

COMPASS

IYBA

A publication for
the Members of the
International Yacht
Brokers Association



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WHAT THE GDPR RULES COULD
MEAN FOR YOUR BUSINESS**

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RENAISSANCE HOTEL & CRUISE PORT

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Executive Director's Report

BY PAUL FLANNERY, IYBA EXECUTIVE DIRECTOR

A Busy Summer Season Ahead

Once again, spring boat show season is behind us and as we tidy up the loose ends, all reports are that the first half of 2018 was excellent all around. Domestic builders have good activity overall and in the large center console sector, engine availability is the only thing slowing down delivery of product to customers. European shipyards have full order books and while this isn't new news, the biggest challenge to brokerage sales is the availability of clean inventory. Industry insiders are reporting that while unit sales are down slightly, average retail prices are up sharply. The larger houses are extremely busy and smaller boutique firms have about all they can say grace over as well. Enjoy the good times and make hay while the sun shines!



Paul Flannery, IYBA executive director; Nicole Vasilaros, NMMA VP of federal and legal affairs & Thom Dammrich, NMMA president

On the association front, things are busy here too! Most recently, I was accompanied by **Staley Weidman** (Legislative Affairs Chairman), **David Maass**, **Jenny Wicker** and **Ricardo Strul** at the American Boating Congress (ABC) in Washington D.C for a busy three days on Capitol Hill working to further our efforts on Deferred Importation. A special thanks to them all for taking time out of their busy working schedules to carry the IYBA flag in our nation's capital. We have plenty to report about that effort as you will see a little later in this issue, but another item came sharply into focus while we were there. One of the other great industry organizations, USSA, has been working to remove the 300-ton limit on U.S.-flag pleasure vessels and it seems like virtually overnight, that agenda item gained some real traction. This is another example of marine industry organization working on their members' behalf to remove barriers to commerce and help create jobs and prosperity in our communities. Keep an eye out for updates on this issue as well.

IYBA continues to offer a busy seminar and events calendar. The Yacht Engineering Seminar and Expo took place on May 22 at Pier 66. We had a smaller crowd than usual but those in attendance were impressed with the amount of information available to them at the seminar. Rich Merhige from AME Solutions, Cummins, Cat and MTU, Seakeeper, Nautic Alert and others gave great talks on a variety of topics that kept everyone engaged all day. Many thanks again to Cummins, AME, Robert Allen Law, Northern Lights, Seakeeper, MPT, and Pantaenius for making this educational opportunity possible. If you missed this year's Yacht Engineering Seminar, please visit our website at www.IYBA.Yachts and click on the "Videos" tab. Videos of our signature seminars typically are posted on our website a few weeks after the event, and are available at no charge to IYBA members.



Yacht Engineering Seminar

The Yacht Sales Summit will take place on June 26th in Fort Lauderdale and the agenda looks like a particularly informative mix with topics ranging from a State of the Industry update to a IYBA contracts review. Yacht Sales Summit West Coast on August 21 in Sarasota, Fla., will bring the same great information found in our June 26th event to our members on the Gulf Coast.



The Golf Scramble was scheduled for June 5th and always makes for a day of great networking, competition and comradery. Proceeds from the Golf Scramble are used to subsidize our legislative efforts, so thank you for your support.

That's all I have for now so don't forget the sunscreen and get out there and sell something, will ya....

Cheers,

Paul

Paul Flannery

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American Boating Congress 2018



Paul Flannery, Staley Weidman, Davis Maass & Jenny Wicker

I joined members of IYBA's Legislative Affairs committee, including Staley Weidman (Chairman), Jenny Wicker, David Maass and Ricardo Strul, in Washington D.C. May 9-11, 2018, to participate in the American Boating Congress (ABC). The National Marine Manufacturers Association (NMMA) hosts this event each year for the benefit of recreational boating interests and to provide a forum for direct access to legislators. The Yacht Brokers Association of America, Marine Industries Association of South Florida and the Marine Retailers Association of the Americas and U.S. Superyacht Association (USSA) are just a few of the marine associations who attend ABC to help remove barriers to commerce and impress upon our politicians the importance of the \$121.5 billion in annual economic impact recreational boating has on our economy and our communities.

On the docket were a variety of industry-related topics ranging from fuel policy and recreational fishing to trade. Conference speakers included Rep. Charlie Crist (FL-13), Rep. Joyce Beatty (OH-3), Rep. Jackie Walorski (IN-2) and others. A keynote address was delivered by veteran journalist Chris Wallace on the state of the administration and current policy impact on economics and world affairs. Secretary of the Interior Ryan Zinke also addressed the audience on closing day to give an update on the infrastructure improvements to our National Parks system. An amazing amount of information was made available to attendees and overall, the impact made on Capitol Hill by the group was impressive.

As you know, IYBA has been working on our Deferred Importation initiative for some time now and keeping our agenda on the minds of our legislators and their staffs is of paramount importance. Representative Lois Frankel (D-FL) and Ted Yoho (R-FL) have given bipartisan support to House

BY PAUL FLANNERY, IYBA Executive Director

Resolution 2369, seeking to defer the time at which duty is collected on foreign-built vessels to the time of closing, as opposed to the present rule that requires duty to be paid before offering a vessel for sale to U.S. residents while in U.S. waters. Representative Brian Mast (R-FL) has proposed H.R. 3662, which essentially eliminates the need to pay duty on foreign-built used vessels. Both pieces of legislation have support from both sides of the aisle and are awaiting the proper vehicle to carry them to a vote. On the Senate side, we have been working with Senator Bill Nelson's (D-FL) office to fine-tune a proposal similar to H.R. 2369 to carry forth there.



Davis Maass & Jenny Wicker, IYBA Legislative Committee Members

As was mentioned earlier in this edition, another interesting development occurred during ABC this year. USSA has been working to increase the limit on tonnage for U.S. Flag recreational vessels. Currently no large commercial yacht or recreational vessel over 300 tons can be registered under U.S. flag without a Jones Act waiver. Virtually overnight, with the urging of an interested American yacht owner, the proposal was made and moved forward to remove the tonnage limit altogether. The proposal is an amendment to NDAA (National Defense Appropriations Act) that requires the USCG to develop and enforce a set of regulations that will apply to Pleasure Vessels in excess of 300 tons.

An excerpt from the proposed amendment is as follows: "IN GENERAL – The Secretary of the department in which the Coast Guard is operating shall, acting through the Commandant of the Coast Guard, develop a code of safe practices for large commercial yachts for recreational vessels over 300 gross tons (as measured under section 14502 of title 46, United States Code), or an alternate tonnage measured under section 14302 of such title (as prescribed by the Secretary under section 14104 of such title). SCOPE OF CODE—The code of practices developed pursuant to this section shall be comparable to the Code of Practice for the Safety of Large Commercial Sailing and Motor Vessels, now known as the Large Commercial Yacht Code, as published by the Maritime and Coastguard Agency of the United Kingdom."

Making laws is like making sausage; nobody wants to know how it's done, they just want a good finished product. We will continue to keep you informed as we progress toward our stated goals.



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Robert Allen Law advises clients regarding the purchase and sale of major yachts, and represents leading yacht manufacturers, distributors and brokers.

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Watch Out for Wire Fraud



Wire fraud is simple to commit and is growing. Here's how it works.

