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# From the Desk of the Executive Director

BY CINDY SAILOR

## THE BIG REVEAL:



Well, the secret is out. As you may or may not have heard, we are now the International Yacht Brokers Association! I've had many people ask why we did it, and what does this all mean? It is really quite simple. After examining our member database we found some very interesting details about the makeup of the membership. Not only are many of you located in Florida, but surprisingly also up and down the West Coast of the U.S., in the Mid-Atlantic, Europe, and even Australia. The name change is merely a more accurate reflection of who we are as an association. This change also gives you a bigger footprint for your marketing efforts, since you will now be able to promote that you are a member of the IYBA.

Perhaps the most important detail for everyone to note is that this does NOT affect our policy of requiring our Professional Active & Associate members to have a Florida Yacht Brokers license. You still must comply with the laws of the state of Florida if you intend to do yacht transactions in the state. The Yacht & Ship Brokers Act (Chapter 326) provides the legislation we need to ensure this industry maintains proper licensing and controls over this very complicated business. We are simply trying to provide an environment of cooperation and support on a global level.

This is particularly crucial as we (fingers crossed) near the completion of our Deferred Importation legislation initiative. Once Congress passes the bill, HR 4065, we anticipate it could usher in as much as \$2 billion in new inventory of yachts for sale in the U.S. This type of inventory increase will open many new sales opportunities to our members both domestic and international. It will be a great asset to know those representatives adhere to the same code of conduct as you.

With regards to an update on HR 4065, progress is being made! Gary Smith and Jason Dunbar recently met with the senior members of the Customs & Border Protection department in Washington D.C., and reported that the meeting proved informative and beneficial to all parties to the extent that CBP has removed its opposition to the bill. Now that we've been successful in allaying any reservations held by Homeland Security, we have a few more hurdles to jump. But we continue to be optimistic that it will resolve, if not by the end of 2016, then quite possibly by early 2017 with the incoming 115th Congress.

As an organization, we've also been much more active on an international scale as of late. I reported in the last issue about our delegation to the Genoa Boat Show this past September. The group of IYBA members who attended continues to find new international partnerships and opportunities as a result of our trip. Another example is our exploratory trip to Cuba coming up in January. That visit will give our delegation of charter and sales

brokers firsthand experience on the ground with our mysterious neighbor to the south. It is, after all, currently one of the most discussed charter/cruising destinations in our hemisphere. The five-day journey includes visits to Havana and Veradero, where we will be visiting local marinas and checking out the Cuban culture up close.



Left to right: Bob Saxon, Paul Burgess, Gary Smith, Jeff Stanley, Bob Denison, Bob Zarchen, IYBA President Paul Flannery, Jason Dunbar and Jeff Partin. Not pictured: Bruce Schattenburg & Rob Newton

This December marks the time for IYBA Board of Directors elections. This year 7 seats will be decided out of 11 serving Board members. If you've ever wanted to get more involved with the association and be a positive influence on its policies and position, now is your time to jump in. It's not for the faint of heart, as each board member takes on committee assignments and typically spend around 30 hours a month working on those initiatives. But it is fulfilling and innovative work, and we welcome your participation.

Don't forget, if elected, you can add your credential as a Director of the *International* Yacht Brokers Association to your resume.

It's an exciting time to be involved with the IYBA! Drop me a line and let me know your thoughts.

Happy Holidays,

Cindy Sailor

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## Understanding Dispute Resolution Under the MYBA Charter Contract



Image courtesy of Jim Raycroft

Many charter brokers and managers in the U.S. use the MYBA Charter Agreement as a go-to form for charters. Although the agreement is increasingly being used for charters in the Western Hemisphere, it is important to note, however, that the document was developed in Europe, thus making it best suited for use with charters taking place in European waters.

While the MYBA contract is a good form, some of the standard provisions do not suit the needs of all charter clients; particularly North and South American (American) clients chartering in the Western Hemisphere. Of primary concern is the MYBA dispute resolution provision.

An American client chartering in the Caribbean under the MYBA agreement will certainly want to modify the dispute resolution provision to best suit his or her needs. But, how and when should it be modified?

This article answers that question by looking at the dispute resolution provision under the MYBA, form in particular: (1) what the standard provision says, (2) how and when the standard provision can be modified, and (3) the contents of a proper modification.

### 1. What the Standard Provision Says

Most contracts have, and all contracts should have, a dispute resolution provision that tells the parties how they will resolve disputes that arise out of or relate to the contract. The MYBA form is no exception and has a dispute resolution provision in Clause 23, which says, among other things, that the agreement is governed by English law and that disputes will be referred to arbitration in London in accordance with the London Maritime Arbitrators Association (the “LMAA”). For an American client chartering in the Caribbean, this means that if a dispute arises, the client must travel to London at least once, if not multiple

BY STEPHANIE KLEIN, Robert Allen Law

times, to engage in arbitration. Because the contract is subject to English law, this also means that the client must hire an English lawyer. The result is quite impractical for such a client, and results in an additional and unneeded expense. Wouldn’t it be better if this client could arbitrate in Florida, under Florida law, with American arbitration rules?

The meaning of arbitration and the proper way to modify the arbitration provision is discussed in greater detail in Section 3 below.

### 2. How and When the Standard Provision Can Be Modified

The MYBA contract is a standard form that is not meant to be modified, except for page one where the parties fill in the specifics of the charter and page two where the parties can fill in special conditions. While pages three through eight of the MYBA form appear to be written in stone, it is important to know that they can be changed.

Typically, brokers attempt to modify the standard provisions of the MYBA contract by writing in the special conditions section. But beware. If a broker does not do a thorough, complete, and correct modification, the result could have unintended consequences.

For example, a broker may write in the special conditions section something like: “The parties agree that arbitration will take place in Florida.” In this case, the broker modified the place of arbitration, but forgot to modify the governing law and the rules of arbitration.

The result of this improper modification is arbitration taking place in Florida, but still under English law, and still subject to the LMAA rules. The result is equally problematic in that the client still must hire an English lawyer, who now must fly to Florida to engage in arbitration. The components of a proper modification to the arbitration provision are discussed further in Section 3 below.

Instead of jotting in modifications in the special conditions section, the preferred and best way to modify the MYBA contract is to have a lawyer draft an addendum. The terms of the addendum should be negotiated between the parties before signing the contract, and the addendum should be signed before or in conjunction with the signing of the contract. The benefit of having an addendum is that the parties can not only modify the dispute resolution provision, but they also have an opportunity to modify other standard clauses of the contract.

### 3. Contents of a Proper Modification

Dispute resolution provisions typically call for either arbitration or litigation. Arbitration is a private alternative to litigating a matter in court where the parties agree ahead of time to have disputes resolved by a neutral third party. The benefits of arbitration include the following: (i) it can be less costly and quicker than litigation; (ii) it is confidential; (iii) the procedure is relaxed, and (iv) the parties choose the arbitrators, which means that they can choose arbitrators who are well versed in the terminology of the industry. The biggest drawback of arbitration is that the decision is final and binding.

If the parties want to stick with arbitration as the method of dispute resolution, and modify it to suit their needs, it is important to consider all parts of an arbitration provision, which include, but may not be limited to, the following: (i) where arbitration will take place, (ii) under which rules it will take place, (iii) the governing law of the contract, and (iv) how many arbitrators there will be and how they will be selected.

