

FEBRUARY/MARCH 2020

# COMPASS



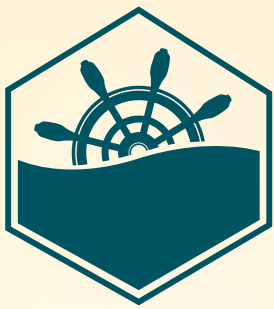
Miami Yacht Show:  
Bigger & Better  
for 2020! Pg. 6

Plus: New IYBA Members  
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IYBA Launches  
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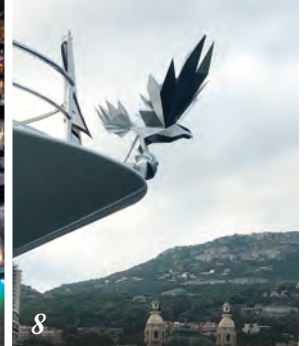
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Photo by **Ron Rafferty**



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### February 13-17

Miami Yacht Show  
One Herald Plaza  
Miami, Florida

### March 26-29

Palm Beach International Boat Show  
Flagler Drive  
West Palm Beach, Florida

### April 27-30

MYBA Charter Show  
Marina Port Vell  
Barcelona, Spain

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# IYBA 2020 BOARD OF DIRECTORS ELECTION RESULTS

Congratulations and a warm welcome to our re-elected IYBA Board Members:



**Bob Denison**

Vice President  
Denison Yacht Sales



**Jeff Stanley**

Treasurer  
Gilman Yachts

and to our newly elected Board Members:



**Jon Burkard**

Allied Marine



**Chuck Cashman**

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The following seven remaining board members will serve out their elected terms for one more year :

**Bob Saxon, President** – HMY Yachts  
**Paul Burgess, Secretary** – Princess Yachts  
**Trevor Carroll** – Fraser Yachts  
**Grant Henderson** – Baglietto  
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**Andy Miles** – Westport LLC  
**Gary Smith** – SYS Yachts





## FROM THE HELM

by **Paul Flannery**, IYBA Executive Director

# LOOKING AHEAD WITH 2020 VISION

**2020!! A NEW year, a NEW decade, NEW IYBA Board members and a lot of NEW opportunities!! Let's make the most of them, TOGETHER!! After all, that's what we are all about, right?**

Let's begin with a little recent history: We closed 2019 as an industry with reports of record sales by many companies, several brokers enjoying wonderful success in brokerage and new build sales, and a very positive feel to the markets. All of the news that I have been reading seems to indicate prosperity on the road ahead, despite continued unrest in the Middle East. Let's keep our fingers crossed.

As an association I am happy to report that we had an increase in new membership of 11% YOY in 2019 and excellent participation in all of our events. We held five seminars in the USA and a two-day educational event in Monaco during the year, with attendance at record levels at all but one seminar. Our seven Broker Open Houses were well attended with some events showing 35 boats up to 250+ feet long. Our Charter Open House events also were very successful.

Charter Professionals have become increasingly involved in our association, helping to organize a great Charter Seminar in October and forming a new Charter Retail Committee, giving voice to another segment of the industry. We introduced IYBA.PRO, our association-owned Member Listing System, in 2019, and have met with excellent success on this platform. This member service allows the membership to take control of their destiny with the promotion and marketing of boats for sale more affordably than anywhere else previously offered. *Compass* magazine has evolved into an ever more informative publication, with significant improvements in 2019, and is much anticipated and revered by the readership worldwide.

On the Florida State level, IYBA leadership met with Governor DeSantis and Secretary Beshears of the Florida DBPR to explore how we can enhance consumer protections and discourage predatory practices in the boat and yacht sales industry. These protections will come through revisions to Chapter 326, the Yacht and Ship Brokers Act, and we will continue to work to raise the level of professionalism in our industry. In

*The all-new iyba.org website is live.*

inclusion in the Miscellaneous Tariffs Bill requesting relief of duty on the importation of foreign-built vessels, both power and sail, new and used. More on that later in this issue.

### What's new?

So, what's up for a new decade and what opportunities does the Board of Directors feel are important to pursue? Well, let's see!

We started the new year with the IYBA Annual Dinner, already in the books by the time you read this, featuring the announcement of our new Board Members and a significant change in the way we recognize great contributions to the industry by our members.

In February, the Miami Yacht Show will be held for the second year at our downtown venue at One Herald Plaza. The main entry gate will be moved, a North gate added on 16th Street, and an increase in vendor displays in the main tents will necessitate a traffic flow change. More diverse displays will enhance the consumer experience, hopefully driving more traffic to the participants both on land and in the water. This year's event will also see many improvements over last year on the North side of the show and with significant changes to that area. The new 16th Street entrance to the show will be a shuttle bus stop; a North cocktail barge will be installed for the attendees; there will be new booth displays on land and last but not least, IYBA will host a hospitality suite for our members. The hospitality suite will offer food, drink, education and networking events every day of the show. Watch your email for more detailed information regarding this great member service!

The all-new iyba.org website is live and working to provide members with a truly useful tool for the enhancement of

their businesses. Direct links to the IYBA.pro MLS, worldwide event calendars, IYBA documents, member directory, news and more are at the tips of your fingers. Lightning-fast and easy-to-navigate, intuitive pages are here for you. Have an idea for improving the site? Let us know and if it's possible, we'll make it happen.

Our new revision to IYBA Forms (CA, PSA, Addendums, etc.) soon will be released with language changes that speak to the options regarding Dispute Resolution. The International Yacht Arbitration Council (IYAC) has been formed as a wholly owned subsidiary of IYBA and will be active in the first half of this year. The purpose of IYAC is to provide the yachting industry with a focused and specific platform to hear disputes and provide resolution through the guidance of knowledgeable yachting and legal professionals. All arbitrators will be seasoned professionals from the yachting industry and will receive training on dispute resolution through arbitration before being offered as arbitrators. Fees will be reasonable, rules clearly stated, and the opportunity to find fair and balanced outcomes will be swifter and more cost-effective. Keep an eye open for more information regarding IYAC in eblasts and a detailed explanation later in this issue.

There's more in the hopper and we will keep you advised on new services and improvements as we make them ready for consumption, so for now, that's all the news that's fit to print. Now get out there and sell something, will ya....

Cheers,

*Paul*

Paul Flannery



From left: Paul Flannery at the IYBA Monaco Summit with Carla Bellini and Janet Xanthopoulos

the Federal arena, to further our Deferred Importation initiative, we have petitioned the International Trade Commission on behalf of our members for



# 32ND ANNUAL MIAMI YACHT SHOW IS BIGGER AND *BOLDER*, WITH BETTER ACCESS FOR CLIENTS AND PROS

There's no need to tell you that the Miami Yacht Show, co-owned by IYBA and Informa Markets, is coming on February 13-17. As you read this, you probably are preparing to move a yacht into the show, build your booth or add more meetings to your daily agenda.

Your IYBA leadership and the Informa team have been working together ever since the last yacht moved out of the 2019 Miami Yacht Show to expand on the many benefits that the show's new downtown Miami location at One Herald Plaza has brought. This year's MYS will be even more attractive, accessible and easier to navigate for customers and yachting industry professionals alike.

"Having identified several opportunities at last year's inaugural event at the new downtown location, Informa and IYBA have worked diligently to improve the already great venue," said IYBA Executive Director Paul Flannery. "The South side of the show will see additional vendors and new display areas, including automotive and aviation sections. On the North side of the show, populated primarily by brokerage boats, several new enhancements also are in place for 2020."

## North and South entrances

There will be two entrances to this year's show, both served by shuttle buses. The North entrance is located at 16th Street for easy access to the show's Sea Isle Marina venue. The South entrance has been moved further south of 14th Street, where it will lie directly opposite the Art Wynwood exhibition pavilion. In July 2019, Art Wynwood's parent company, Art Miami Fair Conglomerate, was acquired by Informa, further strengthening the link between these two concurrent, upscale Miami shows.