Wire transfer instructions are emailed to the buyer from the seller or seller's representative. The buyer complies with the instructions to the "T". Within hours, the seller contacts the buyer asking if the money has been sent. The buyer checks with his/her bank and is assured that the funds have been transferred.

However, when the money has still not shown up, everyone begins to retrace steps. As it turns out, the wiring instructions were bogus. The email came from an address that looked very much like that of the seller's or seller's representative but actually was that of a hacker.

And the recipient bank account that the buyer sent the wire to?

Well, that was a real account opened by the hacker and the money did get wired there; it just wasn't the seller's account. And, yes, it has been emptied by now and probably closed.

This scheme is being perpetrated by hackers daily and has been going on around the country for a while now.

First, hackers identify the email accounts of brokers, buyers, sellers and their representatives, such as attorneys, their lenders and/or accountants. Then, the hackers hack directly into these accounts and identify emails referencing pending deals. From these strings of emails, the hackers pull out specific details about the deal, such as: (a) the parties names, (b) the escrow company involved, (c) the person in charge of wiring funds, and (d) other information specific to the transaction.

Next, they send a fraudulent email directly to the buyer or buyer's representative, making it look like it was sent by the

BY DANIELLE J. BUTLER, Managing Partner of Luxury Law Group

seller, seller's broker, sellers representative etc. These fraudulent emails now direct the buyer and/or buyer's lender to wire the closing funds directly to a different bank account than provided in a previous email or in the escrow instructions by the seller. Obviously, this new bank account is controlled by the hacker, not the seller.

Then, if the buyer or buyer's lender does not detect the fraud, the money is wired to the bogus account controlled by the hacker, where the money is immediately withdrawn and the account is usually closed.

To make matters worse, due to the dollar amounts involved and the complex nature of investigating and prosecuting wire fraud, the odds are that the authorities will do nothing to help in these instances.

For the most part, prevention recommendations tend to focus on the non-secure nature of most email accounts. It's a fair bet that most people do not have secure email accounts and they can be easily hacked. But, in a world where Target, Sony, and the U.S. Defense Department have been hacked, it is not plausible to think that most people will ever enjoy a very high level of email security. While suggestions like two-factor authentication and encrypted emails may have their place, it is recommended that buyers and buyer's representatives should confirm all email wiring instructions directly with the recipient by calling them on the telephone. Yes, I know that is a foreign concept, but critical in today's world.

In that conversation, the correct wiring account number information should be repeated verbally before taking any steps to have the funds transferred. Certainly, if wiring instructions are changed via email, the buyer should confirm that by phone with the intended recipient of the wire, seller or seller's broker or representative.

It is recommended to consider criminal fraud insurance, cybercrime insurance and social engineering coverage within your Errors and Omissions insurance policy. Crime policies address actual stolen funds type of losses verse the cyber policies, which generally address stolen information and the liability and required response costs.

The insurer would want to see that internal controls are put in place to avoid losses. For example, this would usually require that any wire transfer changes are verified via a phone call verification back to the designated contact at the seller's preexisting number on file to ensure that the seller made such changes. Crime insurance, beyond just the social engineering piece, is very valuable coverage and recommended for all of our clients to carry.

The information offered in this column is summary in nature and should not be considered a legal opinion.

Danielle J. Butler is the Managing Partner of Luxury Law Group. She may be contacted at 954-745-0799 or dbutler@luxurylawgroup.com.

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Get to Know Your Board Members: Grant Henderson, Baglietto/CCN Yachts



When he first joined the yachting industry in 2004, IYBA Board Member Grant Henderson worked as a First Mate on a 92-foot Westship for two years. After that, he came ashore, spending five years as a yacht broker; then he switched to the new-boat side of the business, working with Ocean Alexander and then Sanlorenzo. In January, Grant was named Director of Baglietto and CCN Yachts Americas.

COMPASS: What do you like best about selling new yachts?

GH: It is very different than selling brokerage. What I enjoy most of new boats and builds is working with the customer on customization and building something that is unique to the customer.

COMPASS: Do you have any advice for new yacht salesmen or brokers who are moving from brokerage to selling new yachts?

GH: Know and master your product as well as your competitors. I feel like every day I can learn something new. I strive to make sure I am offering the best level of service and knowledge I can possibly provide.

COMPASS: What is the strangest thing that has ever happened to you in the course of selling yachts?

GH: I had a customer that wanted to buy a “Go Fast”. We found the right boat and as we were doing our due diligence on it, we found out the boat had been seized by Customs because it had been used to run drugs. When the “previous owners” were confronted by the Coast Guard, they opened fire and were eventually killed by Coast Guardsmen – while they were on board the boat. So, the boat became a crime scene. There was a ton of paperwork to prove that everything had been solved, but we did not see that coming. I actually think that made my customer like the boat even more; it had a story and history.

COMPASS: What is your favorite place to travel for business?

GH: Amsterdam. My wife and I walk three miles every morning. It is the best walking city that I have ever visited.

COMPASS: Do you go boating for pleasure and if so what is your favorite destination?

GH: I have a 3-year-old boy and a 4-month-old little girl. So, boating on the weekends will have to hold off until they are a bit bigger. Once we start boating again, I love to go out in the Gulf – calm, blue waters and great beaches.

COMPASS: What yachting industry trends are you seeing this year?

GH: I don’t know about “trends”, but the projects we currently are working on at Baglietto range from 40 meters to 55 meters and the owners are planning to spend a great deal of time aboard their yacht. So, the vessels’ layouts reflect that – very efficient, usable spaces.



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What the General Data Protection Regulation (GDPR) Means for Your Business



By now, we are all exhausted from trying to digest information on the General Data Protection Regulation as enacted in the EU and implemented May 25, 2018. You have seen it on television, heard it on the radio and more than anything, been inundated with “Privacy Policy Update” emails telling you what good stewards of your information everyone in cyberspace will be. Never again will we have to worry about data breaches, spam or unwanted solicitations.

If you believe that, I've got a nice little bridge for sale....

Below is an informative article that gives you the basics on how to understand this regulation and how it affects U.S. businesses. For a more in-depth description authored by Bob Denison (with thanks to Bob Allen and Len Garofoli) with links to very useful supporting articles, please visit iyba.yachts and click the GDPR INFO button on the home page.

In recent months, you've probably received communications from some of your favorite websites or entertainment apps such as Netflix, Twitter, Facebook, Amazon Prime or Verizon. These communications have been prompted by the General Data Protection Regulation (GDPR). Many businesses in the U.S. assume that GDPR doesn't apply to them since it's a European-based regulation.

Think again.

The media has covered GDPR extensively in recent months – from *Forbes'* recent article, *U.S. Businesses Cannot Hide from GDPR*, to coverage on CNN and multiple technology media outlets – but, the marine industry media has not published much information about GDPR. So, there's no wonder that brokers, dealers and OEMs have questions about it!

BY BOATS GROUP

We've summarized the highlights below to help make it easier to understand what GDPR is and what it means for our industry and your business.

What is GDPR?

The European Union's General Data Protection Regulation (GDPR) represents the most significant change in data protection law since the inception of the Internet. GDPR takes into account how information is collected and stored differently since the rise of the digital economy which rendered the previous legislation, the Data Protection Directive of 1995, obsolete. GDPR was passed in 2016, with enforcement beginning May 25th, 2018.

Who is subject to GDPR compliance?