An alternative to arbitration is litigation. Litigation means that disputes are decided in a court by a judge or possibly a jury. The drawbacks of litigation include the following: (i) it can be costly; (ii) it can take a long time; (iii) the case is public record; (iv) the procedure is formal, and (v) the parties do not get to choose the judge. The primary advantage of litigation is that the decision is not final, meaning that if the outcome is not in a party’s favor, the decision can be appealed.

If the parties opt for litigation as their preferred method of dispute resolution under the MYBA contract, it means that by way of an addendum, they are getting rid of and replacing the entire arbitration provision. It is important to include all of the required parts which include, but may not be limited to, the following: (i) choice of law (which means the law that will govern the contract), (ii) forum selection (which means in which court the case will be heard), (iii) venue (which means where the case will be heard), (iv) submission to jurisdiction (which means that the parties agree to be bound by the court), (v) waiver of venue (which means the parties cannot argue that the place is inconvenient), and (vi) service of process (which states how the parties will serve one another with formal paperwork).

When it comes to deciding between arbitration versus litigation as a method of dispute resolution under the MYBA contract, it is important to note that one is not necessarily better than the other. It is up to the parties in a contract to decide what is best for them. The takeaway is that one must take care when modifying a dispute resolution provision to not only ensure that it meets the needs of the parties, but also to ensure that the modification is done in the correct way to include all relevant parts so that the end result is what was intended.

### Conclusion

While the MYBA contract is a good standard form, it can and should be modified to suit the needs of a client, particularly for North American or South American clients chartering in the Western Hemisphere. Charter brokers and managers should be familiar with the standard terms of the MYBA contract, in particular with the dispute resolution provision, which is frequently modified.

It is important to be upfront with a charter client and advise him or her on the options for the dispute resolution provision prior to signing the contract. The best way to amend the MYBA contract is by drafting an addendum to be signed at the same time the MYBA is signed. One size does not always fit all. After all, every yacht, every client, and every charter are unique, and that should be reflected in the charter agreement.

*Stephanie Klein is an Associate in the Yacht Law department of Robert Allen Law, a full-service boutique law firm with a dynamic practice in the yachting industry. For more information, please visit [www.robertallenlaw.com](http://www.robertallenlaw.com).*

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## The Dangerous Myth of the Three-Twelve Closing

Many yacht brokers and even some maritime lawyers have used so-called three-twelve closings, ostensibly to avoid liability for Florida sales tax while preserving a yacht's duty-paid or non-exported status. In theory, a three-twelve closing occurs outside Florida waters, but within the U.S. customs territory, that is, within the band of waters located between three "geographic miles" and twelve "nautical miles" from shore. There are at least three problems with the three-twelve closing theory. First, along much of Florida's Atlantic Coast, state waters frequently extend more than three geographic miles from shore, while on Florida's Gulf Coast state waters extend three leagues (or nine nautical miles) from shore. Second, the U.S. customs territory extends only three nautical miles from shore, not twelve nautical miles. And third, merely transferring title in a yacht outside the U.S. customs territory does not necessarily constitute an "exportation" of the yacht, and thus may not result in the loss of duty-paid or non-exported status.

In the United States, most coastal states claim a seaward boundary three geographic miles from their respective Atlantic or Pacific shore, and/or three marine leagues (nine nautical miles) from their Gulf of Mexico shore. The Submerged Lands Act, a federal law passed in 1953, reflects this system of boundaries. The Florida Constitution, however, provides that Florida state waters extend three leagues (nine nautical miles) from shore on the Gulf Coast, and three geographic miles from shore, or to the western edge of the Gulf Stream, *whichever distance is greater*, on the Atlantic Coast.

It may seem bizarre for a state boundary to be moveable, since the location of the western edge of the Gulf Stream moves, but at least one Florida appellate court has upheld this constitutionally described boundary. In *Benson v. Norwegian Cruise Line Ltd.*, 859 So. 2d 1213 (Fla. 3d DCA 2003), the Third District Court of Appeal, in Miami, applied Florida law to an alleged act of medical malpractice that occurred on a cruise ship almost twelve nautical miles from shore, where the edge of the Gulf Stream was fourteen nautical miles from shore on the pertinent date. Similarly, under state law, Florida's power to impose sales tax extends to the western edge of the Gulf Stream, in many cases considerably more than three geographic miles from shore.

Unlike state waters, the U.S. customs territory extends only three nautical miles from shore. On December 27, 1988, President Ronald Reagan signed a proclamation extending the U.S. territorial seas to twelve nautical miles for international purposes, as allowed under international law. But that proclamation, by its terms, did not affect any existing state or federal law. Although the twelve-mile limit applies for certain international purposes, U.S. Customs has repeatedly ruled that the U.S. customs territory extends only three nautical miles from shore. As a result, closings that take place anywhere more than three nautical miles offshore occur outside of the U.S. customs territory.

BY MARK BUHLER & DAVID R. MAASS

Does this mean that yachts delivered more than three nautical miles offshore are being "exported" from the United States and lose their duty-paid status? Not necessarily. The customs regulations define "exportation" as "a severance of goods from the mass of things belonging to this country with the intention of uniting them to the mass of things belonging to some foreign country." 19 C.F.R. § 101.1. The regulation articulates two essential elements of "exportation": (i) a severance of goods from the mass of things belonging to the United States, and (ii) an intention to unite them to the mass of things belonging to some foreign country. Both elements must exist before there is an "exportation" for customs purposes. The delivery of a yacht outside the U.S. customs territory may constitute a severance of the yacht from the mass of things in this country, which may satisfy the first element of the definition of exportation. But it does not satisfy the second element unless the circumstances demonstrate an intention to unite the yacht to the mass of things belonging to another country.

For example, if a yacht departs from a U.S. port, a closing occurs outside of the U.S. customs territory, and the yacht returns to the same U.S. port without being entered or offered for sale or charter in any foreign country, Customs will probably conclude, absent contrary indications, that there was no intention to unite the yacht to the mass of things in another country, and thus no "exportation," and no loss of duty-paid or non-exported status. On the other hand, if the sale closes outside the U.S. customs territory and the yacht proceeds to a foreign country, or the buyer immediately offers the yacht for sale or charter in a foreign country, it would be much more difficult for the buyer to prove that the buyer did not intend to unite the yacht to the mass of things in that foreign country.

The upshot for buyers is that, if the goal is to avoid Florida sales tax while preserving a yacht's duty-paid status, there is no particular need, from a Customs duty perspective, to close less than twelve nautical miles from shore. For purposes of preserving a yacht's duty-paid or non-exported status, the key is to refrain from doing anything that suggests an *intention* to unite the yacht to the mass of goods belonging to another country. The yacht should therefore return to a U.S. port immediately after closing and should not be offered for sale or charter in any other country. The most critical thing to remember, however, is that to avoid liability for Florida sales tax, the closing should be more than nine nautical miles offshore, if in the Gulf of Mexico, or if in the Atlantic, more than three geographic miles off the coast, or seaward of the western edge of the Gulf Stream, *whichever distance is greater*.

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A "geographic mile" is a unit of length determined by one minute of arc along the earth's equator, or approximately 1855.3248 meters or 6,087 feet, whereas a "nautical mile" is internationally defined to be exactly 1,852 meters (equivalent to 6,076.11548556 feet).