The layout of the Miami Yacht Show's upland area has undergone a major upgrade for 2020. New this year to is a massive 67,000-square-foot, climate-controlled on-land pavilion space accommodating more

***IYBA will host an air-conditioned hospitality suite for its members at the show.***

than 200 yachting and luxury lifestyle exhibitors with more display area under air conditioning, as well as a new, sit-down restaurant to provide a luxe haven for yacht owners and customers during the show. There will be vendor exhibits located on land on the North as well as the South side this year, and festive cocktail barges anchoring each side of the show.

What's more, IYBA is pulling out the stops for our hard-working

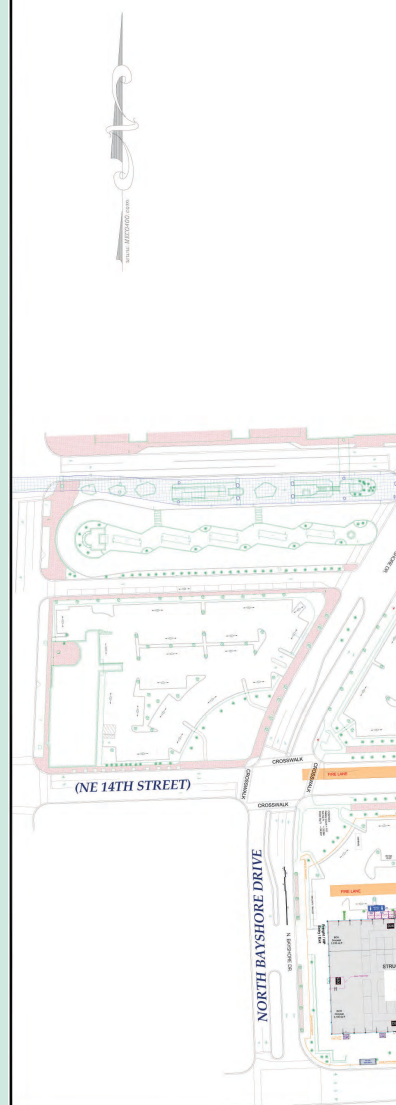
members at MYS.

"IYBA will host an air-conditioned hospitality suite for its members on the North side of the show, providing WiFi, breakfasts, informative talks from several interesting presenters, lunch and meeting areas," Flannery said. "We expect this to add a new level of convenience and networking ability for IYBA members, along with providing an area where they can be informed about new developments in yachting industry services and benefits."

## Large luxury yachts

MYS has the reputation of representing the upper end of the luxury yacht market during each February's "Miami Boating Week", and this year will be no exception. Azimut Benetti, CL Yachts, Cruisers, Grand Banks, Hatteras, Leopard, Maritimo, Monte Carlo, Ocean Alexander, Prestige, Princess, Sabre and Viking yachts are returning exhibitors, and several new large yacht builders have joined the list, including Sea Force IX and Riviera.

Superyacht Miami at Island Gardens Deep Harbour on Watson Island continues to showcase some of the biggest and most exciting boats in the world's superyacht fleet. This year's show will have nearly 60 boats over 100 feet on display, including *Bold*, the 278-foot-long superyacht by SilverYachts, making her U.S. debut. An elegant outdoor dining experience with unmatched views of the superyachts at the show docks will be available at Island Gardens Deep Harbour's The Deck, once again functioning as a full-service restaurant. Yacht owners and buyers may visit Superyacht Miami by purchasing a separate admission ticket.

**2020**MIAMI  
YACHT SH



### Bring it on Brightline

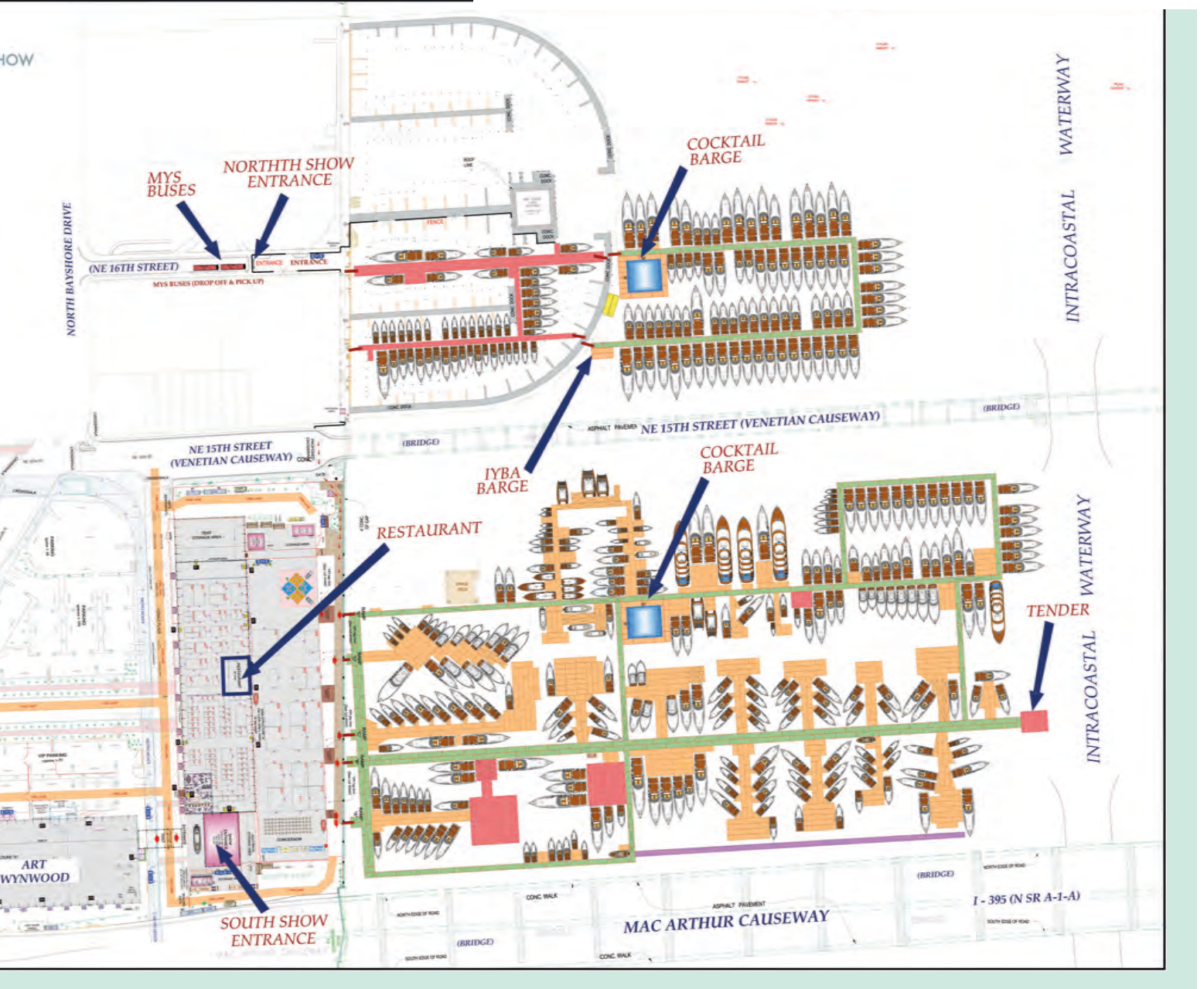
Once again, yachting industry professionals located in the Palm Beaches and Fort Lauderdale will find it highly convenient to take Virgin Trains' Brightline® train service to and from the Miami Yacht Show. Use Discount Code "YACHTMYS" for 25% off your train fare, and look for the free Miami Yacht Show Shuttle Bus from Virgin MiamiCentral to the show. The shuttle operates from 8:30 am - 7:30 pm on Feb. 13-16 and from 8:30 am to 6:30 pm on Feb. 17.

The five-day MYS event draws a global audience of 32,000 visitors and generates an estimated \$486 million in economic output. "Overall, we are quite optimistic about the opportunities at the downtown location and remember, if you're not at the table, you're on the menu..." Flannery said.



The 278-foot M/Y *Bold*  
Photo by Ron Rafferty

The 2020 Miami Yacht Show's main location at One Herald Plaza features new entrance locations and an expanded air-conditioned pavilion for exhibits, dining and entertainment.





