisted with everything from building trusses, to installing drywall, to interior and exterior painting, and much more. But nothing has proven to be more moving than the key ceremony, when the home is finished and the new homeowners receive their keys surrounded by dozens of volunteers and well-wishers. They know they were selected out of thousands of applicants to receive this opportunity to achieve their dream and their happy smiles are all the compensation anyone needs.

For more information on how to get involved, contact MIA SF at 954-524-2733 or info@miasf.org, or visit www.habitatbroward.org.





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WEST COAST YACHT SALES SUMMIT

The Hyatt | Sarasota, Fla.
August 20, 2019

Photos by IYBA Staff and Max Disselkoen, Galati Yacht Sales

Over 130 yachting industry professionals attended the West Coast Yacht Sales Summit in Sarasota this summer. The informative agenda included a YachtWorld.com Update, State of the Industry panel, presentation on 21st Century Marketing, Legal Discussion on Broker Responsibilities and Liabilities, and an energizing talk by Dr. Rick Goodman, along with other educational sessions. The day ended with cocktails and networking among peers. Many thanks to event sponsors YachtWorld.com, Robert Allen Law, Baldwin Krystyn Sherman Partners, Pure, and moneycorp.



THE MEMBERS
GALLERY



BROKERS OPEN HOUSE

Bahia Mar Yachting Center
Fort Lauderdale, Florida
August 15, 2019

Eleven yachts and megayachts were on display at the Bahia Mar for the August IYBA Brokers Open House, sponsored by Yacht Management and YATCO. The yachts included the 164' 2017 Christensen SILVER LINING, 157' 2005/2018 Trinity REBEL, 132' 2018 Benetti PEARLA, 95' 1985 Christensen CAROLE TOO, 90' 2018 Hatteras SNOWGHOST, 88' 2005 Conrad Shipyard CHILLIN, 85' 2017 Horizon NINE STARS, 80' 2005 Lazzara MOJO, 75' 2008 Lazzara BARBIE D and the 69' 2012 Horizon SUNNY. Attendees enjoyed coffee and a light breakfast while viewing the fleet. For the date of our next Brokers Open House, please visit www.IYBA.org and click on the Calendar page.



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by Forest Johnson, Owner, Forest Johnson Photography & Film



THE FORT LAUDERDALE INTERNATIONAL BOAT SHOW – 60 YEARS OF GROWTH & CHANGE



In 1959, a group of businessmen assembled at the War Memorial Auditorium in Fort Lauderdale. They were mostly boat manufacturers and dealers, looking for a way to sell boats. It would become the official beginning of the Fort Lauderdale International Boat Show.

One of the men instrumental in getting Fort Lauderdale on the boating map was the city's former mayor, Robert O Cox. He had arrived in Fort Lauderdale in the 1940s and opened Lauderdale Marina in 1948, across the IntraCoastal Waterway from Pier Sixty-Six. Cox helped to revive the marine advisory board, later called the "Marine Industries Association", and to start the show.

The Marine Industries Association (MIA) added "of Broward County" to its name in 1967. It eventually became, as it remains today, the Marine Industries Association of South Florida (MIASF). As it has since its inception in 1959, MIASF still owns the Fort Lauderdale International Boat Show today.

There were 13 exhibitors at that first Fort Lauderdale Boat Show.

Continually outgrowing venues

There were 13 exhibitors at that first Fort Lauderdale Boat Show. In its second year, the show was moved to Pier Sixty-Six. Twenty exhibitors displayed their products both on land and in the water in that location. Ronnie Stroud and John B. Allen of Pier Sixty-Six produced what the Fort Lauderdale newspaper called a "marine wonderland".

In the beginning the show was directed and staffed by a boat show committee – all volunteers. No admission was charged. Initially, there weren't even any exhibitor fees – Pier Sixty-Six wasn't busy in the summer and relinquished space for the show during those years at no charge.

Promotions for the show included "Bathing Beauties" with beauty pageant contestants in attendance. Advertising included a motoryacht used as a floating billboard traveling back and forth to New England on the ICW, encouraging people to "come on down" for the show.

By 1970, more exhibit space was needed, so the show moved to Port Everglades for three years – sharing space with the cruise ships...like the QUEEN MARY. The official name of the show was now the "Marine Industry Association Summer Boat Show", and for the first time, it charged an admission fee. The new facility featured inside, air-conditioned space, an undercover outdoor patio, vast outdoor display areas, and advertised "in-water exhibitions of yachts 40 feet and over!"

Across town, a little-known event taking place eventually would change the course and nature of this show. Two men purchased a shipyard on the New River in Fort Lauderdale. One had boat-rigging experience and his partner had mobile home and equipment leasing experience. This partner's name was Kaye Pearson...and he would become heavily involved in the Marine Industries Association shortly thereafter.

By 1973, the show was looking for more indoor exhibit space and moved briefly to the Jai-Alai fronton in Dania, Fla. However, this location lacked one key element – water!

In 1974 and 1975, the show was held at the downtown Municipal Docks on the New River...with boats displayed on both sides of the river by 1975.

A new beginning

The next year was a monumental one and a "new beginning" for the event. Kaye Pearson took over as producer and manager with his newly formed company, Yachting Promotions – better known as "Show Management." Working closely with the president of the MIA Show Committee, Gordon Houser, Pearson helped to introduce three major changes that have been influential in the success of the show to this day.

First, the name was changed to the Fort Lauderdale International Boat Show.

Second, the show dates were moved to the fall after manufacturers had released their new year production models.

Third, the show moved to its current location: the Bahia Mar Resort & Yachting Center!



Kaye Pearson was an instrumental, long-time show manager.



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