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## GOING GLOBAL

*FYBA rebrands as IYBA to recognize its members' influence and impact on the yachting industry around the world.*



Left to right: Paul Burgess, Bob Denison, Gary Smith, IYBA Executive Director Cindy Sailor, Bob Saxon, IYBA President Paul Flannery, Jeff Partin, Bruce Schattenburg & Jason Dunbar

The largest organization for professional yacht brokers and luxury yacht charter brokers, with 1,350 individual members representing more than 400 businesses in 23 U.S. states and 9 countries, Florida Yacht Brokers Association (FYBA) announced at a press conference held during the 2016 Fort Lauderdale International Boat Show that it has changed its name to "International Yacht Brokers Association" (IYBA).

We asked several members of the IYBA Board of Directors to share the thinking behind this new move to rebrand the 30-year-old association.



IYBA President Paul Flannery

"The reason for the change is that we came to realize that brokers from other parts of the world and other associations were mistakenly under the impression that we were exclusionary here in Florida. That couldn't be farther from the truth," said IYBA President Paul Flannery of SYS Palm Beach. "We are encouraging of what the state [of Florida] calls 'foreign' brokers to do business here, but there are laws in place that we must abide by. Notwithstanding our desire to work with the state to modify some of the requirements for the better, we felt that a good first step was to remove the perceived barrier by changing our name."

Rob Newton of Superyacht Sales & Charter commented: "IYBA has always been open to any broker in any area and truly is an international organization. We are rebranding in order to let the

BY LOUISA BECKETT, Turnkey Communications & PR, Inc.

world know IYBA is not just a regional group; we can and do represent brokers and the industry around the world."

In fact, IYBA members are responsible for 20 percent of all international yacht sales as well as 50 percent of all U.S. domestic yacht sales and 80 percent of all yacht sales transactions in the state of Florida.

"One out of every 10 boats that are sold around the planet is sold here [in Florida]. We are the 800-pound gorilla in the room," said Jason Dunbar of Luke Brown Yachts. "We have laid the groundwork for one of the most favorable tax environments in the world, and it doesn't just end there. We have the natural aquatic infrastructure to house the boats, the talent to service the boats, and the contracts groomed by respected legal minds. FYBA did a wonderful job of using its geographical assets and the talent it has to become the lighthouse for someone buying or selling a yacht in the world. I don't know another organization that would have made more sense [to become the International Yacht Brokers Association]. We are the tip of the spear."

Paul Burgess of Northrop & Johnson agreed. "The FYBA has stood out as the leading force that brings together a professional group specializing in the good practices of representing buyers and sellers of yachts around the world. Being based in the epicenter of the world's boating capital, FYBA has shone through to support the forward thinking to bind skills, good business practices, ethics, professionalism and tools to assist in day-to-day success of its members," he said. "IYBA was conceived to take the premier platform FYBA has built on and open it to the world, to take a lead in [bringing] yacht brokers together to build a better, more formidable, and the ultimate alliance within the yacht industry."

Burgess continued, "It was without any doubt in my mind that presenting IYBA was necessary, being that FYBA has proven to be such a driving force with organized events helping its brokers to unite and better themselves through seminars and regular tutorials, information and updates, broker events and social events. IYBA will bring in a worldwide audience which will hugely benefit from the success and enthusiasm FYBA has created."

Looking to the future of the association, Flannery concluded, "In the three days of FLIBS after the announcement, virtually every non-citizen broker or industry rep I spoke with asked me how they could join IYBA. I am optimistic for our future and our ability to be the leading advocate for professionalism and cooperation in yachting worldwide."



# SAVE THE DATE

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# Member News



**BRADFORD MARINE** launched a new logo at its 50th anniversary party during the Fort Lauderdale International Boat Show (FLIBS) 2016. This new logo coincides with the rebranding campaign that kicked off with the installation of a new mural spanning 155 feet at its Fort Lauderdale Yacht Showroom.

Bradford Marine also would like to thank the sponsors and brokers who attended its October 27th Broker Open House.

The firm reports the recent sales of 85' Offshore GOMBEY DANCER by Whit Kirtland; 84' Cheoy Lee LIWAN and 55' Azimut TINIA by Chris Saumsiegle; 57' Navigator JENERIK and 53' Defever BRIANNA by Tucker Fallon; 52' Cruisers CHANDY by Carlos Navarro; and 47' Buddy Davis MY BUDDY by Barry Flanigan. New listings include 115' Trinity WATERCOLOURS, 52' Maritimo BELLISSIMA, and 47' Intrepid SONIC by Tucker Fallon; 88' Leopard PETRUS Co-Listed by David Nichols & Whit Kirtland; and 58' Symbol AMAZING GRACE by Chris Saumsiegle. Bradford Marine invites brokers to visit its Fort Lauderdale Yacht Showroom to view 60+ listings. Visit [bradford-marine.com](http://bradford-marine.com) or call 954.377.3900 for full specs and a complete list of yachts for sale.



**DENISON YACHT SALES** reports it has been named 2016 "Powerboat Dealer of the Year" by Beneteau America for the 3rd consecutive year. The award was presented at Beneteau's dealer meeting in Sarasota, Fla. Denison Yacht

Broker Alex Wilkes was awarded his third "Top Gun" award, which recognizes Beneteau's highest performing salesman of the year, and Denison Yacht Broker Jimmy Mathews took 3rd place in the category. Denison Service Manager Bob McCann and his Service Department were honored with Beneteau's Dedication Award in recognition of their exceptional efforts and attitude.

Denison also announces it has added superyacht ELYSIAN to its growing charter fleet and hired industry veteran Susan Harris to manage the fleet. M/Y ELYSIAN (formerly ELANDESS) is a 197' custom Abeking and Rasmussen with an interior by Bannenburg & Rowell. She accommodates 12 guests in 6 staterooms, with 16 crew members, and has an abundance of toys, along with 4 tenders. ELYSIAN is available for charter in the Caribbean (winter 2016-17) and the Mediterranean (summer 2017).

Charter Fleet Director Susan Harris has more than 25 years of experience in luxury travel. Susan has held charter management positions at Fraser Yachts and International Yacht Collection for over 10 years. Susan will focus on growing and managing Denison's superyacht charter fleet.

Jill Maderia, who has years of experience helping owners and captains find the right crew, is heading Denison's Crew Placement division. Jill and the Denison web team launched DenisonCrew.com, which has been recognized as the easiest and the most helpful crew site in the industry, with features like a CV-builder and simple editing on the front-end.

Along with the new talent, Denison announces the opening of its newest office, at one of Fort Lauderdale's premier yachting centers, The Quay on 17th Street Causeway. A grand opening is in

the works for the office.

**GALATI YACHT SALES** is pleased to announce it has opened an office in Sarasota, Fla., at Marina Jack. Marina Jack has been in operation since 1968 and was named the 2015 National Marina of the Year by *Marina Dock Age* magazine, it provides boaters exceptional service and amenities. The new location offers new, brokerage, and pre-owned yacht sales and yachts on display. "We believe Marina Jack's central location provides easy access both by land and water for those wishing to purchase a boat and enjoy the marina lifestyle at a first class facility," said Location Manager, Michael Galati.