The GDPR's scope is significant as it covers companies and organizations that utilize or store personal information of European citizens globally, natural persons in the EU, or companies operating in the EU; therefore, its remit includes organizations all over in the world. A company is subject to GDPR compliance if it:

1. Has a presence in any European Union member country
Presence can be as simple as having a website that can be viewed in that country.
2. Has customers or clients based in any member country of the EU
Customers or clients are people that are buying something from you or are interested in buying a product or service.
3. Works with suppliers based in any member state of the EU
Any parts, services or contractors that are based in Europe count.
4. Conducts marketing efforts in any member state of the EU
Emails, display ads or promotions that are delivered to EU citizens can be considered as "marketing efforts".
5. Has employees, investors, or customers who have citizenship (even dual citizenship) of any member state of the EU
The U.S. is a nation of diversity with residents and citizens from all over the globe. It's estimated that anywhere between 1 and 8 million Americans have dual citizenship.

How does this affect the boating industry?

The boating industry is a global marketplace. Your customers and prospects are citizens of various countries throughout the world – even if they reside in the U.S. If your customers and prospects visit Europe, they are protected by GDPR while there.

When your business has any communications or transactions with customers via phone, email, social media or website, it is highly likely that your business stores their personal information/data in some way. And, the storage of personal information is what GDPR was designed to protect.

What is considered personal data?

According to the GDPR directive, personal data is any information related to a person such as a name, a photo, an

email address, bank details, updates on social networking websites, location details, or a computer IP address.

What are the consequences of non-compliance?

The most serious penalties include fines of €20 million or 4% of global turnover, whichever is greater.

What does GDPR-compliant mean?

The GDPR requires organizations to implement reasonable data protection measures to protect the personal data of consumers and employees against data loss or exposure. To achieve that goal, the law regulates all areas related to data management and processing, from obtaining user consent to setting up company-wide data protection practices and handling data breach incidents.

My business doesn't sell boats outside of the U.S., so how does this impact me?

The impact of GDPR is far-reaching, regardless of whether you are located or do business in the EU or U.S. It's important that you educate yourself about GDPR and consult legal counsel if you think it is necessary.

While experts are still learning the details about how GDPR will be enforced, technology experts in both the U.S. and in Europe agree on one key aspect: Know what data your business stores. If you know your data, you'll know what is needed to be prepared.

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The Toys of Summer

Among the features guests enjoy most when they vacation aboard a luxury yacht is the vessel’s fleet of water toys. These small craft help to connect a large yacht with the sea surrounding it, allowing the guests to experience the water in new and exciting ways. Charter yachts, in particular, are often judged by the number and variety of the toys they have on board. Here is a look at some of the latest water toys to launch in the marine marketplace.

SEABOB F5 SR



The SEABOB F5 SR is the most powerful watercraft in the SEABOB F5 series thanks to its top-of-the-line 745N E-Jet Power System. The engine controls let riders choose from seven different power levels – you can cruise through the water at a relaxed pace in a low gear or switch to high gear for breathtaking performance. The watercraft’s two rear fins enhance driving stability and improve maneuverability during diving excursions.

The SEABOB F5 SR also incorporates high-quality special equipment. It comes with the SEABOB Cam system as standard. The Cam system includes two integrated full-HD cameras, a built-in data storage system and a Wi-Fi transmission module. You can video and save everything you experience on a dive, take selfies, and send all your recordings to your smartphone and other mobile devices.

The SEABOB F5 SR also is equipped with a valuable chrome package as standard. You have the option to finish the watercraft with one of the surfaces from SEABOB’s entire color range at no extra charge. U.S. retail price for the SEABOB F5 SR starts at \$17,480. www.seabob.com

Sea Doo GTX 230

Fifty years after the launch of the very first Sea-Doo personal watercraft (PWC), manufacturer BRP has unveiled a new platform that completely transforms the onboard experience and extends the range of activities riders can enjoy on a PWC. The new three-rider Sea-Doo GTX 230, built on this new platform, is a prime example.

To ensure maximum comfort, the GTX 230 features an all-new

BY LOUISA BECKETT, Turnkey Communications & PR, Inc.

configurable rear seat that converts to an onboard “living room”. Riders can quickly change the configuration from forward-facing seating to a flat lounge area where two people can face each other over a picnic lunch. Once the PWC is restored to the traditional configuration, the larger, flatter rear deck makes re-boarding easier and more stable.



The Sea-Doo GTX230 also offers extra-large storage space, a waterproof and shockproof phone compartment with USB charger, and the PWC industry’s first manufacturer-installed, truly waterproof Bluetooth audio system to supply the soundtrack to your adventures. U.S. retail price starts at \$13,899. www.seadoo.com

Ocean Kayak Nalu 12.5



Stand-Up Paddleboards (SUPs) offer the ideal combination of fitness and fun. Long and fast, the Nalu 12.5 by Ocean Kayak is designed to go the distance. This SUP is suited for use by a wide range of paddlers from entry level to intermediate. It features a hybrid, molded-in seating area, padded foot wells with textured foot area designed to optimize balance, and molded-in fins. The bungee’d aft storage area and large, Quick Seal bow hatch with Cross Lock buckle system let you bring more food, drinks and gear along for longer paddles.

Made of Single Layer Polyethylene, the Nalu 12.5 weighs 50 lbs., measures 12’6” LOA, with a width of 30.5”, and can hold up to 350 lbs. It comes with convenient side carrying handles and bow and stern toggles. U.S. MSRP is \$750. www.oceankayak.com

2018 First Quarter Figures from Yacht World Show Mixed Bag of Results for Yacht Sales*



Figures reported by Yachtworld from its SoldBoats data base show that sales of used yachts in both the U.S. and Europe declined both in terms of units and monetary value during the January 1-March 26, 2018 period. As the chart below shows, overall unit sales of yachts in the U.S. declined in the period by 11 percent and 16 percent in Europe. Unit sales in Florida fell by 8 percent. Monetary sales declined by 7 percent in both Europe and the U.S., but rose by 2 percent in Florida.

U.S. 1ST QUARTER 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	5,739	5,092	-11%
Value of Boats Sold - USD	\$912,920,628	\$845,989,552	-7%
Avg Boats Value - USD	\$159,073.12	\$166,140.92	4%
Value of Boats Sold - EUR	€ 736,000,495	€ 682,044,805	-7%

EUROPEAN 1ST QUARTER 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	1,818	1,536	-16%
Value of Boats Sold - USD	\$417,157,166	\$389,951,042	-7%
Avg Boats Value - USD	€ 184,967	€ 204,648	11%
Value of Boats Sold - EUR	€ 336,270,706.00	€ 314,338,575.00	-7%

FLORIDA 1ST QUARTER 2018 BROKERAGE SALES WERE AS FOLLOWS, COMPARED WITH THE 2017 PERIOD:

	2017	2018	% Change
Boats Sold	1,653	1,529	-8%
Value of Boats Sold - USD	\$465,644,309	\$473,186,264	2%
Avg Boats Value - USD	\$281,696	\$309,474	10%
Value of Boats Sold - EUR	€ 375,328,707	€ 381,424,906	2%

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

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John Todd
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Panther

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Marlow Marine Sales
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Columbo Breeze

2004 - 66’ Oyster Cutter
Stuart Larsen
Fraser Yachts
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Insignia

2004 - 82’ Lyman-Morse
Skip Denison
Denison Yacht Sales
954.806.6225



Tally II

2009 - 40’ Windsor Craft
by Vicem Yachts Hardtop
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NBC Sports Group is Coming to FLIBS—and You Could Be Part of the Coverage



The mid-April announcement that NBC Sports Group is planning to televise coverage of the Fort Lauderdale International Boat Show starting this year raised numerous questions—not the least of which were: who gets to be on national TV talking about boats? And which boats will be featured?