# SCULPTURE TAKES A BOW

Gone are the days when only sailing vessels had fantastic figureheads. Today, superyacht owners are getting creative with their bows, too.

While the sheer size of the 348-foot (106.1-meter) *Amadea* captivated dock walkers at last September's Monaco Yacht Show, her bow particularly had people talking – and taking Instagram-worthy photos. Shining brightly in the late-summer sun, a sleek metal albatross, its sculpted wings outstretched, was flush against the structure, its head extended as if to guide the way to sandy shores. This special surprise came from collaboration between the owner and designer Espen Øino. Equally special, select show-goers who were welcomed onboard the yacht spied miniature versions of the albatross gracing *Amadea's* two custom Windy tenders.

Just down the dock, meanwhile, *DreAMBoat* also had people taking out their mobile phones and striving for the perfect social-media shot. The 295-foot (90-meter) *DreAMBoat* had a figurehead that attracted as much, if not more, attention. Created by an internationally acclaimed sculptor, the imposing falcon perched on the bow looked almost as if it were in motion. Indeed, its massive, aggressively pointed wings extended above its head as its outstretched talons grasped a football.

While figureheads on ships date back centuries, these modern versions are far grander. What's more, they're no longer relegated to sailing vessels. Large motoryacht owners are embracing them as expressions of their individual personalities as well.

According to historians from the Royal Museums Greenwich in England, evidence of figureheads, in the form of carved wooden statues, dates as far back as 3,000 B.C., to the time of the ancient Egyptians. Other cultures, like the Phoenicians, Greeks, and early Romans, adopted the practice of adorning sailing ship's bows with statues and/or painted eyes as well. While some of these populations used figureheads as religious symbols, others employed them to convey their dominance over other nations or groups.

In more recent centuries, the reasons behind adding figureheads to sailing ships changed, as did the figureheads themselves. Seafarers from the 17th century onward adopted the practice of decorating the prows primarily with female forms. Historians theorize that because a ship is referred to as "she," the carved female form represented the spirit of the vessel. In some cases, the figurehead represented the woman for whom the vessel got its name. Superstitious seamen believed that the figurehead would ward off harm as they plied treacherous seas, and then ensure them safe passage home. Perhaps that is why they lavished great care on the carvings.



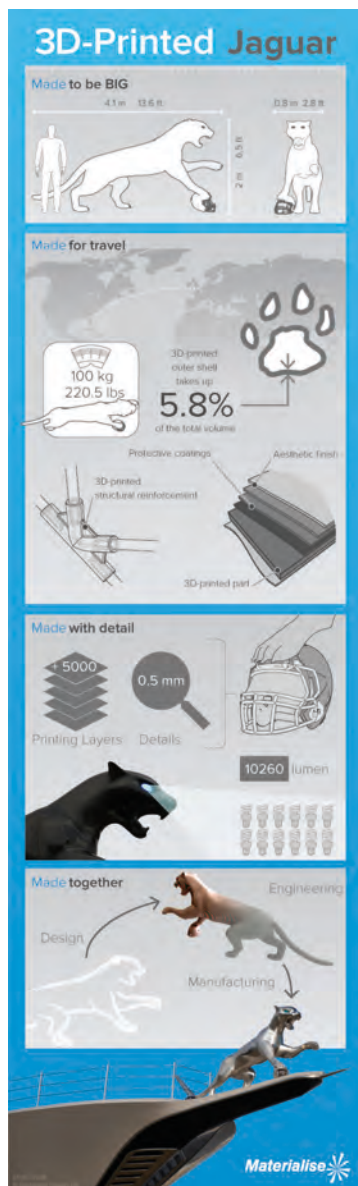
*DreAMBoat*  
Photo by Paul Flannery

Modern-day crewmembers lavish care on figureheads for different reasons. Even though some of the newer bow sculptures are removable, they are commissioned as pieces of art, and these artworks are near and dear to their owners' hearts.

The *DreAMBoat* falcon is the perfect example. American sports fans hailing from the Atlanta area will recognize it as a scaled-down version of the statue gracing the entrance to Mercedes-Benz Stadium, home to the Atlanta Falcons football team. That statue – the world's largest avian sculpture, standing four stories tall – as well as the smaller one aboard the yacht are both by the contemporary artist Gábor Miklós Szőke. Renowned for his monumental, industrially wrought animal sculptures, Szőke was personally commissioned by Arthur Blank, owner of the team and the yacht, to create these artworks.

"I wanted to keep as much of the original character of the falcon [as possible]," Szőke says, adding that creating the sculpture for a yacht's bow presented a special set of challenges. "It must be extra light and strong at the same time due to the extreme wind load and weather conditions, such as the salty and humid air," he explains, adding, "As





Infographic (above) describing the 3D printed jaguar made by Materialise for *Kismet*'s bow (shown at right)

the bird is similar, but it is more symmetrical in order to align it with the *DreAMBoat* design," he says. "I really like the streamlined shape of the edges of the boat, so I've redefined the design of the big falcon to accommodate this." The bow falcon stands nearly four feet (120 centimeters) tall, with a wingspan of just over five feet (160 centimeters).

Another American football team owner, Shad Khan, also has a striking figurehead on his yacht, *Kismet*. A gleaming, growling, yet graceful jaguar perches on the bowsprit of the 312-foot (95.2-meter) Lürssen, delivered in 2014. With its left front paw in the air, the jaguar – featuring gleaming teal eyes – has its right front paw atop a football helmet. This may come as no surprise, considering Khan acquired the Jacksonville Jaguars NFL team in 2012.

Like Szőke, the creators of the jaguar had never tackled a project like this before. Materialise, a 3D printing company in Belgium, made it in house. It required more than 5,000 layers of material no more



*There's no telling what figureheads we will see striking a pose in the near future.*

there is a helicopter landing track right behind the bow, the *DreAMBoat* falcon must be easily removable, so stainless steel was not an option." He traveled to Oceanco, where *DreAMBoat* was built, to study the yacht's scale and technical details before starting his design work.

Szőke ultimately chose cast aluminum for the full bird form, versus the thousands of welded stainless steel feathers that comprise the statue in Atlanta. "The movement of

than half a millimeter each to form both the cat and the helmet, in one piece. Specifically, Materialise used a liquid polymer that hardens when a laser beam hits it. A protective coating over the sculpture safeguards it from the marine environment, and an additional metallic outermost layer ensures it does more than gleam in the noontime sun. In fact, Materialise says the aesthetic finish gives off 10,260 lumen, or roughly four times the brightness of a 150-watt lightbulb. Finally, for practical purposes, the 13'5"-long (4.1-meter-long) jaguar, which weighs a little more than 220 pounds (100 kilograms), is removable.

With creative-minded yacht owners and design teams collaborating on a number of new yacht build projects, there's no telling what figureheads we will see striking a pose in the near future. If there's one thing we do know, however, it's that we can't wait to see the results, whether in person or on Instagram.



## CAN YOU SELL ME THIS PEN?

Perhaps you remember your first sales interview, when the interviewer asked you the intimidating question: “*Can you sell me this pen?*”

The question obviously isn’t about selling a pen. It’s about how you respond to pressure and how you architect your sales presentation.

A pen is a commodity product that everybody uses daily. On the other hand, luxury salespeople offer products that people *don’t need but want*. For this reason, let’s add a little variation to this question by adding a luxury element to it: “*Can you sell me this Mont Blanc pen?*”

### Higher expectations

Here’s the thing...selling high-end luxury products requires different skills than traditional selling. And the clients have higher expectations. That’s because their decisions are based on emotion and desire rather than practical needs. Selling boats, yachts or any other luxury products requires you to focus on three basic elements (in the following order):

1. Why they buy
2. How you sell
3. What you sell.

Now, to succeed in boat sales, you need to:

- Offer more perceived value for your product than the price it is worth
- Learn about your customer through observation and proper questioning
- Create the desire to purchase
- Deal positively with customer objections
- Influence your customer to desire your brand experience
- Build a relationship of trust and brand loyalty.