**GREAT SOUTHERN YACHT COMPANY** is pleased to announce the delivery of the new Horizon PC60 SUNDANCE. The power catamaran was delivered to her new owners at the 2016 FLIBS after making her way from the shipyard in Taiwan. SUNDANCE was designed around her owners' love of fishing and cruising with family and friends. A custom bait box was built on the starboard aft deck, and space below the aft deck was built to store fish as well. On the flybridge, a BBQ grill can serve up the owner's fresh catch to guests sitting in the L-shaped sofa or at the bar. As with all PC60 models, SUNDANCE is spacious thanks to her 24'6" beam and includes four total staterooms: a full-beam Master located on deck, twin guest cabin in the port hull, VIP cabin in the forward starboard hull, and twin guest cabin (which can act as crew quarters if needed) in the starboard aft hull.

**HMY YACHTS** is pleased to announce its new Charter Central Agency listing, ICE 5, a 140' Proteksan-Turquoise explorer yacht (formerly CAPRICORN). Under new ownership ICE 5 will be modernized with interior and exterior upgrades. Chartering in the Bahamas this winter season at \$135,000 p/w plus expenses, and \$160,000 for Christmas/New Year's. Accommodations are for up to 12 guests in 6 staterooms. Her shallow draft is ideal for cruising the Bahamas islands. For more information, please contact Kim Vickery at HMY Yachts, 954.926.0400 or [kvickery@hmy.com](mailto:kvickery@hmy.com).



**HORIZON YACHT USA** recently debuted the new E75 skylounge motoryacht at FLIBS. An evolution of the popular E73 model, the E75 provides increased exterior entertaining

areas, from the dinette and sunpads on the forward deck to the boat deck wet bar and seating. This E75 was customized specifically for the U.S. market, offering an 18'6" beam and three-en suite-stateroom layout with separate crew quarters aft. She is equipped with twin CAT C32 1,600hp engines, zero speed stabilizers, bow/stern thrusters, and more. For more information or to schedule a viewing, contact Sean O'Heron or Steve Bozas at 561.721.4850, [sales@horizonyachtusa.com](mailto:sales@horizonyachtusa.com).

**LUXURY LAW GROUP** would like to welcome Forrest Owens to its group of outstanding attorneys. Forrest will be our Jet/Aircraft partner for transactions and litigation pertaining to the aviation industry, with many years of varied expertise in the aviation field. We look forward to his added knowledge and counsel. Forrest can be reached at our office at 954.745.0799 via email at [fowens@luxurylawgroup.com](mailto:fowens@luxurylawgroup.com).



**NEPTUNE GROUP YACHTING** is delighted to have a new addition to its Charter Marketing Division! Madeline Mancini has joined the team as Charter Marketing Agent. Over the past 20 years she has worked in numerous facets of the industry, giving her an invaluable understanding of the yachting market.

Neptune Group Yachting also announced the 120 Sovereign formerly called ASPEN ALTERNATIVE has joined its Luxury Yacht Charter Fleet. Captain Harold Moyer and his accomplished crew are eager to welcome your clients aboard! For more information please contact Madeline at 954.524.7978; [Madeline@ngyi.com](mailto:Madeline@ngyi.com).

**PIER ONE YACHT CHARTERS** welcomes S/Y BLUE STAR to its charter fleet. BLUE STAR, a 2014, 63' Hylas, will be available for charter this winter season in Florida/Bahamas and the Caribbean. BLUE STAR Sleeps up to six guests with two crew. Her owners are working with Patti Trusel, head of the Pier One Charter Division in developing an exciting charter itinerary for traveling to Cuba. For more information please contact Patti Trusel at [patti@pieroneyachtcharters.com](mailto:patti@pieroneyachtcharters.com) or call 954.258.9799.

**ROBERT ALLEN LAW** is pleased to announce the opening of our newest office in the Bahia Mar Yachting Center in Fort Lauderdale. Robert Allen Law attorneys at the new Bahia Mar office will focus on Yacht Law-related matters including transactions (purchase, sale and charter), litigation, and the legal concerns of businesses operating in the yacht space. "We are pleased to have found a great location that will allow us to easily and conveniently serve our clients. If you are a yacht broker and need a place to meet, feel free to call us and we will do our best to accommodate you," commented Bob Allen, founder of the firm.

We are also pleased to welcome Dominique Pando Bucci, who joins the Corporate, Immigration and Yacht Law departments as an Associate. Dominique earned her J.D. *magna cum laude* from Florida International University College of Law, where she served as the editor-in-chief of the *FIU Law Review*. Dominique grew up in Germany and is fluent in German and Spanish and conversant in French and Italian.

**SPARKMAN & STEVENS** is pleased to announce Andrea Gaines and Ted Lahey have joined the company's growing brokerage team, and Riley Yuhas has been named Marketing Director.

Andrea Gaines is based out of Florida. She brings over 20 years of experience including yacht production, project management, training and extensive cruising to her new role. Ted Lahey has made a lifetime commitment to the marine and yachting industry. Most notably, his involvement in competitive sailing, 23 years at the helm of Essex Boat Works and yacht sales with The Hinckley Company. He is based out of Connecticut. Andrea and Ted are committed to bringing the passion and attention to detail that they have accrued over the years to S&S clients.

Riley Yuhas has a diverse background in marketing and communications, and experience in marine marketing for some of the industry's premier heritage brands. She is enthusiastic about joining the growing team at S&S and looks forward to helping build the company's storied brand. To learn more about the latest news at Sparkman & Stephens please visit [www.SparkmanStephens.com](http://www.SparkmanStephens.com).



**SUPERYACHT SALES AND CHARTER** is pleased to announce the following new Central Agency vessels to its sales fleet: **MUSTANG SALLY**, 161' Trinity Tri-Deck M/Y 2008. Six staterooms, new paint and numerous upgrades 2015. Just reduced by \$1.3 million to current asking price of \$17,950,000. Location Fort Lauderdale. **CHRISTIANA**, 150' Picchiotti M/Y 1982/refit 2015. Asking \$5,900,000 and lying Fort Lauderdale. **VIKING 92'** Enclosed Bridge with Skybridge 2016.

Six-stateroom sportfish, Seakeeper stabilizers, full warranties and every option imaginable. The asking price has been set at \$10,900,000; lying Fort Lauderdale. Contact Rob Newton, [rob@superyachtsac.com](mailto:rob@superyachtsac.com) regarding these three listings.

**TRILOGY**, 90' Cheoy Lee 1985/refit 2013. Asking \$995,000 and lying Fort Lauderdale. Contact Jeff Partin, [jeff@superyachtsac.com](mailto:jeff@superyachtsac.com).

**TOM GEORGE YACHT GROUP (TGYG)** is proud to announce two new team members. After 30 years with the Pinellas County Sheriff's Office, retired Lieutenant Daryl Cooperrider has come aboard as our new Operations Manager. Daryl brings with him three decades of public service experience and a commitment to tirelessly provide our customers with an excellent experience through unmatched service.

Elyse Jones has joined the team as our new Marketing Coordinator. Although new to the industry, Elyse grew up on the water and is incredibly enthusiastic to help us grow in our community and share our passion for boating with everyone. We are very excited to welcome both Daryl and Elyse to our team.