“There are going to be opportunities,” says Phil Purcell, president and CEO of the Marine Industries Association of South Florida, which owns the boat show and is working with NBC on the programming. “NBC will be setting up a facility aboard our boat during the show, and they’ll be broadcasting from the show. They’ll be here several days before the show. Brokers, builders, all of them will have opportunities to participate, and there will be advertorial opportunities to participate, and there will be editorial opportunities.”

NBC has committed to coverage for three consecutive years, according to the announcement. The plan, Purcell says, is to start the boat show coverage this year with a one-hour televised special on the sports channel NBCSN.

That format alone, he says, is unprecedented in terms of how the Fort Lauderdale show—or any boat show—has been seen through the national media in years past.

“If you think of our industry, there is no uplink to a national media platform on any show, period,” Purcell says. “Nothing in broadcast. There are bits and pieces where somebody reports on it and it shows up somewhere, but with a major network, there’s no direct uplink.”

While coverage in future years may broaden into spinoff shows, live morning-show news coverage and more, for Year One, the production team is seeking ideas that can be packaged as part of the one-hour, prepackaged television special.

The special is expected to have the look and feel of NBC’s coverage of the North American International Auto Show, held every year in Detroit. Clips of the auto-show coverage are available on YouTube, as examples of the types of stories that

BY KIM KAVIN

may interest producers who are now planning the first boat show special.

Anyone interested in being part of the coverage, Purcell says, needs to understand how NBC plans to package it, in order to make an effective pitch.

“Be collaborative,” he says. “Have listings that are interesting. Give NBC opportunities for things they are going to want to cover. Think about how some brokers, some salespeople, do really nice displays. Just the way they conduct business—they are open and they allow access. Have an interesting story to tell, and there will be an opportunity to be in the showcase.”

Purcell says the goal, over numerous years, is to help the marine industry get its fair share of nationally televised programming. While recreation and sports—including boating—make up 2 percent of America’s gross domestic product, he says, there are fishing shows on television but not much beyond that in terms of recreational boating.

Using this first year of NBC coverage to educate national-media players about how many stories there are within the boating community, Purcell says, can help to achieve additional coverage that will benefit the industry for years to come.

“We’re looking for creative, interesting ideas to showcase our industry in a way that brings people into it, that shows it in a positive light,” Purcell says. “Everybody always goes to the Champagne wishes and caviar dreams, but it’s also about experiences and families and exploring the wilderness and millennials.”

To help determine which stories get airtime, Purcell says, the MIAF, along with Show Management and Informa, which produces the Fort Lauderdale show, will provide NBC’s team with an exhibitor list. From there, decisions will be made about which options NBC wants to focus on for filming.

Danny Grant of the Fort Lauderdale-based public relations firm Pierson Grant, which has worked with Informa and was influential in bringing NBC and boat show representatives together, also says the architecture of the hour-long special is still being discussed. But he added that brokers should understand that NBC’s team will know what and where they plan to film before the boat show opens.

“They’re not going to be openly roaming at the show,” Grant says. “There’s going to be an organized, purposeful production effort.”

Like Purcell, Grant points to Detroit’s auto show as a way for yacht brokers and builders to understand what NBC’s producers might want.

“When they do the Detroit auto show, they’re talking to car manufacturers about new stuff,” Grant says. “So it could be talking to the builder of a large yacht or a sportfish or a tender. The initial discussion made me think that they were planning on going through and seeing what you see at the auto show—

here’s a new car from BMW or Chevy or Jeep, different levels of the market, reviewing different types of things.”

Once people are chosen to go on camera, Grant says, they need to prepare if they want to succeed. His firm offers media training for television appearances, and he says brokers should think about three “must air” points to make an impact. “Write them down and be sure to work them into your responses,” he says. “Focusing on your three ‘must air’ points is the best way to control the message.”

Another way to think about that preparation, he says, is to imagine what the headline might be on a story about the topic you’re discussing. “Be sure your ‘must air’ points support that headline,” Grant says. “The reporter’s job is to find an angle, a hook to interest the audience. You can help develop the news hook by focusing on your three key ideas.”

Taking a professional approach to NBC’s nationally televised special, Purcell says, has the potential to help the Fort Lauderdale show itself grow into even more of a powerhouse event for years to come. People who love boats are well aware of the show’s existence, but much of America has never heard of it—and there are a lot of potential new boaters within that audience.

“Think about how the Kentucky Derby grew, the Super Bowl,” Purcell says. “Our boat show is huge. People come from all over the world. It’s really cool stuff.”

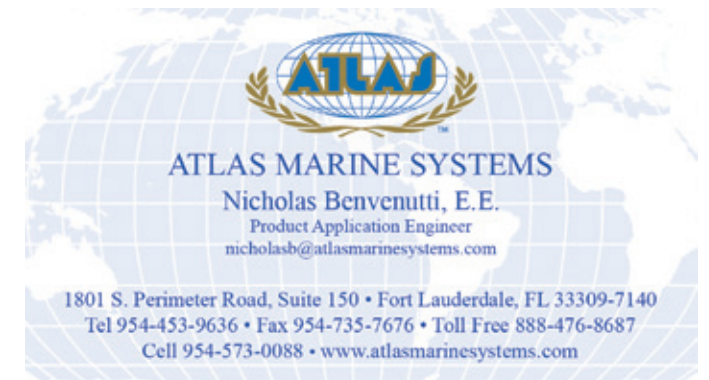
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Boat Show Update



Miami Yacht Show's New Berth on the Mainland

IYBA's premier annual event, the Miami Yacht Show, is scheduled to take place from February 14 -18, 2019, maintaining its traditional President's Day Weekend schedule.

Following a successful run of 30 years on Collins Avenue in Miami Beach, the 31st Annual edition of the show will be held at its new location on mainland Miami's North Bayshore Drive between MacArthur and Venetian causeways. The show's in-water docks along Biscayne Bay will extend north of Venetian Causeway and incorporate Sea Isle Marina, which fronts the Marriott and Doubletree Grand hotels.

The new venue is well known to Miami residents as the site of the former headquarters of the *Miami Herald* newspaper. Malaysian company the Genting Group's Resorts World Miami acquired the property from the *Herald* in 2011 for \$236 million, intending to build a large casino and hotel there. To date, however, Florida lawmakers have denied efforts to legalize gambling in the state outside of pari-mutuels, effectively blocking the casino's development. Resorts World Miami is still considering building a megayacht marina at the site in future, a plan that should dovetail with the goals of IYBA and show organizer Informa to continue to hold the Miami Yacht Show at this prime location.

"The opportunity to bring the Miami Yacht Show to downtown alleviates many of the long-suffered problems associated with the Collins Ave. location," said IYBA Executive Director Paul Flannery. "We will have more congruous in-water space, the addition of upland displays, good parking and transportation, entertainment, improved eateries and overall, a significantly more hospitable environment."

The show's new home, next door to the Adrienne Arscht Center for the Performing Arts, is just minutes from I-95 and the Florida Turnpike, as well as being close to downtown Miami's shopping and arts districts. It also is convenient to the Miami's Metromover and the new Brightline station, which eventually will provide access to train service between Miami, Fort Lauderdale, West Palm Beach, and Orlando.