But, 95% of salespeople make the same mistake: *They architect their sales presentation based on features or benefits, rather than thinking about the customer’s needs and buying motives instead.*

The key is to start the selling process by answering the question: “*Why will the customer buy this Mont Blanc pen from me?*”

- Because buying something new will make them feel good
- Because they want to belong to the few people who own a Mont Blanc pen
- Because it will give them confidence and they will feel successful by owning this pen
- Because this pen is beautiful
- Because they appreciate products made from the finest quality
- Because it boosts their image or status to carry a Mont Blanc pen
- Because they know that the more expensive items are, the better they are
- Because they know, like and trust the person who will sell it to them.

Once you know the main reasons your customer will buy, you can use influential and sales techniques to create the perfect sales interaction.

### The perfect pitch

If you’re wondering, here’s an example of the *perfect* luxury pitch:



**Salesperson:** Hello Sir, welcome to the Mont Blanc Store, my name is Vincent and your name is?

**Customer:** David.

**Salesperson:** Is it your first time visiting our store David?

**Customer:** Yes, it is.

**Salesperson:** Great, David, so let me briefly explain what you can find in our store. In this section, you have the Roller Ball pens. This corner is dedicated to our ink Fountain pens. And finally, this section will feature our Ball Point pens. I will let you have a look and if you need anything let me know. Oh, and by the way, David, you have a beautiful watch!

(After this, give the client some space for a few minutes and let them look on their own. When you notice that they keep their eyes on a particular pen, start talking.)

**Salesperson:** Great choice, this is our Ernest Hemingway model. Let’s try this pen. Please take a seat.

(Here you’re being assertive, guiding him to try it instead of asking him and risking a no. Take the pen delicately with a white glove. Grab a beautiful leather paper folder, open the pen and gently hand it to the client.)

**Salesperson:** There are lots of great things that I can tell you about this pen but what is the most important aspect of a pen to you?

**Customer:** The design

**Salesperson:** Really! Do you mind me asking why?

**Customer:** Because I like beautiful things.

**Salesperson:** That’s interesting! When you say beautiful, what are you referring to?

**Customer:** I am always fascinated by the way things are designed.

**Salesperson:** I understand, and what is it in the style of this pen that you like the most?

**Customer:** I like the curve lines and the details on the design.

**Salesperson:** I see, I agree. One of the main reasons Mont Blanc writing instruments are an icon of the writing culture is because of their obsession with classic and elegant design associated with the finest craftsmanship. One of the things you will love about this pen is that it is made of deep black precious resin with gold-plated details. It is also surmounted by the white star emblem that all Mont Blanc pen owners love.... I am curious, do you remember the last time you used a pen?

(Continued on page 12)



# ALL BROKERS WELCOME TO INTRODUCE THEIR CLIENTS

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Van der Valk Shipyard has been constructing both steel and aluminium motor yachts since 1967. The family-owned shipyard employs more than 50 craftsmen and is located in Waalwijk, the Netherlands. Its founder Mr. Wim van der Valk is still a driving force behind the company. The yard has primarily earned its worldwide reputation from several award-winning semi-custom yacht series. Van der Valk also has the capacity to build fully custom designs.

## COFFEE IS FOR CLOSERS

*(Continued from page 10)*

**Customer:** This morning when I left the house. I wrote a brief note to my wife before leaving to work.

**Salesperson:** I see, a personal message to your spouse. Haven't you noticed that there is always a pen associated with all the important or meaningful moments in our lives? We use a pen when we get married when we buy our house when we get a job or write a letter or a few words to our loved ones. I am curious to know what is your best life memory associated with a pen?

**Customer:** I think that it was when I signed my marriage certificate three years ago.

**Salesperson:** Oh congratulations, so you've married recently, David, the same year as my wife and I. Where do you live? (Build a bond with customer as they share their personal story....)

**Salesperson:** I see, great! So, what else matters to you in a luxury pen after the style David?

**Customer:** The weight.

**Salesperson:** Why?

**Customer:** I like things nicely designed but they need to feel solid and durable.

**Salesperson:** I understand, you certainly made the right decision by choosing this particular model. Both the cap and barrel are made from the strongest resin. The clip is red gold plated with an individual serial number. And of course, you have the heavy resin tip with the inlaid Mont Blanc emblem. This pen has a weight of 38.2 grams which makes it one of the heaviest in our collection.

**Salesperson:** I am curious, have you ever had the privilege of owning a Mont Blanc?

**Customer:** No, I've never had one.

**Salesperson:** I see. Do you currently have a pen on you? May I see it?

**Customer:** Oh, I have an old cheap pen right now.

**Salesperson:** Please take it out, even if it is a disposable pen. I

am always curious to see what type of pens our customers carry and sometimes it gives me an idea of the exact style of pen our clients might be looking for. *(Placing the customer's pen close to the new one in order to create an anchoring effect.)*

**Customer:** Well, I have to say that it is truly a beautiful pen but I don't think I need it. It might be very expensive.

**Salesperson:** I understand, David. Our clients don't own Mont Blanc pens because they need them; they invest in them because they are beautiful and they make them feel good.

**Salesperson:** *(Silence)*

**Customer:** How much does it cost?

**Salesperson:** This writing instrument comes from our finest production lines in our Hamburg factory. If you invest in it, your children are sure to enjoy it for generations to come.

Feel this pen again, David *(handing it again to the client to touch and try it again while gently touching him on the upper arm)*. Imagine how good you'll feel when enjoying this pen for many, many years to come. Carrying a Mont Blanc reflects class and confidence. So, are you are going to join the few people in this world who own a Mont Blanc today?

### Sell the experience

*The key is not to sell the pen but to sell the client on the experience of owning the Mont Blanc pen.*

The salesperson didn't oversell the product. He delivered the features and benefits only when it was matching a desire from the client. Of course, this scenario reflects a retail situation in which clients are able to make a quick decision. Buying a yacht would require more homework, a longer buying cycle and a different approach, but the fundamentals should stay the same.

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




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# MPI is Committed to Helping Brokers Succeed



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



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\*Ask about our referral program



## Q4 2019 U.S. BROKERAGE SALES VALUE INCREASED BY 6.5% YOY

According to Boats Group\*, sales of brokerage boats in the U.S., including Florida, dipped year-over-year during the Oct.1 - Dec. 31, 2019 reporting period. The figures, which are based on information reported to YachtWorld's soldboats and YachtCloser data sources, show that overall U.S. brokerage boat sales declined by 3.4 percent, compared to the same period in 2018. Although the number of total sales decreased, however, the total value of boats sold increased by 6.5 percent. Additionally, the average price per boat sold rose 10.2 percent, and vessels took approximately four days fewer to sell in the fourth quarter of 2019. These results are driven by lower available inventory in multiple categories, creating higher competition in the brokerage market and ultimately driving prices up.

A similar trend could be seen in Florida alone, with unit sales decreasing .2 percent while total value sold rose by 30.2 percent. The average time to sell in Florida saw a small improvement of two days.

Brokerage sales in the European market during the Q4 reporting period declined by 13.9 percent and the value of total sales was down 19.6 percent. The average number of days on the market rose by 12 days and the average boat value decreased 6.6 percent.