**WELLINGTON YACHT PARTNERS** is pleased to announce the grand opening of a new satellite office at Handy Boat in Falmouth, Maine. Headed up by Bob Marston, partner at Wellington Yachts, the new location offers full yacht brokerage, charter and new-build consulting services. With an established presence in Rhode Island and Fort Lauderdale, the Falmouth location at Handy Boat as an ideal choice to better serve current and future clients in the northeast. Located at the heart of Casco Bay, Handy Boat, which has been building, repairing, maintaining and storing boats since 1934, offers the largest anchorage north of Marblehead. Marina amenities include a restaurant, fuel dock, ship's store, laundry, showers, moorings and launch service. ([www.handyboat.com](http://www.handyboat.com)). For further information, contact Bob Marston, (401) 474-1275, [bmarston@wellingtonyachts.com](mailto:bmarston@wellingtonyachts.com), or visit [www.wellingtonboats.com](http://www.wellingtonboats.com)

**YACHTCLOSER** is proud to announce YachtSpring.com, the purest MLS for brokerage boats. YachtSpring is flowing with the most accurate and up-to-date listings on the market – the only MLS integrated with actual seller listing agreements. As part of the YachtSpring marketing suite, brokers will also benefit from the industry's first Sold Boat Intelligence platform with "real" sold-boat data, trends, and analytics.

YachtCloser also is pleased to announce another year of hyper-growth among its integrated services with over 200% growth in Documentation services rendered, approximately \$15 million in funded loans, and vessel transaction activity averaging over \$150 Million "per month". YachtCloser is looking forward to 2017 and unveiling even more partnerships and integrations to streamline and simplify the yachting industry!

**YACHTZOO-US** is pleased to announce being appointed as the exclusive Central Agent for Charter the following yachts: M/Y MIND GAMES, 203' Benetti; M/Y RHINO, 154' Admiral; M/Y RELENTLESS, 145' Trinity; M/Y AMITIE, 130' Westport and M/Y PLAN A, 130' Westport.

The YACHTZOO-US team also is happy to announce being appointed as the exclusive Central Agent for the sale of M/Y FAE LON, 120' Burger

YACHTZOO-US also welcomes David Ross, Dee Krale, Dayle Louwrens and Darla May to its team.



# Yachts Miami Beach Update

## Billion-Dollar Mile

*Yachts Miami Beach gets a new look, VIP program and expanded marketing.*



The 29th annual Yachts Miami Beach will introduce a new look and layout designed to deliver superior guest and exhibitor experiences at the 2017 event. The yacht show is set to take place from February 16-20 on Collins Avenue.

“We have a huge marketing campaign in place for YMB this year with various media and expansive direct mail,” said Brett Keating, Show Management vice president consumer marketing.

Show Management and the International Yacht Brokers Association (IYBA), which co-own the show, engaged EDSA, one of the world’s foremost design companies, to reimagine Yachts Miami Beach. EDSA is renowned for creating inspiring environments for distinctive destinations ranging from Atlantis in the Bahamas to the John F. Kennedy Center and Disney’s signature resorts.

“EDSA has translated our vision for engagement between exhibitors and buyers into a new, strategic and aesthetically pleasing design for Yachts Miami Beach,” said Dane Graziano, senior vice president and COO for Show Management. “We have expanded show marketing this year to share our excitement about this great new experience planned for Miami Beach boat show weekend in February.”

### New show layout

Spanning more than a mile along Collins Avenue from 41st Street to 54th Street, the show’s new layout highlights its picturesque waterfront location along Indian Creek Waterway. Attendees will enter through five artfully designed show entrances, each with attractive wayfinding graphics and an information booth. Entry to the show is \$20 per person per day.

Yachts are now arranged in dedicated new and brokerage sections, making it easier than ever before to find specific boats. Foot traffic has been redirected from the sidewalk along Collins Avenue to the show’s network of new floating docks, where guests will find food and beverage concessions in a welcoming environment where they can spend time and enjoy the show.

### New VIP Experience

A VIP Experience ticket has been added for Thursday, Friday and Saturday that includes admission to the show and access to the new floating, air-conditioned VIP lounge on board the 126’ *Grand Floridian* motor yacht.

“This follows on the success of the VIP lounge we implemented at FLIBS, which was a huge hit – We sold out before the show even started, and all our sponsor partners have already renewed for the VIP program at FLIBS 2017,” said Keating. “We plan to take that same approach for Yachts Miami Beach 2017.”

The *Grand Floridian* will be in the center of the show in the new yachts area, and will have a private tender dock for VIP access. Featuring a private dining area with gourmet food, premium open bar, indoor bathrooms, and special showcases, this climate-controlled sanctuary will be the ideal platform for guests to relax and plan their day at the show. A dedicated concierge will be on hand to arrange tours of yachts directly with exhibitors. VIP tickets are limited and will only be sold on-line at [VIP.YachtsMiamiBeach.com](http://VIP.YachtsMiamiBeach.com).

For the second year, Yachts Miami Beach also will feature a display of superyachts at Island Gardens Deep Harbour on Watson Island located on I- 395/MacArthur Causeway. This invitation-only “show within a show,” known as Super Yacht Miami, will feature some of the boat show’s largest yachts. Interested guests can make appointments for yacht tours by contacting exhibitors with displays at the venue or Show Management. More than 20 superyachts will be on display at this location, which can accommodate yachts up to 500 feet.

### New water taxi service

Valet parking for Yachts Miami Beach will available at 43rd Street and Collins Avenue, closer to the valet garage than it was in the past, and taxis and Uber service are located at 46th Street and Collins Avenue. However, For the first time ever, guests will be able arrive at Yachts Miami Beach aboard water taxis providing transportation to and from new parking locations. From the north, water taxi service embarks from the Miami Beach Rowing Club on 65th Street. Convenient parking is available at the 67th Street parking garage. From the south, guests can park at the 17th Street Miami Beach Convention Center Parking Garage and hop a quick shuttle to the water taxi at 24th Street and Collins Avenue at the Traymore Hotel dock. Bus shuttle service also runs all day between Yachts Miami Beach and the Miami International Boat Show on Virginia Key (a completely separate show).

Yachts Miami Beach attracts thousands of people from around the world to a spectacular display of yachts and marine products, including more than 500 new and brokerage yachts and a wide array of the latest marine technology and accessories, valued at more than \$1 billion. For more information, please visit [www.showmanagement.com](http://www.showmanagement.com).



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BY KIM KAVIN

## 3 SUPER TOYS FOR SUPERYACHTS

*Tenders are splendid, but these high-end finds are divine.*

Water toys and tenders have come a long way since the days when a pair of professional-grade waterskis and a 20-foot RIB were considered cutting-edge. From jet-drive limousine tenders to Seabobs and Flyboards, today's superyacht toys are designed to provide experiences we've never before enjoyed, in comfort and style. What's the next big thing? We think these three "toys" have a lot of potential.

### Fold-Up Plane

The light-sport aircraft sector is really coming into its own, creating models that are simpler to fly than private jets or helicopters. Yacht owners (or their captains) don't need a full pilot's license to operate these aircraft, which cuts the learning curve by about half before you can take to the air. Some light-sport aircraft are amphibious, which means they can use the water as their takeoff runway. Load them onto or off of the yacht with a crane, just as you would a submersible or larger tender, and you can be airborne and headed a few cays over while your superyacht stays at anchor.



The Icon A5 is getting attention in the marine community because it has fold-up wings, which means it can stow in a lot of the same places that a personal submersible or larger tender might fit aboard. The Icon A5 has a gross weight—with passengers and equipment—of about 1,500 pounds. By comparison, an 18-foot Williams DieselJet 565 weighs just shy of 2,400 pounds, and a 24-foot Novurania Custom Line 750 weighs about 3,800 pounds without the engine. Equally important, the Icon A5 has a length overall of 23 feet and a height just over 8 feet, which means it will fit on many decks where larger tenders or subs are now stowed.