The new show site will support 3,500 parking spaces and upland space for tented exhibits. In addition, it will feature a new version of the VIP Lounge, which was highly successful at the 2018 Miami Yacht Show, with more space for additional VIP benefits. The venue also will be closer to the Miami Yacht Show's Super Yacht Miami location at Island Gardens Deep Harbour on Watson Island.

As usual, the 2019 Miami Yacht Show will run concurrently with the NMMA's Miami International Yacht Show (MIBS), now held on Virginia Key. The Miami Yacht Show's new mainland location, combined with a new water taxi and shuttle bus service connecting the two shows, will make it much more convenient for show goers, exhibitors and other marine industry professionals to attend both events.

"I give Informa a great deal of credit for working closely with NMMA to improve the customer experience," Flannery said. "When MIBS moved to Virginia Key, there was a lot of confusion on the part of the public since they had viewed the two shows as one for many years. With good transportation between the shows and shared ticketing, the attendees will now have a more seamless show experience. 'Boat Week in Miami' will be the prevalent theme."

Please stay tuned for more updates on the 2019 Miami Yacht Show in the coming months.



BLUEWATER YACHT SALES is prepared for another active summer, with a slew of events set for June and July. Following several successful shows in Maryland, Virginia and North Carolina, we are now looking forward to the nonstop action of the major Mid-Atlantic fishing tournaments. We are honored to be a part of big-name events such as The Big Rock Tournament, Hatteras Marlin Club Release, Ocean City Tuna Tournament, White Marlin Open, Pirate's Cove Billfish Tournament and Virginia Beach Billfish Tournament. In the middle of the fishing frenzy, we also will be celebrating our 50th Anniversary during our annual Summer Cruise in Hampton, Virginia. This milestone is something we are extremely proud of, and we are excited to share this achievement with all those who made it possible!

BRAEMAR continues to grow its presence in the arena of luxury and megayacht survey and support, by providing sales and purchase surveys for brokers, buyers and owners, along with its recognized expertise within the insurance market for carrying out damage and casualty surveys with its yacht-centric team of surveyors who operate under the Braemar Yacht Services banner.

New York-based John Walker, managing director Americas – Marine, and London/Palma de Mallorca-based Richard Franklin, head of Braemar Yacht Services (BYS), recently completed a series of one-on-one meetings with key members of the yacht brokerage and management community in the Southeastern region of the U.S. They would like to invite IYBA members to visit the updated web portal that highlights the skills, expertise and global reach of Braemar Yacht Services at Braemaryachtservices.com

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GALATI YACHT SALES welcomes the following new yacht brokers to the company: Barry Van Iperen (Anna Maria, Fla.); Fletcher Daves (Anna Maria, Fla.); John Hodskins (Destin, Fla.); Mike Dickinson (Tampa, Fla.), and Chris Stokes (Motor Yacht Division). Galati Yacht Sales is experiencing record growth and is actively recruiting experienced yacht brokers to join our team. Contact Carmine Galati, Jr at 941-778-0755 or carminejr@galatiyachts.com.



HMY YACHT SALES announces that April 2018 was a stellar month for the company, as it sold 36 brokerage and pre-owned vessels ranging from a 23' Regulator to a 100' Ocean

Alexander ringing in at an impressive sales total of \$61,700,000 for April alone. So far in 2018, a total of 145 boats were sold in center console/outboards, sportfish, motor yacht and superyacht categories. HMY Yachts is built to be the most diverse yacht brokerage in the game with a wide array of brokers specializing in each category.

INTERMARINE is pleased to announce that it had over 45 boats at the Palm Beach Boat Show. There was great activity on our Monte Carlo Yachts MCY65, 2016 Prestige 560, and we sold the 2013 Princess V62. On the new side we had a full lineup of Prestige and Monte Carlo Yachts MCY80 & MCY96 that were well received at the show. We now have the new Prestige 460 Fly, 520 Fly and 630 Fly available. For more information contact: Mike Smalley 954-665-7138. Employment opportunities available, inquire within.



ISS GMT – GLOBAL MARINE TRAVEL is pleased to welcome Julia Russell as marketing manager. In this new position, she will be an integral part in strengthening ISS GMT's brand presence through the Private Yacht, Commercial Marine and Air Charter

Divisions with a well-rounded marketing program. Julia comes from the yachting industry, most recently Boat International Media. Prior to that, she gained experience in marketing and account management at digital agencies in Philadelphia, Miami and West Palm Beach. Julia is a graduate of Temple University where she earned a BA in Marketing. She remains active in the yachting community and is a member of IYBA, YPY, USSA, MICF and more. Julia can be reached at julia.russell@flyissgmt.com to discuss joint marketing, event sponsorships and other industry specific opportunities. To arrange upcoming travel, please contact yachting@flyissgmt.com or call +1 954-761-9595 for a quote 24/7 all year round.

LAUDERDALE MARINE CENTER (LMC) has announced that it has received Production Authority under its existing Foreign Trade Zone (FTZ), the first of its kind for the recreational marine industry in the United States. The designation, provided by U.S. Customs & Border Protection, allows work to be performed on vessels while they are in the FTZ.

Whether the project is small in scope or a full refit, there are numerous financial and logistical benefits to completing work within the FTZ at LMC. Owners and contractors for foreign-flagged vessels entered into the FTZ will now be able to ship parts into the FTZ without paying duty, and these parts will not have to clear U.S. customs before arriving at the FTZ, as these zones are considered territory not in the commerce of the U.S. and these articles are considered an export for the purpose of commerce.

Providing an example of how the production authority could be used, LMC President Doug West, said, "A foreign-flagged vessel could arrive to the FTZ and replace anything from seals to entire engines, saving up to 8.8 percent duty on these parts. Large refit projects will certainly see immense savings, but smaller projects

will see cost savings as well when conducting work within the FTZ.



NEPTUNE GROUP YACHTING is delighted to announce two new yachts

have been added to our growing charter fleet! Take advantage of our low introductory-price specials and seize the opportunity to charter somewhere different this summer.

The first new addition is M/Y LADY LEILA, 132' Horizon, with an introductory charter fee of only \$99,500 per week plus all expenses. She sleeps 10 guests in 5 staterooms, including 2 master staterooms – one on deck and one top-side. Having just completed a refit, the yacht is looking fresh! Join her this summer in the Grenadines and this winter in the Panama Islands and Costa Rica.

The second yacht is a Hargrave, the 100' M/Y CYNDERELLA. The yacht sleeps 8 guests in 4 staterooms, including an on-deck master and 2 convertible staterooms. Her Introductory weekly rate is \$40,000 plus all expenses. Explore the Chesapeake this summer from the comfort of her recently upgraded interior.

PANTAENIUS AMERICA YACHT INSURANCE announces it has partnered with DAN Boater to offer its new and current yacht insurance clients a 50% discount on an annual DAN Boater Family Membership. DAN boasts 35-plus years of handling medical emergencies around the world, including more than 10,000 emergency medical evacuations, 100,000 emergency calls fielded, and 300,000 medical resource hours on duty.

A DAN Boater Family Membership provides Pantaenius America clients with a host of valuable benefits, including:

- Medical Information Line
- 24/7 Emergency Hotline
- Worldwide Medical Evacuation
- Medical Repatriation
- Travel Health and Safety Guides
- Search and Rescue Expense Coverage.