*\*The Q4 2019 data is derived from Boats Group's soldboats and YachtCloser data sources of sold inventory.*

## DATA REFLECTS PERIOD FROM OCT. 1 - DEC. 31, 2019

U.S.	2018	2019	YoY % Change
Boats Sold	7,189	6,948	-3.4%
Value of Boats Sold - USD	\$1,345,272,597	\$1,432,960,017	6.5%
Avg Boats Value - USD	\$187,129	\$206,241	10.2%
Avg. Days to Sale	196	192	-2.0%

Europe	2018	2019	YoY % Change
Boats Sold	1,831	1,576	-13.9%
Value of Boats Sold - EUR	€696,439,851	€559,675,137	-19.6%
Avg Boats Value - EUR	€380,360	€355,124	-6.6%
Avg. Days to Sale	311	323	3.9%

Florida	2018	2019	YoY % Change
Boats Sold	1,716	1,713	-0.2%
Value of Boats Sold - USD	\$482,995,263	\$629,035,420	30.2%
Avg Boats Value - USD	\$281,466	\$367,213	30.5%
Avg. Days to Sale	189	187	-1.1%



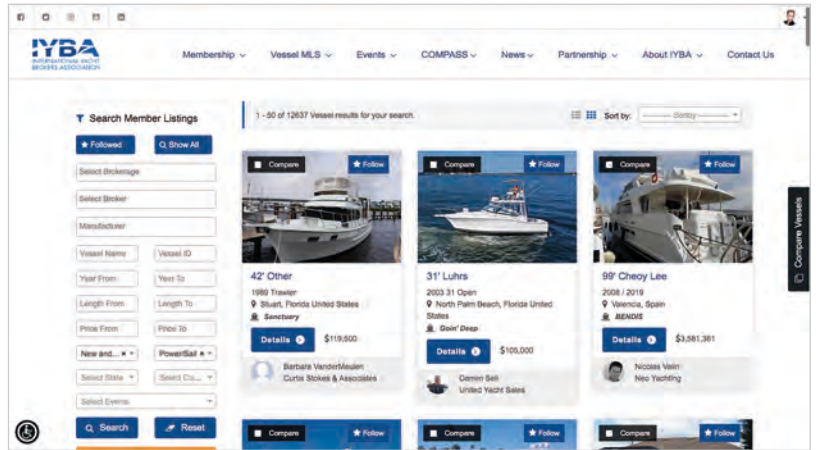
# THE NEW IYBA.ORG WEBSITE – ENGINEERED TO IMPROVE YOUR BUSINESS

IYBA is excited to announce our *all-new* website, which is designed both for members and the public. We made sure to include powerful backlinks to your website and your broker's contact information that are sure to enhance your site's SEO and greatly increase exposure for your listings.

## Tip 1: The brand-new IYBA.org website is *one more reason to use your MLS*.

Engineered to help you improve your business, the site now offers a long list of useful features, including:

- Live API feeds from your MLS to showcase your listings – mobile-optimized!
- Live API feeds from your MLS to showcase your brokerage, offices and individual brokers!
- Powerful and numerous backlinks to enhance your website's SEO as well as ours!
- Ability for members and visitors to follow an unlimited number of yachts with email notifications about price and status changes being optional!
- Ability to save unlimited searches and have daily email notifications when new vessels matching your criteria hit the market!
- Ability to compare three vessels' specs in a single view!
- Ability to integrate your CRM intake forms so that visitors to your vessels can interact with your in-house CRM systems!
- Gorgeous mobile-optimized landing page or PDF options for viewing and sharing vessel details!
- Ability for members to add *news* to our News blog which can include backlinks to complement your information while enhancing your firm's SEO!
- Ability for members to add *events* as posts that can include backlinks for more information while also enhancing your firm's SEO!
- Ability for members to post jobs – just like our previous website!
- And much more!



**The new IYBA.org site lets you easily register a vessel for any IYBA Broker or Charter Open House event.**

## TIP 2: Broker Open House Registration MLS Integration!

The new IYBA.org website fully integrates with our industry MLS platform, allowing you to register a vessel for any IYBA Broker or Charter Open House event simply by adding your IYBA Vessel ID! The data will auto-populate the RSVP form and calculate the price per linear foot automatically. Be sure to add your vessels to IYBA.Pro to take advantage of this and *all* your other benefits!

If you haven't showcased a vessel at one of our Open House events, typically held at the Bahia Mar Yachting Center in Fort Lauderdale, please contact the IYBA office to learn more about this signature IYBA service.

**TRICK:** Did you know that IYBA has partnered with LotVantage, the leading provider of digital marketing solutions delivered via the award-winning Saas Technology platform? LotVantage can use your MLS data feed to instantly push your listings to the Facebook Marketplace. The company is doing this with great success and it's generating *many leads* for subscribers! Please email support@iyba.pro for more details.



# YOU SOLD THE BOAT LET US TAKE IT FROM HERE

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# SERVICE AND SUPPORT FOR THE FULL LIFE CYCLE OF A VESSEL IN TWO STRATEGIC LOCATIONS

Founded in 1966 in Marseille, Nautech is one of the oldest shipyards in France dedicated to the yachting industry. Over the years, Nautech has expanded continually. Today, it is known as Nautech Group Shipyard.

Nautech's facilities offer clients flexible and professionally run locations in which to carry out refit work in Martinique (Fort-de-France), French West Indies, and in La Ciotat, France. Specializing in project management, technical expertise and in the refit and repair of superyachts from 25 to 140 meters, Nautech also offers simple or occasional seasonal maintenance and emergency repairs. Its presence in the Mediterranean as well as in the Caribbean is designed to support its customers in the two principal yachting spots worldwide.

Nautech has a proven track record in reliable organization and execution of emergency repairs, should the unexpected happen. Nautech and its team of experts have now developed a Support Life Cycle Service for any vessel.

## La Ciotat

The shipyard's strategic position in La Ciotat takes advantage of the city's longstanding history of maritime maintenance. La Ciotat Shipyards, which is managed by Semidep, has contracted the use of its outstanding facilities to Nautech Group since December 2015. Nautech Group Shipyard has the use of the 60m dry-dock, 200m alongside mooring, the 300T, 250T and 750T crane. Vessels can be put in the new platform where more than 20 yachts can fit and can be worked on at any one time.

With over 35 specialist companies at the yard dedicated to the yachting industry, from painters, engineers and suppliers to yacht agents and more, Nautech is uniquely positioned to handle most requirements out of this one site and can fulfil a yacht's requirements 24/7.

Over 100 yachts are received each year at La Ciotat Shipyards, which demonstrates its great potential for a fantastic result – and where crew will never be bored! The yard's success is due both to the expertise of the craftsmen and the activities laid on for yacht crew.

La Ciotat is a very crew-friendly area where crew can enjoy a wide variety of bars, casino gaming, restaurants, karting and many more leisure and sport activities, including wine-tasting and scuba diving. The shipyard has a partnership with the best fitness club in the area, called "So Good", enabling the crew members to have a free access to the amenities of the club such as: gym, sauna, interactive courses, small group classes and a massage armchair.

This small but dynamic town with all amenities (shops, leisure activities and administrative services) is located in the heart of Provence in the well-known Calanques National Park, the first peri-urban national park in Europe, on land and sea. This makes it an ideal location for crew members, allowing them to experience the Mediterranean region's fine sand beaches and breathtaking coves and Provençal pine forests inside the city itself.

## Martinique

Yacht captains, crew and managers will really enjoy a stay in the heart of La Martinique, north of St. Lucia in the Caribbean's yachting paradise.

Nautech Group Shipyard took over ownership of ENA (Entreprise Nouvelle Antillaise) shipyard in Fort-de-France, Martinique in 2017. ENA has over 30 years refit experience, and Nautech Group has helped the yard to strengthen its skills farther. Today, ENA is a leading player in the Caribbean ship repair industry. With its team of 50 people and a complete network of subcontractors, ENA can provide a wide range of shipyard services, including metal work, mechanical, engineering, piping, woodwork and electrical work.

Nautech La Martinique offers a 200m drydock, a 9T crane, fresh water, WiFi internet







## ***Nautech and its team of experts have developed a Support Life Cycle Service for any vessel.***

access, compressed air, cooling water, black water discharge, over 4,300 square feet of offices, 8,600 square feet of workshop/storage and a main power connection of 400V/500A.

### **The Nautech Group mindset**

Nautech Group Shipyard's experienced project management team always aims to fully satisfy clients with a unique approach as every yacht has its own unique needs. The team works closely with the captain, the crew and the yacht manager throughout the refit period to ensure that every aspect of the refit is meticulously planned and managed. There is an organization of daily planning meetings with the aim of providing the opportunity to continuously plan and review the work and advise clients. Constantly developing new technical solutions to satisfy the client's wishes, the shipyard's main goal is the technical development of the project.