Base price on the Icon A5? It's \$189,000, about the same as an upgraded tender such as a 2016 Chris-Craft Catalina 26 or a 2017 Contender 32 Tournament center-console. More details are at [www.iconaircraft.com](http://www.iconaircraft.com)

### Easy-to-Store Sub

Triton Submarines just launched the Triton 1650/3 LP, a low-profile, three-person submersible that can dive to 1,650 feet below sea level. The company designed this new model specifically to be lightweight enough, and sized appropriately for, stowage inside a standard superyacht tender garage. The new sub has a height just shy of 6 feet and a crane weight of a little more than 8,818 pounds. The sub's design allows boarding from a yacht's swim platform, so it can be launched and retrieved with a davit while the guests watch comfortably from the aft deck.



"We engineered it to allow a pilot and two guests to explore the ocean depths in an air-conditioned, safe, one-atmosphere environment while sparing the owner the expense of retrofitting his yacht with a special A-frame davit or running a separate support vessel," said CEO L. Bruce Jones. More details are at [www.tritonsubs.com](http://www.tritonsubs.com)

### Self-Balancing Motorbike

A fair number of superyacht owners keep a Vespa or other power-scooter in the lazarette for when they want to explore ashore, and a handful of owners have full-on motorcycles aboard for the same reason. A few years from now, they all may be stowing BMW's just-released concept bike, the Motorrad Vision Next 100.



This motorcycle is the epitome of tradition and futuristic thinking combined. Styling includes white trim lines and a classic boxer engine form, which BMW sees as an homage to its first-ever motorcycle, the R32 that debuted in 1923. At the same time, the Motorrad Vision Next 100 has all kinds of Jetsons-esque features: It is self-balancing, so riders never have to put their feet down, even when stopped; it has an "electronic safety cage" that talks to nearby car and road sensors to avoid crashes; it runs on electric power instead of gas, and it has variable-tread tires that adjust to suit different road conditions. BMW is envisioning riders of the Motorrad Vision Next 100 wearing its new goggles, which the manufacturer says eliminate the need for a helmet. The goggles have a data display, much like cutting-edge glasses that racing sailors now use to see windspeed and other data that used to appear only on helm consoles.

When will the first Motorrad Vision Next 100 be available? BMW isn't offering production details just yet, but *Bloomberg* described at least some of the bike's technology as intended to match the driverless auto systems expected to be in production by 2040. More details are at [www.brand.bmw-motorrad.com](http://www.brand.bmw-motorrad.com).

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## YachtWorld Reports Florida Brokerage Sales Year to Date\*

YachtWorld reported that dollar and unit sales of brokerage boats increased modestly during the January-October 2016 time period.

Overall unit sales of power and sailboats increased by 2 percent to 4,574 boats from 4,659 in the 2015 period. The value of boats sold (dollar sales) rose by 9 percent to \$1,161,971,049 from \$1,267,497,711 a year earlier. In another positive sign, the average days from listing to close of sale also declined slightly to 216 days from 229.

### SALES YEAR TO DATE

YTD	2015	2016	YoY % Change
Boats Sold	5,287	5,309	0%
Value of Boats Sold - USD	\$1,241,264,659	\$1,340,147,920	8%
Avg Boats Value - USD	\$234,777	\$252,429	8%
Avg Days to Sale	236	224	-5%

### SALES BY BOAT LENGTH

< 26'	2015	2016	YoY % Change
Boats Sold	1,308	1,388	6%
Value of Boats Sold - USD	\$34,985,768	\$37,844,205	8%
Avg Boats Value - USD	\$26,748	\$27,265	2%

26' to 35'	2015	2016	YoY % Change
Boats Sold	1,906	1,857	-3%
Value of Boats Sold - USD	\$140,457,385	\$146,798,595	5%
Avg Boats Value - USD	\$73,692	\$79,051	7%

36' to 45'	2015	2016	YoY % Change
Boats Sold	1,216	1,224	1%
Value of Boats Sold - USD	\$207,659,738	\$213,254,789	3%
Avg Boats Value - USD	\$170,773	\$174,228	2%

46' to 55'	2015	2016	YoY % Change
Boats Sold	483	459	-5%
Value of Boats Sold - USD	\$166,236,923	\$164,549,663	-1%
Avg Boats Value - USD	\$344,176	\$358,496	4%

56' to 79'	2015	2016	YoY % Change
Boats Sold	293	290	-1%
Value of Boats Sold - USD	\$312,013,225	\$305,111,558	-2%
Avg Boats Value - USD	\$1,064,892	\$1,052,109	-1%

80' +	2015	2016	YoY % Change
Boats Sold	81	91	12%
Value of Boats Sold - USD	\$379,911,620	\$472,589,110	24%
Avg Boats Value - USD	\$4,690,267	\$5,193,287	11%

\*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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## SHORING UP YOUR COMPANY'S RANKS

*Don't overlook the new generation of workers outside the boating industry.*

Despite being 15 years old, my friend's son has his sights set on the Massachusetts Institute of Technology (MIT) for college. Actually, he made the decision three years ago. Crazy about computers and robots, he interviewed family and friends in tech fields for a school project about careers. Some of them happened to be MIT graduates. It took only a few mentions of the school's name before he asked my friend and her husband if they could visit. A career counselor arranged not just a campus tour, but a seat in a class on the very activities that he loves.

MIT could have told him to come back when he's older. But it treated him respectfully, just as many other schools and corporations who increasingly are catering to teens and young adults would have treated him. They're motivated by new population trends which show dramatic changes. In fact, U.S. Census Bureau statistics reveal that Millennials are now the largest Stateside population, eclipsing Baby Boomers. (Generally speaking, Millennials were born between 1982 and 2002.) Meanwhile, in Europe, there's the opposite scenario. Country-by-country studies show the 65-and-older age bracket is growing, meaning companies face retirement numbers greater than those of their working-age ranks.

No industry can survive without continuously seeking people to fill its ranks. Neither can it survive if it only recruits from inside its own community. Relying on the current workforce pool means that before long, there will be too few experienced workers left. However, a few potential avenues are available for you to explore. They all come down to one concept:

"Tap into the *operational* fascination, not just the *ownership* fascination," said Bert Fowles, vice president of marketing and sales for IGY Marinas.

**1. Open your mind to unusual possibilities.** Could a barista be your next great hire? It worked out for IGY Marinas and a crew-placement agency, and it may eventually pay off for a yacht owner and crew. Fowles was struck by the customer service skills of a barista at a local coffee shop. The more he observed the young man, the more Fowles thought he'd be ideal

BY DIANE M. BYRNE

for IGY Marinas' coffee bar during the recent Fort Lauderdale International Boat Show. The barista not only took the offer, Fowles said, but also, during the show, asked several questions about how yachts operate. Fowles introduced him to the Denison Crew team and recommended he pick up a copy of the popular book *The Insider's Guide to Becoming a Yacht Stewardess*, written by a former crewmember.

**2. Don't limit yourself to recruiting at a maritime institution.** Seek out colleges, art institutes and technical schools offering coursework in marketing and graphic design, for starters. Meet with the department chairs to educate them about what their students can achieve with your company, then invite individual classes for familiarization days. For example, IGY Marinas has welcomed local schoolchildren to its display at the Fort Lauderdale International Boat Show. Fowles stressed that it's important to point out that "these are mortgage-paying jobs," something that resonates with career-minded kids and young adults.