To take advantage of this new benefit, visit pantaenius.com or send an email to inquiries@pantaenius.com or contact Barbara Smalley at 706-255-9301/bsmalley@pantaenius.com.



PIER ONE YACHT CHARTERS is pleased to announce two new additions to our growing Central Charter Yacht Fleet.

Owner operators Jonathan Yoors and Brittany Basstioni have purchased classic Ted Irwin design, 68' ketch GYPSY WIND for charter in Florida/Bahamas this summer, 2018. GYPSY WIND

is immediately available for charter at \$22,000 a week plus all expenses for up to 6 guests sleeping in 3 cabins. Featuring affordable luxury amenities with classic sailing rig, twin engines and custom built on deck hot tub. Welcoming all inquiries, contact Patti Trusel at: patti@pieroneyachtcharters.com.

Pier One Yacht Charters is also pleased to introduce 56', 2014 Lagoon sailing catamaran STERLING. With state-of-the-art surround sound audio and beautifully appointed interior of modern design, this spacious Lagoon combines the best of sailing with the affordable luxury amenities Lagoon is known for. Equal accommodations for up to 6 guests sleeping in 3 guest cabins. With upgraded tender and all the water toys needed to enjoy an island charter, STERLING is ready for immediate booking in the Bahamas with all-inclusive weekly rates at \$23,500- \$28,500. Welcoming all inquiries and offering less-than-a week and daily rates, please inquire with Patti Trusel at: patti@pieroneyachtcharters.com.



SUPERYACHT SALES AND CHARTER announces a new listing: CORRIAMO, 62' Pershing 2015. The Pershing 62 is everything

a luxury sport yacht should be and CORRIAMO is the best example on the market today! The Pershing 62' is a head turner with her stunning silver metallic exterior paint, sleek lines and impressive performance. Powered by twin MTU 10V 2000 M 93 high performance diesel engines @ 1,523 hp each. Luxurious accommodations in 2 ensuite staterooms with additional convertible settee in lower salon. PRICE: USD \$1,795,000. For more information, please contact Broker Jeff Partin, office: +1 954-368-7200; mobile: +1 401-965-5626; email: jeff@superyachtsac.com; website superyachtsalesandcharter.com.



TOURNAMENT YACHT SALES announces two new listings. The 2005, 57', Dean Johnson ODINSPEAR is an awesome combination of rugged functional

fishability, comfort and absolute beauty. She is set up to fish, rides and handles like a dream. Fast and economical with enough fuel, accommodations and storage to travel comfortably. Two staterooms/two full heads. The interior is beautifully finished in cherry veneers and hardwoods with satin finish and brushed nickel hardware. Multi-media system throughout the vessel, padded wall and ceiling paneling, storage galore and well-thought-out from top to bottom. If you are looking for that good-riding, fast, 55'-60' Carolina boat with CAT power that was built to comfortably fish...ODINSPEAR is a must-see.



The 1995, 57', Ricky Scarborough MAVERICK is a classic Carolina sportfish with custom mezzanine and full paint job. Engines rebuilt in 2013. Two

staterooms, two heads with two companionway crew bunks; new Headhunter freshwater head system installed in 2015. Maintained by a knowledgeable captain and crew and constantly upgraded. MAVERICK is rigged right and ready to fish! For more information, visit tournamentyachtsales.com.

5 Ways to Leverage Experiential Marketing

Yacht builders are naturally proud of their roots. At Hatteras Yachts, the “crafted in Carolina” concept is a big deal. Several months ago, Joe Cacopardo, Hatteras’ director of marketing, happened to be changing channels on his television when inspiration struck. He came across celebrity chef Vivian Howard’s cooking show on PBS. A fan of hers, Cacopardo remembered that she lived just 30 minutes from Hatteras’ factory in New Bern.

“I thought, ‘Hey, we should get her here,’” he recalls.

Last September, Hatteras did just that, as part of an invitation-only event for VIP customers and top prospects that it called the Hatteras Club experience. Howard not only designed a special dinner menu for the clients, emphasizing the region’s cuisine, but also appeared personally to talk about the dishes and autograph copies of her cookbook. As part of the broader Hatteras Club experience, emphasizing the “crafted in Carolina” theme, it helped the builder exceed its target for the event.

Longstanding promotional efforts—running just a print or online ad campaign, for instance, or displaying a yacht at a boat show—are no longer good enough, because they’re passive. In marketing, especially for companies seeking affluent consumers, the focus is on experiential marketing. Sometimes called engagement marketing, it’s a strategy that directly involves consumers, immersing them in a fun, memorable experience that in turn lets you develop a closer relationship with them. Companies in the automotive sector, home decor, and other luxury industries are seeing these immersive engagements drive sales. So, too, are yachting companies, as Hatteras’ experience shows.

You’re not selling a product; you’re selling customers a way to have more fun. Here are five proven ways you can incorporate experiential marketing into your sales plan.

1. Propose personal delivery. Follow Porsche’s lead in inviting your top clients to have their first experience aboard their yacht not at your office, but amid the waters and scenery that inspired her design. Porsche’s European Delivery Program extends the opportunity to visit the factory in Germany for a personally guided tour, enjoy lunch in its VIP dining room, and then have a one-on-one learning lesson in the car, before driving away in it. While customers pay some of the costs, incorporated into their order, Porsche foots the bill for airport transfer to the factory,

BY DIANE M. BYRNE, Founder, MegaYachtNews.com

a night at a hotel, and 16 days of insurance, so that clients can cruise around Germany or other European destinations.

2. Go beyond the demo. An hour-long sea trial with a little time behind the wheel is good, but it pales in comparison to a whole day. It also pales in comparison to personal instruction. MarineMax offers both boating classes as well as full-day demo days. Chuck Cashman, the company’s chief revenue officer, says MarineMax offers classes for owners, spouses, and children. Further, it offers the classes regardless of whether someone is a MarineMax customer. “One of the biggest reasons people get out of boating is because it’s not easy—we want to make it easy,” he says. “It’s amazing to see the participation.” As for the daylong demos, “They’re an opportunity to spend more time on fewer boats to make the buying decision in a far less-pressured environment,” Cashman explains. Customers are more relaxed, spending time on typically just two boats, plus engage with fellow buyers. Better yet, the daylong demos are profitable. Cashman says MarineMax’s biggest-selling event outside of the Fort Lauderdale show is a luxury Italian showcase wherein it holds sea trials over one and a half days.

3. Don’t pursue selectivity at the expense of sociability. Experiential marketing, especially when it involves an event, needs to be enjoyable, not simply exclusive. While the weekend-long Hatteras Club revolved around the premiere of the M90 Panacera, it was more than that. Weeks in advance, invitees received an RSVP mailer containing a brochure with an LCD screen. Pre-loaded videos showcased the itinerary and, of course, the fun to be had aboard Hatteras models. For the weekend itself, Hatteras took over a local restaurant and swapped out everything, from napkins to staff shirts, for special Hatteras Club-crested gear. (Why? “Make sure no detail is overlooked,” Cacopardo says.) Even the factory tours were consciously different, with small

handfuls of customers getting up-close, in-depth detail from individual craftspeople. “We wanted to take the time to explain how the boats are built and why we’re different,” Cacopardo says. The tours were lengthy, but “customers eat it up,” he explains. Indeed: One customer asked question after question of the prop-shop staff.