### **Painting services**

Painting is another specialty for Nautech Group Shipyard. Over the years, the team has carried out several painting projects on yachts over 50 meters. This has given them much experience in advising clients about the appropriate choice of paint. They know that preparation and protection are both the main keys to a good final result. A good working condition for any project is essential and depends on many things such as scaffolding, a clean atmosphere and the correct removal of fittings. Once the painting has reached the highest quality and met client's expectations, the team usually does an inspection and then allows the client to inspect in order to gain their acceptance of the project. The yacht is always protected until the final delivery.

### **Engineering services**

As the engine room is one of the most important parts of the yacht, Nautech Group also ensures that all engineering repairs and refit are performed with the support of marine engineers and qualified

technicians. If a client needs a new engine, new equipment, generator installation, or repairs to an old one, Nautech Group Shipyard can work with any size project to the highest standards.

Nautech Group Shipyard has two spacious workshops (over 215,000 square feet) dedicated to the refit and repair of marine engines. Its skilled technicians are available 24/7 every day to assist yacht owners, captains and managers anywhere in the Mediterranean and in the Caribbean.

The shipyard's engineering services include:

- Engine sales, installation and services
- Maintenance, warranty and diagnostics
- Annual class surveys
- Engine rebuilding
- Generators
- Genuine spare parts
- Fuel injector testing
- Injection pumps
- Video-endoscopy & machinery reports
- Oil, coolant and fuel analysis
- Vibration measurements and analysis
- Rudders, surveys and technical advice.

### **Carpentry**

Nautech Group prides itself on providing the highest quality refit of the interior and exterior of a superyacht. When the project is a commercial yacht, its experienced craftsmen will consult the client, class society, flag state and MCA regulations about structural layout alterations, extensions, upgrading of new AC system, galley and cabin refit and system refits.

Nautech Group employs woodwork experts with wide experience of traditional joinery, deck re-caulking and teak decking. It also can provide precision work on the interior and exterior wood, existing furniture and also customized products.

### **Metal work**

Nautech Group's team of welders is IACS (International Association of Classification Societies) qualified and has worked on projects across most of the major classifications: Lloyd's, RINA, BV, ABS. Security, protection and traceability are the key for good welding. Their work and custom fabrication can be carried out on stainless steel, galvanized steel, aluminium, copper, cupro-nickel and titanium.

Nautech Group understands the clients' needs and provides the best solutions to resolve the most complex technical problem in the shortest of timeframes.

### **Concierge service**

Nautech Group's Concierge service is available to respond a variety of requests. It takes care of crew members and assists them every day, from day one until their departure.

The range of Concierge services include:

- Travel information, organization and booking
- Hotels and bed & breakfast reservations
- Taxis and limousines
- House and apartment reservations
- Scooter, van and car rental
- Activities in all areas such as clubbing, karting, rugby and vineyard day tours
- Medical appointments
- And much more....

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

# HOW TO MANAGE YOUR CLIENTS' EXPECTATIONS ABOUT SOUND LEVELS ONBOARD

In recent years, “quiet” has made the list of qualities that brokerage clients are demanding from their next yacht, along with more traditional attributes such as “stylish,” “smooth-riding,” “fuel-efficient” and “low-maintenance”.

“As time has gone by, noise has become a critical feature for a buyer or a seller,” said Chris Murray, commercial director for Soundown, a well-known noise control material and engineered solutions provider located in Salem, Mass., and Fort Lauderdale. “Quiet is just like all the other bells and whistles everyone is hunting for.”

He highly recommends that brokers discuss a client’s sound level requirements prior to helping him or her with a brokerage yacht purchase, rather than afterward. “If I had a buck for every time a conversation starts with, ‘Hey, I just bought a boat, I love it, it was a good deal, but it’s too noisy...,’” Murray said.

The challenge for the broker is evaluating exactly what “quiet” means to each individual client, because it may be different from one person to the next. The owner of an older steel-hulled boat is not going to have the same experience of “quiet” as the owner of a contemporary yacht with pod drives or certainly, one with hybrid propulsion.

## Noise has become a critical feature for a buyer or a seller.

“The place where you start with a buyer is to very clearly understand their frame of reference,” Murray said. “When you have a buyer who wants to get a boat that’s ‘quieter than the one he’s got’, first off, you’ve got to find out, ‘quieter than what?’”

He recommends doing a sea trial on the client’s current vessel armed with a decibel meter. Today, you don’t even need to buy one. “You can download a free decibel-level app on your smartphone,” Murray said.

When the yacht is under way at the owner’s preferred cruising speed: “Measure the sound levels in the center of the salon, the owner’s stateroom, the aft deck, and at the helm or flybridge,” said Murray. “This gives you a baseline for understanding and discussing the expectations for noise levels on the current vessel.”

Then sea-trial the brokerage yacht your client is considering purchasing while making measurements at similar locations and speeds. If the sound levels on that yacht are sufficiently lower than on the

client’s existing yacht, you’re in business. If they are higher or not low enough to meet the client’s requirements, however, it may be worth recommending that the seller have the brokerage yacht evaluated by an engineer from a yacht noise and vibration control firm.

Murray added that if you or the seller are considering using Soundown for sound-reduction advice, you can start with a discussion and receive suggestions over the phone.



### Common causes of noise onboard

“Our affiliated noise control engineering group completes a large number of sea trials a year to measure, analyze and identify the noise sources, then rank the noise problems accordingly,” Murray added. “We can also compare the results to other similar boats in our database to determine what is practical or possible. Common causes for noise onboard yachts include insufficient insulation, poorly aligned or worn-out engine mounts, and a less-than-high-performance exhaust system.”

He continued, “Exhaust is a big one to evaluate for improvement. It is lower-frequency and non-directional noise, so it tends to wrap around the transom and enter occupied areas of the boat.”

If it were possible to reduce the noise levels on a yacht by 10 decibels, “That would be like cutting the noise in half,” Murray said, adding, “To cut the noise in half is quite a feat.”

In his experience, significant noise reductions typically can be made by upgrading the vessel’s exhaust system and/or replacing or improving the engine mounts. In some cases, simply adding insulation to the engine room or adding acoustic carpet underlayment also can make a big difference in the noise levels onboard.

“Given the many noise sources and various considerations for their improvement, this is why I suggest it is best to clearly understand the buyer expectations, the problem area, then get sound advice on how to proceed,” he said.

Whether the seller or buyer undertakes the cost of the recommended sound mitigation improvements will be a matter of negotiation. But whatever the conclusion of the deal, Murray reiterates that it’s important to encourage your client to address his or her need for quiet onboard before purchasing the vessel.

“If noise precludes you from enjoying the boat, you are going to struggle with that forever,” he said.

For more information about Soundown’s marine sound-proofing services, please visit <https://soundown.com/marine-noise-control/>.



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# EXPLORING THE WORLD'S SCIENTIFIC MYSTERIES BY YACHT



Type D orcas

As the world becomes increasingly eco-conscious, yachts have emerged as a serious platform for conservation and scientific research. Today, both private and charter yachts are venturing farther from the traditional “milk runs” to let their guests study and immerse themselves in the natural world.

“To think that there is still much to be discovered about our planet is a difficult concept to imagine,” said Neal Bateman, head of yacht projects for adventure company Cookson Adventures. “Yet, in our vast oceans, there are realms of science and nature that remain unknown to humanity, which is something I quickly discovered in my role at Cookson Adventures.”

## New view of the Med

The Mediterranean, for instance, has long been frequented by yachts, but there's so much more to be discovered in its well-chartered waters. The number of unexplored shipwrecks and underwater artifacts could keep a submersible busy for years to come. Earlier this year, and after months of planning with the Italian authorities, the Cookson Adventures team piloted a client's submersible to regions previously unseen in the Tyrrhenian Sea.



Regular killer whales with scientists.

As part of the adventure, the company invited a number of Europe's leading marine scientists onboard the submersible to bring all of its findings to life. One discovery was a rare red coral that historically was pillaged for use in jewellery. Many believed it was extinct from the region. Its rediscovery shocked biologists who had been studying these waters for over 10 years.