Similarly, Benetti hosted a community open house coordinated around a national holiday a few years ago. This first-ever event welcomed yacht enthusiasts and curious passers-by alike to tour two of its yards, plus see scale models of a variety of its deliveries.

**3. Start an apprenticeship or internship program.** At UK-based Pendennis, about one-third of the craftspeople have come from its 11-year-old apprenticeship program, and one of those former apprentices is now a director of the company. Government grants abound on both sides of the Atlantic to start apprenticeships. The U.S. Department of Labor, for example, has nearly \$90 million available as part of its ApprenticeshipUSA initiative. It's focused on accelerating and expanding opportunities in a variety of industries by 2019, with many involving IT skills and non-traditional job sectors. Some also focus on hospitality and tourism jobs.

To learn more, visit <https://www.dol.gov/featured/apprenticeship/grants>. As for hiring interns, inquire with the career-placement offices of local colleges and universities. Some have programs where students earn credits in addition to or instead of receiving payment. Educate yourself in advance on the regulations governing paid vs. unpaid internships. The U.S. Department of Labor has information here: <http://www.dol.gov/whd/regs/compliance/whdfs71.pdf>.

**4. Create a community-outreach program.** IGY Marinas held an inaugural company initiative this year called Inspire Giving Through You. Communities surrounding eight of its marinas as well as its corporate offices were the beneficiaries. More than 500 volunteers pitched in, comprised of captains and crew whose yachts regularly visit its marinas, yacht owners themselves, and more. They performed home, school, and facility improvements and repairs, as well as new construction. They also donated computers and tech equipment to a school, then helped train the staff on using them as teaching tools. Above all, they took the time to speak with the local kids and adults. "The more people understand we're an industry, we're not just a pretty boat," the more positive the impact, Fowles said.

**5. Create a hands-on opportunity.** An activity where kids learn about yachting alongside their parents and grandparents can have a positive impact, too. It can be as uncomplicated or as complex as you want. The design firm Vripack co-hosted a Boat Building Day with a local university a few years ago, when a professor invited the studio to collaborate on a project of its choice. Together, they created scale-model boat-building kits targeted at families who would boats together and launch them on a special date.

From the start, Bart Bowhuis, co-director of Vripack, told the university, "We think it involves not only communication, but design, engineering, a test boat, and a website devoted to the project."

It took a year of planning, but it reaped double the rewards. The project first involved a boat-design contest

among the university students. Vripack's engineers educated them about factors like wind resistance and space planning. "It was a particularly energetic and especially noisy period here in the office, with all of the students jumping around," Bowhuis recalled with a laugh.

Once the design was finalized, the students were in full charge of the publicity campaign, including creating the website to order the boat-building kits. Sixty-four families ordered the kits, "way over our expectations," he said with a smile.

Reward number two: Even a year later, "On a weekly basis, we got calls saying, 'When are you going to do it again? Can we order a kit?'" said Marnix Hoekstra, co-director of Vripack. "The impact has been quite big."

No matter what you do, your strategy needs to be for the long-term. As Fowles said, "This isn't water on a hot road, this is a river of activity."



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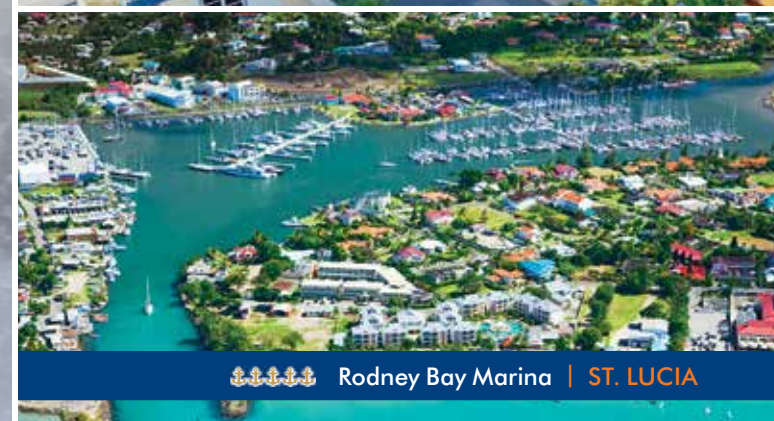
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## Sunseeker Founder Braithwaite Receives BBA Lifetime Achievement Award



Robert Braithwaite, founder and president of Sunseeker International, received the Lifetime Achievement Award during the second annual Boat Builder Achievement Awards (BBAA) dinner, which was held Nov. 16 in conjunction with the METSTRADE marine accessories and equipment trade show in Amsterdam, The Netherlands. First held in 2015, the BBAA are managed jointly by METSTRADE and Time Inc. (UK) Ltd., publishers of *International Boat Industry* magazine.

Braithwaite started Poole Power Boats, located in Poole on the southern shore of England, in 1969. The company evolved into Sunseeker International, which today is an international brand with sales of roughly \$300 million and about 2,200 employees.

### Additional BBAA winners and Honorable Mentions included:

- Best Retail Marketing – Sea Ray for the introduction of its SLX series of sport boats; Saltwater Stone, sponsor. An honorable mention went to Quicksilver for its custom price configurator
- International Distributor/Dealer Development – Axopar for its boat sales and international dealership growth; Lumishore sponsor. An honorable mention went to Galeon.
- Boat Builder & Equipment Manufacturer Collaborative Solution – Azimut Bennetti and Rolls Royce for their development of the AZP C65 lightweight thruster; Ultraflex, sponsor. Honorable mentions went to Lewmar, NV Equipment and Beneteau for development of a new sunshade design for Beneteau's Sense sailboat range.
- Innovative On-Board Design Solution – Ferretti Yachts for its submersible garage on the Ferretti 850; Fusion, sponsor. Honorable mentions went to ski-boat builders Mastercraft for its DockStar handling system and Malibu Boats for its Surf-Band and Surf Gate.
- Innovation on a Production Process – Vripack for its virtual prototyping software; Dometic sponsor.
- Environmental Initiative – Blue Glass Marine for development of natural gas fuel options; Scott Bader, sponsor.
- Best Apprenticeship and Training Scheme – Berthon; Marine Resources, sponsor. Honorable mentions also went to Sunseeker International and Pendennis.

Its boats range from 55 to 155 feet in length. Last year the company reached a major milestone by building its 100th yacht of more 100 feet in length.

"It is a great honor to receive such an award; I have dedicated much of my life to this industry and have strived to make Sunseeker the world-renowned luxury brand that it is today," Braithwaite said. "As Britain's biggest boat builder, I am very proud of what Sunseeker International has become over the last 47 years; it is quite an achievement. We are continuing to grow worldwide thanks to our investment in new products, shipyard facilities and our people. It is exciting to see what the future will hold."

**Happy Holidays!**

Pictured left to right:  
**DUDLEY SAVAGE**  
Facilitator  
**JORDAN CARROLL**  
Boatyard Development/Marketing  
**ROGER HERD**  
Director of Operations/Facilitator  
**MIKE THORNTON**  
President AMKids  
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BY LOUISA BECKETT

## Diversity in the Marketplace

*Tomorrow's potential boaters won't look like the customers you see today. What is your business doing about it?*



"There is a seismic shift going on in this country that everyone's talking about...[and] that presents an opportunity to our industry," said Thom Dammrich, president of the National Marine Manufacturers Association (NMMA), in his presentation, "Proven Strategies for Engaging New Markets", at the Marine Marketers of America luncheon during the recent Fort Lauderdale International Boat Show.