4. Use virtual reality (VR). High-end brands outside of yachting have been using VR for a few years. In fact, Jaguar insists that its use of VR is boosting car sales. At some of its traditional ride-and-drive events, it offers a VR high-speed car chase in which the customer is the driver. The customer then gets a shareable link of the video to post on social media. Swarovski, meanwhile, lets consumers see how its crystal chandeliers and other Atelier Swarovski home-decor items look in various rooms. Customers download a special app to their mobile phones, then use a VR headset. When they move their heads left to right or up and down, they can additionally access videos, learn how each piece is crafted, and more.

5. Tap current customers to elevate the experience of others. There’s no better salesperson than a satisfied client. Cacopardo says Hatteras is exploring ways to collaborate with a local customer who operates a fleet of private jets. The aim is to “improve the experience,” Cacopardo says, for clients to arrive at and depart from the local airport where commercial flights are limited.

At MarineMax, Cashman says its regional rendezvous—a.k.a. MarineMax Getaway—in the Bahamas attracts 70 to 80 boats. As much as the MarineMax Getaways are about fun, they’re also

about a “peer-to-peer experience” and showing the customers new areas. “The real goal is to get them to use their boat,” he says.

The bottom line when it comes to experiential marketing: “You’re getting to their emotions,” Cashman asserts. “Nothing happens transactionally without emotions.”



The Hatteras Club weekend event culminated with a “Crafted in Carolina” dinner curated by celebrity Chef Vivian Howard.



After dinner, Chef Howard signed copies of her cookbook for guests.

‘Speed-Dating’ with Italian Yacht Builders Was a Highlight of the Brokers & Shipyards Viareggio Tour



On May 10-11, IYBA Europe, in collaboration with Navigo, led a shipyard tour in the major yacht-building port of Viareggio, Italy. The two-day program was a follow-up to the IYBA Brokers & Shipyards Seminar held in Monaco on January 31. Our Viareggio program was scheduled to coincide with the Versilia Yachting Rendezvous, a boat show organized by the Italian shipyards in their “backyard”.

The IYBA event started with shipyard tours at Perini Navi, Mangusta and Baglietto. Perini Navi made a presentation for us about the new ownership of the yard as well as their new sailing yacht and motor yacht models. They also explained that all motor yachts will now be branded Perini Navi instead of Picchiotti. At the end of the visit, Perini offered us some drinks on the terrace overlooking the show.



Next, we went to Pisa by bus to visit one of the Mangusta shipyards. This facility is brand new and specializes in steel and aluminium production. We saw a 43-meter Oceano under construction, a steel displacement motor yacht. In the water was Mangusta Gransport 54, an all-aluminium fast displacement yacht.

BY HEIN VELEMA, IYBA Europe

Again by bus we went to La Spezia to visit Baglietto. Grant Henderson, Baglietto’s American representative, who is an IYBA Board member, showed us around the shipyard. Baglietto has a large facility with some interesting projects under construction including a 43-meter and two 55-meter yachts. The shipyard had also some finished yachts in the water at the Versilia Rendezvous that we could tour the next day. In the evening, we joined a big party for all the exhibitors of the show.



On our second morning, we had organized face-to-face meetings with participating shipyards. Every broker had 8 meetings of 15 minutes each with representatives of each shipyard. These meetings were a lot like speed-dating. Even in a very short time you can exchange a lot of information and you can really build a relationship that goes much further than just visiting a yard with a group of brokers. Both the shipyards and the brokers were highly positive about this portion of the program.



We concluded the IYBA tour with a visit to the Versilia Rendezvous. The show turned out to be bigger than we had expected, featuring more than 80 yachts from 22 shipyards and 180 exhibitors. Almost all the companies were Italian and so were the visitors, probably due to the event’s timing. There had been two major boat shows, in Palma de Mallorca and Barcelona, Spain, the week before and the first day of the Italian show was on a national holiday in France and Monaco. Nevertheless, our first IYBA Europe Brokers & Shipyards Tour was a very good event overall and will be repeated – possibly in a different venue – next year.

CHARTER SEMINAR

MAY 7, 2018 | PIER 66 - FORT LAUDERDALE



IYBA’S YACHT ENGINEERING SEMINAR

MAY 22, 2018 | PIER 66 - FORT LAUDERDALE

Images by Suki@YachtingToday.TV (See full photo gallery on IYBA website)



Charter Itinerary

Basking in the Balearics



Port de Soller in Mallorca, Spain

Home to the Palma Superyacht Show, a number of upscale destination marinas, full service superyacht yards and crew agencies, Mallorca in Spain's Balearic Islands has become one of the Med's key yachting hubs. It also is the jumping-off spot for a sunny, soul-reviving luxury yacht charter itinerary through the beautiful Balearic Islands.



Cathedral Palma de Mallorca, Spain

Day 1: Mallorca and Illetas

After flying into Palma Airport, board your charter vessel in Puerto Portals, a glamorous yacht harbor on the Bay of Palma. Unwind with a short trip to the beach resort town of Illetas, drop-

BY BARBARA MÜLLER, Senior Charter Broker & Charter Manager, OCEAN Independence, Palma

ping the anchor before enjoying a swim and a light lunch. Return to port at sunset for sundowners. Go ashore for a late supper at one of the chic restaurants near the marina. Cruising time 1hr



Es Trenc Beach, Spain



Cabrera Archipelago, Spain

Day 2: Es Trenc and Cabrera Archipelago

Leave port mid-morning after a delicious breakfast on the aft deck and a glance through the day's international papers. Head to Es Trenc Beach on Mallorca's southern coast for lunch, and then continue on to the secluded Cabrera Archipelago Maritime-Terrestrial National Park for a night spent at anchor. At dinner, enjoy your chef's finest creations on the upper deck beneath a sky studded with stars.

Cruising time 4 hrs (2.5+1.5)



Ibiza, Spain

Day 3: Isla Colella and Ibiza

Leave Cabrera after breakfast, heading for Ibiza Town, with a

stop for a BBQ lunch and a swim at the beautiful Isla Colella. Head to the port before nightfall. Then it's off to enjoy dinner in town followed by the nightclub action that has made Ibiza world-famous. Cruising time 6hrs (4+2)



Formentera, Spain

Day 4: Formentera

Take a leisurely late breakfast in port and then follow the crowds to the nearby island of Formentera. Enjoy lunch at Los Molinos followed by a swim and sunbathing in the early evening. If you are so inclined, go water-skiing behind the tender at sunset, followed by cocktails and an intimate dinner on board your yacht at anchor. Cruising time 1hr



Andraitx, Spain

Day 5: Islas Malgrats and Andraitx

Depart early for the return trip to Mallorca. Arrive in Islas Malgrats on the southwest side of the island for a late lunch, followed by water sports and sun bathing. Then it's on to the charming and busy fishing port of Andraitx for the night. Cruising time 6hrs (5+1)



Mallorca, Spain

Day 6: Los Tortolls

Cruise up the rugged west coast of Mallorca after breakfast and stop for a swim and lunch by the spectacular Torrent de Pareis canyon. Take a hike in the canyon in the afternoon, followed by an evening cruise under the cliffs. Stop for the night in the quiet anchorage by Los Tortolls. Cruising time 6hrs (3.5 +2.5)



Cabo Formentor, Spain

Day 7: Cabo Formentor

After a delicious breakfast and a swim in the crystal-clear waters, head around the Cabo Formentor into the beautiful Bay of Formentor with its dramatic, rocky landscape. Anchor off the world-famous beach and take the tender ashore for a light lunch at the Formentor Hotel. Then it's back to the yacht for cocktails and a gala dinner. Cruising time 1hr



Alcudia, Spain

Day 8: Alcudia

Breakfast and preparations for departure – but there's still time for a last water ski around the anchorage. Cruise around to Alcudia to rendezvous with a taxi for the ride to Palma Airport. Cruising time 1hr

Brokers Open House

APRIL 19, 2018 - Bahia Mar, Fort Lauderdale

More than 120 yachting industry professionals attended the huge May Brokers Open House at Bahia Mar Yachting Center. There were 15 participating yachts ranging in size from 47' to 122'. Yacht brokers enjoyed the opportunity to tour these vessels, assess their sales potential, and network with each other.