The adventure also saw the first manned submersible dive to a Roman shipwreck, dating back over 2,000 years. The dive team found hundreds of amphorae spilled across the ocean floor of Capri. “We organized for archaeologists to dive and inspect the ancient casks while our clients looked on from within their submersible, which was large enough to accommodate the whole family,” Bateman said. “The captain of *Harle*, our base for the week's adventure, said he had never seen an experience quite like it.”

Cookson Adventures' time in southern Italy showed the company how unexplored our oceans remain, even in the Med. “By putting captains and yacht owners in contact with experts such as climate crisis scientists

and marine biologists, we have been able to bring the natural world to life for our guests,” he said. “And we're enabling scientific research that otherwise may not have happened. The benefit of this is two-fold. Our clients are able to give back to the planet while they explore, but also engage in hands-on, enriching experiences as part of their adventure.”

## Unforgettable stories

Shark tagging around the remote Socorro Islands, translocating 250 tortoises in the Galápagos and surveying Stromboli's lava as it pours into the ocean from a submersible are unforgettable stories. It's all made possible by the right vessel. So, if a client doesn't request conservation as part of their voyage, Cookson Adventures will always suggest it.

“We understand the responsibility that comes with the experiences we create in such far-flung places,” Bateman said. “Specialist scientists, researchers and conservationists lead the way in the dedicated work needed to ensure rare species and isolated communities can survive, and our long-established relationships with numerous teams of experts in the field allow us to design adventures that connect our clients with this ground-breaking work.”

Further south, a Cookson Adventures yacht expedition around the



Antarctic Peninsula enabled a group of scientists to document a rare type of killer whale off the coast of Cape Horn. A project that was 15 years in the making was finally put into action by a client's donation and love of wildlife. The lead whale scientist, Dr. Robert Pitman, had been vying to gather specific data since 2005 when he was shown photos of a "strange-looking" killer whale in Seattle. While spending a week onboard *Australis* in some of the stormiest waters on the planet, he and his team were able to take skin samples of this rarely seen creature, known as "Type D". It was most probably one of the last large, unidentified species of mammal on the planet.

Tagging individual whales also provided the team with data on their movement patterns and diving capabilities. With a smaller eyepatch and a much rounder head than the "regular" killer whale, the Type D variant

***The prospect of engaging in projects that genuinely make a difference to the welfare of the planet is highly rewarding.***

really was an incredible win for conservation.

"Our explorers were able to join the scientists onboard and watch the rare footage of the killer whales before it was shared with the rest of the world," Bateman said. "The scientists were able to find a pod of hunting killer whales for the family to follow as they cruised around the Antarctic Peninsula."

### **The Solomons by sub**

Looking to the future, Cookson is now offering the public use of a submersible as it embarks on a two-year expedition through the remote islands of the Pacific, on board the expedition yacht *SuRi*. Mapping a route through territories such as the Solomon Islands, Papua New Guinea, French Polynesia, the Galápagos Islands and Cocos Island, the scope of exploration will be unparalleled. Cocos Island, for example, was the inspiration for Isla Nublar, the fictional island on which *Jurassic Park* was based. With waterfalls cascading out of rainforests into the sea and clouds of mist enshrouding this tropical island paradise, it is a haven for exploration both above and below the waves. In the seas around the Solomon Islands, plane and shipwrecks abound – none of which has ever been explored up close.



Antarctica - Submerging into the unknown

### **Mapping the ocean floor**

With upwards of 95 percent of our oceans still to be mapped, the trip also will form a major part of Seabed 2030, an international collaborative project that aims to map the whole ocean floor by the year 2030. This pioneering project, being run by The Nippon Foundation and GEBCO (the General Bathymetric Chart of the Oceans), will include a multibeam echosounder mounted on *CS7* during its dives and the resulting seafloor topography detail will contribute to a complete, high-resolution 3D map of the ocean floor that will be freely available. Cookson's

involvement is the first opportunity that members of the public will have to take part in Seabed 2030.

It's with adventures like these – which have involved important discoveries – that Cookson has built renown in the experiential travel sector. It uses a worldwide network of scientists, biologists, archaeologists – and a raft of other experts – to find expeditions like this that bring clients closer to nature. Conservation has become incredibly important for Cookson's guests, and the prospect of engaging in projects that genuinely make a difference to the welfare of the planet and its delicate ecosystems is highly rewarding. It drives a deeper connection with the experience and builds lasting memories.

There's a beauty in the macroscopic world that often is overlooked, but Cookson's experts draw attention to those small and fascinating details. And it is now, more than ever, important that owners and charterers are positively involved. There really is so much more out there to be discovered, and a *whole lot more* to be protected.

For more information, visit <https://cooksonadventures.com> or phone +44 (0)20 7736 0452.



Svalbard - Walruses, with the client's yacht in the background



Cookson Adventures explores with *Legend* in Antarctica



# PANAMA: THE LAND BETWEEN THE OCEANS

by **Yoselyn Pinilla V.**, *Autoridad de Turismo de Panamá*



Surrounded by the waters of both the Caribbean and Pacific Ocean, Panama is a country with great potential for the yachting industry. It has 1,547 miles of coastline and more than 1,800 islands; it also has one of the most important engineering works in the maritime industry worldwide – the Panama Canal.

Among Panama's marine attractions are its spectacular fishing at Coiba Island, a national park that is larger than Barbados, and Las Perlas archipelago, only 30 miles away. There is plenty of history to be seen in not one, but two colonial cities, including U.S. fortifications that remain from both World Wars.

The country currently has around 1,200 marine slips, including 30 for vessels over 60 meters, located in different areas of its geography. These marinas are equipped with infrastructure and services that meet high standards in order to suit the needs of all those who wish to visit in their yacht or sailboat. Should they need a repair, Panama offers tax-free prices for service under most conditions. Besides offering some of the best rates and conditions for yachts with ISPS-regulation compliance, free tourist visas for all crew and duty-free fuel from more than 15 suppliers with low-sulfide certifications make berthing in Panama even more attractive.

There are five marinas on the country's Caribbean coast with over 500 yacht berths, 10 side-tie berths for vessels up to 50 meters, and two side-tie berths measuring 100 meters. The Pacific Coast has six marinas with another 500-plus berths, 12 side-tie berths to 180 meters, and a

soon-to-be Cruise Port that will accommodate the largest yachts in the world.

## Unique landscapes

Tourists can enjoy the sun and the one-of-a-kind beach landscapes, many points of interest with great wealth and natural biodiversity, as well as the attractions of cosmopolitan Panama City with its spectacular skyline, high-level medical and financial centers, and modern and varied shopping centers, considered among the best in Central America.

Although small in territory, Panama has a lot to offer, including original native cultures; one of them, the Naso Tribe, has the only king and existing ruling monarchy in the Americas. In addition to 500 years of history, the country boasts four tropical research centers and some of the best coffee in the world. These are just a few of the many attractions that can be enjoyed by those who get off their yacht or sailboat and go







## *Panama offers tax-free prices for service under most conditions.*

inland through the different provinces. Panama is the ideal destination for a number of water sports activities including world-class sport fishing, paddle sports, surfing and seemingly endless scuba diving. Adventurous guests also can enjoy ziplining through virgin forests, river rafting, and rappelling.

### **Convenient connectivity**

Panama offers very convenient connectivity with the rest of the world, since it has an international airport hub with flights and connections to more than 80 destinations on four continents. Climate conditions are another great advantage, since it is in a hurricane-free zone, with a summer that is a little more than four months long, extending approximately from mid-December to April. During the rest of the year, despite its being rainy season, typically there are only intermittent rains of short duration and the rest of the day is usually sunny.

Undoubtedly a paradise, located in the heart of American continent, this is an ideal place to mix cruising with an unique vacation. The wide variety of natural and tourist attractions offered by Panama, so close to everything, make it different from any other country in the region.



## **Bucket List Charter Itinerary: The Panama Canal**

Transiting the Panama Canal while enjoying the luxurious service and accommodations of a private yacht is the voyage of a lifetime for many owners and guests. A seven- to fourteen-day itinerary not only allows time to marvel at the global engineering feat that the recently expanded Canal represents, but it also presents a unique opportunity to island-hop in both the Pacific Ocean and the Caribbean Sea.