That 'seismic shift' is the rapid growth – and relative youth – of minorities within the overall U.S. population. Dammrich is part of the Recreational Boating Leadership Council (RBLC) Task Force that has launched a "New Markets Initiative" this year to help train marine industry professionals in how to market effectively to an increasingly diverse customer base.

Dammrich shared some eye-opening statistics in his presentation. "Hispanics are the largest minority...55 million strong; 17 percent of the total U.S. population...and will grow to 20 percent by 2020," he said.

African-Americans comprise about 14 percent of the U.S. population and are projected to reach 18 percent by 2020, he reported. Asian-Americans are a smaller group, only around 4.2 percent of the total U.S. population; however, they have the highest household income of any racial group.

Asian-Americans, African-Americans and Hispanics also have younger median ages than the majority of the U.S. population, according to recent market research. For example, Dammrich said, "The median age of Hispanics in this country is 29 versus 43 non-Hispanic," concluding, "A younger market is a more diverse market by default."

These statistics inspired the RBLC to produce an educational video with case studies of five marine businesses that are marketing to minorities. Dammrich screened the video, which included a number of tips that might benefit IYBA members.

### Increase the comfort level

"Our job is to be inclusive...to reflect the communities that we serve," said West Marine CEO & President Matt Hyde in an interview onscreen. West Marine has produced marketing materials that portray more diverse groups enjoying boating than the all-white models we've seen in ads and magazine spreads in the past. These new materials help to create a feeling of welcome and increase the comfort level for minority group members who might never have considered getting into boating before.

Freedom Boat Club also has expanded its portfolio of marketing materials to include those translated into other languages besides English. "Don't use the 'one size fits all' approach," advised Freedom Boat Club President & CEO John Giglio, who also cautioned against patronizing people for whom English is a second language. "Talk to them in English until they ask if you have someone who speaks their language – Then provide that person," he said.

Bob Pappajohn and the rest of the sales team at M & P Yacht Centre in Vancouver, B.C., Canada, realized that they were ignoring the growing Asian community in their area. So, they increased their own company's diversity by hiring Asian employees. They also began hosting events designed to make Asian clients more comfortable, including serving foods they love and co-branding with products they are passionate about.

Ian Pedersen, marketing manager for The Moorings North America, advised not only reaching out to more diverse cultural and regional groups but also exposing potential new customers to boating at a young age. "Provide low-barrier opportunities to try it out," he said. When marketing to younger prospects, he added, "Cultivate first, don't push the product."

For more information about the Recreational Boating Leadership Council, please visit [www.rblc.org](http://www.rblc.org).

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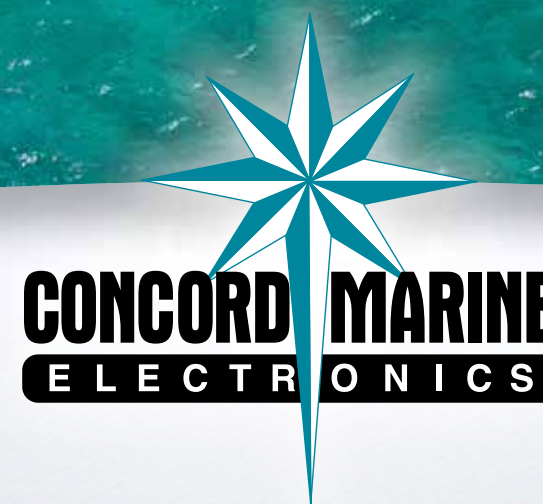
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Image courtesy of Jim Raycroft



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Jesus Porreta, Cindy Sailor & USCG Officer Santiago



Nicole Haboush, Jeff Shaffer and Marian Walker



Betsy Messenger and Carrie Freeman



Obiama Knowles and Demi Warner



Susan Harris, Ginger Hornaday and Aubree Thomas



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Darryl Matfin



## Antigua to St Maarten



### DAY 1

Your voyage begins at the historic English Harbour, once the main anchorage for the British West Indies squadron (back in Nelson's days). This landlocked harbour is possibly the most protected anchorage in the West Indies and will certainly get you into the holiday spirit with the display of magnificent yachts and a very active social scene, which offers restaurants, happy hours and "jump ups". It is imperative to start your vacation with a visit to the famous Shirley Heights lookout bar and barbeque, where on Sunday evenings a steel band plays until sunset when a local reggae band takes over and a night of dancing begins. Shirley Heights has some of the best panoramic views and one you will find hard to forget.



### DAY 2

Wake up to the sunrise in English Harbour and sail downwind to Carlisle Bay – a palm-lined, white sandy beach. Here we enjoy a leisurely lunch and a swim before setting sail again on the turquoise waters inside Cades Reef and experience the thrill of

sailing in the crystal clear shallow waters on the west coast of Antigua. We will anchor for the night at Five Islands Bay with no sign of habitation and unspoiled beaches or carry on to Deep Bay which is home to the *Andes* wreck – an exciting experience for the keen snorkeler. Enjoy a quiet, relaxing evening on board your yacht or dance or gamble the night away at the Royal Antiguan Casino Hotel.



### DAY 3 - 4

Set sail in the open waters for Barbuda, which is an island dedicated to the heart of nature and is heaven on earth. The shorelines are dotted with living coral, offering exciting exploring and unparalleled snorkeling. Barbuda is also the home to a natural bird sanctuary with an unusually large Frigate bird colony and endless pale pink beaches with nary a soul on them (some beaches are unbroken for 11 miles). The Barbudan people were originally imported as slaves by the Codrington family who leased the island from Briton in 1691 for one fat sheep. A stopover of two nights is recommended to do justice to this wonderful, peaceful island.



### DAY 5 - 6

A full day of beautiful downwind sailing to the island of St Barths, the "Cote d'Azure of the Caribbean", where we arrive in the late afternoon to the harbour of Gustavia and enjoy a completely different taste (French) of the islands. We suggest you dine ashore and sample the magnificent French cuisine.

Mornings are a special time in Gustavia. There is not much traffic, the "beautiful people" are still in bed and the locals are out. A great time to take a stroll and return to your yacht for a delicious breakfast of hot French coffee and warm, freshly baked croissants.

The interior of St Barths is by far the prettiest of the Renaissance islands. It is great fun to rent a Moke and drive around the countryside where in one day you can cover just about every road. Highlights include the wonderful rugged southeast coast along Grand Fond, the tiny mountain roads of Vitet, scrambling around the rocks at the end of the Columbier Road and buying intricate straw work from barefoot women in traditional dress of Corrossol. Grande Bay de Saline (one of several "clothing optional" beaches) makes a great stop for a walk and a swim. Head back to the yacht for a late afternoon departure to the Bay of Anse de Columbier. This secluded bay has a perfect beach backed by a smattering of palms and a steep hill.



### DAY 7

Depart to the island of Tintamarre on the east side of St Maarten, where there is a superb beach to spend a relaxing lunch. After lunch and swimming it is time to pick up anchor and go to the town of Marigot and Marigot Bay. Swim or go ashore for some shopping. St Maarten's Dutch side (south) is known for its incredibly cheap, duty-free shops.



### DAY 8

Your final morning can be spent shopping swimming or sunning in St Maarten, where your one-week charter terminates at noon.






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