Images by Suki@YachtingToday.TV (See full photo gallery on IYBA website)

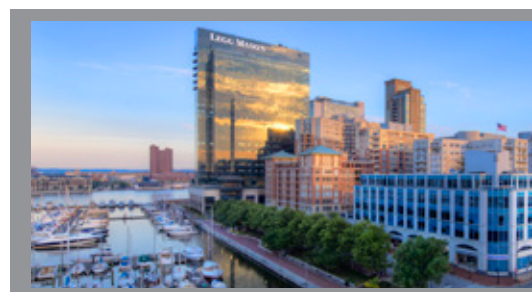
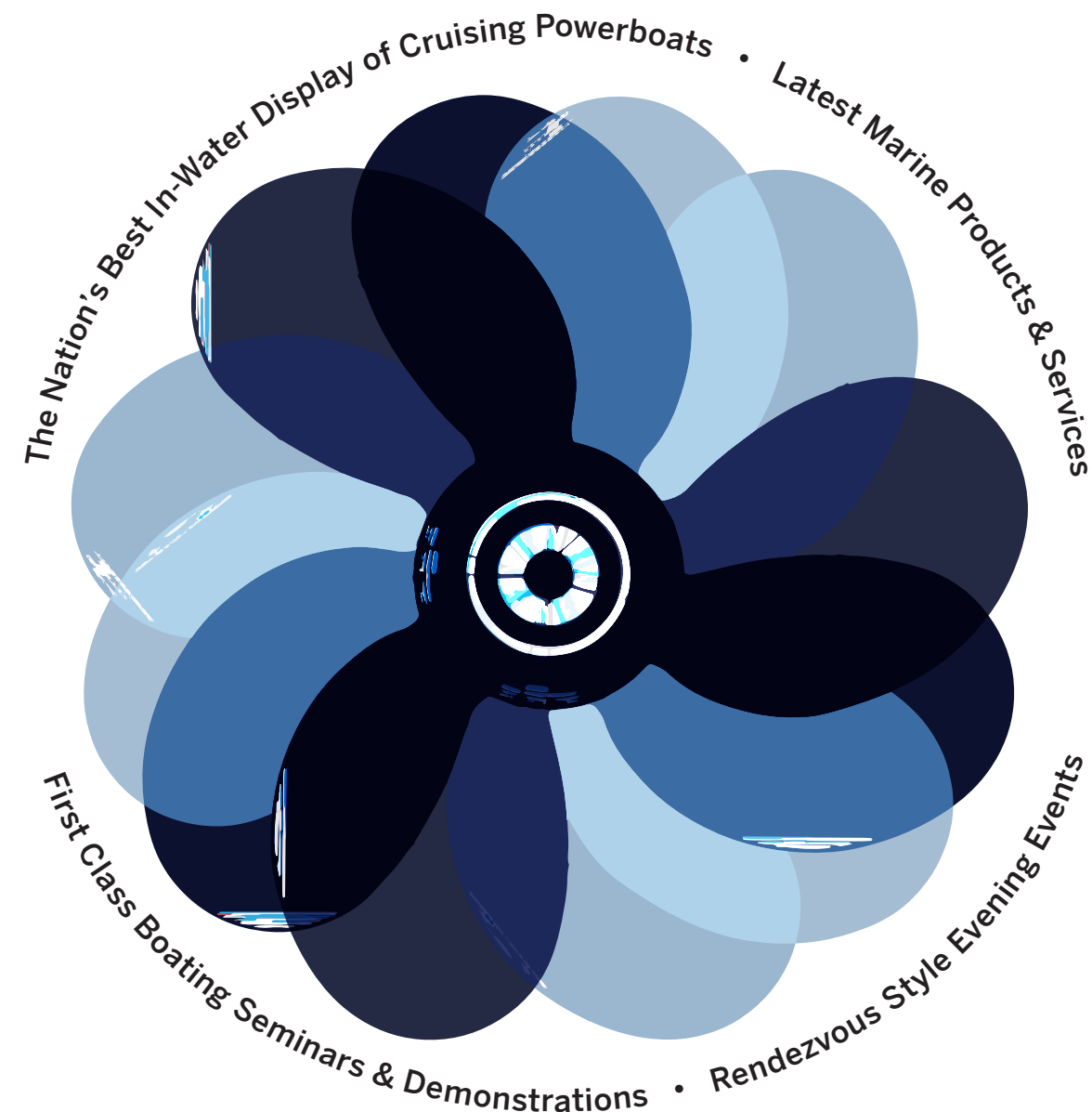
Yachts in Attendance

00Z	MB III
BLUE BY YOU	MOONSHINE III
CCN 102	NO NAME FD85
CHANGE ORDER	SEA GOALS
FOREVER	SERENITY
HORIZON 110	SUGA RAY
KING KALM	TIME FOR US
LADY GEMINI	



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September 25-29



Charter Open House

MAY 9, 2018 - Bahia Mar, Fort Lauderdale

More than 85 yachting industry professionals attended the May Charter Open House at Bahia Mar Yachting Center. There were 10 participating yachts ranging in size from 56' to 164'. Charter brokers enjoyed the opportunity to tour these yachts, many for the first time; meet the crews, and network with each other.

Images by Suki@YachtingToday.TV (See full photo gallery on IYBA website)

Yachts in Attendance

ANDIAMO
AQUASITION
GYPSY WIND
HOSPITALITY
ICE 5

PNEUMA
RENAISSANCE
SHES A 10
STERLING
TIGERS EYE



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Fun

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Over 90% of the owners who built a Hargrave already had a boat when they made their decision, and the end of the cruising season is when most pulled the trigger. Summer is the only time most of these people have a chance to kick back and relax with family and friends, and it's the ideal time and place for them to think about what their next boat should be and could be if they wanted to.

Everyone involved in the decision is together onboard - the owner, his wife, the captain, and even the kids who have input into what their fantasy is. They all talk about what they wish their current boat had, discuss what they have seen at boat shows, look at clippings they pulled out of a magazine, and suddenly it starts to come together. At Hargrave we know this is a brief window in time and we work overtime to get the drawings turned around overnight so that "The Team" can all see their ideas on papers while Nancy and I are updating the pricing so everything is current and in real time.

If you've never presented the Hargrave option maybe this will be your year? Remember what hockey legend Wayne Gretzky said, "I missed 100% of the shots I never took."

Call me and we can set up a visit to our office and I'll show you how we work and what it can do for you and your client.

— Michael DiCondina, Pres.

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