After flying into Panama City on the country's Pacific Coast and embarking the yacht, set out for the Las Perlas Islands in the Gulf of Panama. This archipelago of about 250 islets was named by early 16th century Spanish conquistadors who reported finding abundant pearls there. Today, the islands are known for their beautiful beaches, excellent diving and other fun watersports activities.

A stop in Panama City itself offers both nightlife and the chance to tour two UNESCO World Heritage sites. Founded by conquistador Pedro Arias Dávila in 1519, this is the oldest European settlement on the Pacific Coast of the Americas, with a rich history to explore.

Then, it's time to transit the Canal, as the yacht makes its way amid container ships and other commercial vessels into Lake Gatun at the heart of the historic passage. Surrounded by dense forest, the lake is home to tropical flora and fauna. If time permits, take the tender to visit one of the lake's islands, home to chattering monkeys.

After transiting the famous Gatun Locks and ticking the Panama Canal off the "bucket list", guests can spend a few days cruising the San Blas Islands. This Caribbean archipelago of nearly 400 cays, which extends all the way to Panama's border with Colombia, offers quiet anchorages, uncrowded white-sand beaches, waving palms and clear turquoise water. These islands have been inhabited since pre-colonial times by the Guna Yala Indians, and guests can still experience their culture and traditions.

Culture and nature combined with one of man's greatest engineering feats – charter guests can find it all in Panama. **—Louisa Beckett**



# MYBA CHARTER SHOW KICKS OFF MED SEASON IN APRIL

After a busy calendar throughout 2019, packed with events and boat shows, FRASER rounded off the year with a presence at one of the key shows for the luxury charter market: the 58th Annual Antigua Charter Yacht Meeting. Held in early December, the show brought together many of the world's best charter yachts available in the Caribbean and offered charter professionals the opportunity to experience exciting events such as the famous chefs' competition, sail day and industry seminars.

This year's Antigua Charter Show spanned three marina sites – Nelson's Dockyard Marina in English Harbour, Falmouth Harbour Marina and the Antigua Yacht Club Marina in Falmouth Harbour – showcasing 60 vessels ranging from 62 to 296 feet in length.

## *The yacht charter market looks promising for 2020.*

There was a smaller turnout than in past years, but representatives from major charter houses in the USA and European Union, including Burgess, Ocean Independence, Edmiston, Camper & Nicholsons, Northrop & Johnson, HMY, Denison, made for a good show overall.

FRASER charter managers and brokers attended the show, and had four charter yachts on display there:

- *M/Y Wheels*, 76m/249'04" Oceanco
- *M/Y Vibrance*, 49.3m/161'09" Amels
- *M/Y All Inn*, 39.62m/130' Westport
- *M/Y Vista Blue*, 38.4m/126' Ferretti Custom Line.

As always, Antigua provided an idyllic setting and the atmosphere was upbeat as usual.

### **Next up: Barcelona**

With its long history and dedication to quality, the 32nd Annual MYBA Charter Show will take place at OneOcean Port Vell in Barcelona, Spain, on April 27-30, 2020. The kickoff to the Mediterranean charter season, this professional trade event is open to MYBA members and *Yachtfolio* subscribers.

The MYBA Charter show is one of the most important events on the luxury charter calendar as it brings together many of the world's



OneOcean Port Vell in Barcelona is home to the MYBA Charter Show.

leading luxury charter professionals and provides them with the opportunity to discuss business opportunities and new trends, view the latest charter yachts on the market and appraise superyachts for charter while meeting the crews onboard before the Med season starts.

Sixty yachts with a total end-to-end LOA of over 2,500 feet will be on display at the show in charter-ready condition. The crews and charter managers will welcome brokers on board to inspect their yachts throughout the show. The Superyacht Chefs' Competition places the benchmark high; the seminars are enlightening, and the social calendar provides excellent networking possibilities. We at FRASER will have a strong team presence in attendance.

### **The Superyacht Show**

Further, it will be the third year that The Superyacht Show is scheduled to be held soon after the MYBA Barcelona Charter Show in Port Vell, on May 6-9, 2020. Organized by LYBRA (Large Yacht Brokers Association) and with the kind support of MYBA, it represents a unique opportunity for buyers, charterers, owners' representatives and brokers to visit a large selection of superyachts and tenders in privacy and comfort.

Some brokers who attend the MYBA charter show will stay to attend The Superyacht Show as well. This is another great opportunity to bring the charter and sales broker industry closer together.

The yacht charter market looks promising for 2020 and we are looking forward to discovering new and exciting entries while presenting and sharing the latest trends for this year.

*For more information and registration for the MYBA Show, visit <https://mybashow.com>.*



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# NEW MARINA IN MONTENEGRO OPEN TO WELCOME SUPERYACHTS FOR SUMMER SEASON

While the Adriatic Coast's spectacular cruising itineraries are no longer the closely guarded secret they once were a couple of decades ago, the popularity of this yachting destination shows no sign of abating. Now, superyachts have more options for berthage in the region during the Med season, thanks to the recent opening of D-Marin Portonovi Montenegro marina.

The superyacht marina, which is managed by the D-Marin group, is located within the exclusive new, 60-acre Portonovi community on Montenegro's UNESCO-protected Boka Bay. It offers 238 berths and accommodates yachts up to 120 meters (394 feet) in length. Designed for deep-draft vessels, it has a depth of 32'9.6" at the entrance, and elsewhere the marina's depth ranges from 13' to 65'.

While the encompassing Portonovi resort, which is slated to host Europe's first One&Only luxury resort and an Espace Chenot Health Wellness Spa, is not yet fully open, the marina began welcoming yachts last summer.

"The marina officially opened on July 18th, 2019 by proclamation of Montenegro Government where we became international port of entry for nautical tourism," said D-Marin Portonovi Marina Manager Nicola Banović. "The resort with its amenities is partly open. The prestigious One&Only hotel is due to open in this season, 2020."

## Services and amenities

Portonovi is served by three international airports. Designed to meet the needs of superyacht owners and crew, the marina will offer access to the resort's hotel (when open), restaurants, gym and sports courts. Banović said his staff also plans to organize crew regattas with partner yacht clubs in future.

Marina services include:

- 24-hour water supply
- 24-hour power supply (220/380 V)
- 24-hour dock assistance
- Diver services
- Fuel station (including duty-free fuel supply)
- Toilets and shower
- CCTV
- WiFi
- Car garage (complementary parking space with signed lease agreement)
- Helipad
- Black and grey water disposal
- Oil waste disposal
- Other technical services on demand.



The marina's re-fueling facilities are maintained, "under the latest safety, security and environmental protection regulations with reputable fuel dock operators," he reported. "There are dispensers for small and bigger capacities with different flow rates. The yachts can berth in two different spots – a large one on the outer side of North Breakwater near the entrance to marina and a small one alongside the floating pontoons."

Provisioning is available through third-party providers. Banović added, "The supermarket will be open very soon within our resort, which will be very convenient for food and beverage supply to our clients."

While currently, there are not many yacht repair facilities in the region, he said, "The opening of the biggest one is expected to happen in very near future, just a few miles away from our marina."

## Homeport on the Adriatic

D-Marin Portonovi marina is ideally located to provide a convenient haven for yachts cruising the Adriatic's lush islands and historic shoreline. What's more, the marina management group currently is running a special promotion.

"Thanks to D-Marin's 'Happy Berth Days Campaign', any client having a pre-paid annual contract with our marina can stay up to seven days free of charge in any other D-Marin marinas (in Turkey, Greece and Croatia)," he said. Following the complementary period, discounted rates for longer stays may also be available.

D-Marin Portonovi also welcomes charter yachts wishing to homeport in Montenegro during the Med season, in order to take advantage of its strategic location on the Adriatic. "We are open for this as long as marina roles and regulations are strictly followed up," Banović said.



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# THE IYBA'S NEW INTERNATIONAL YACHT ARBITRATION COUNCIL

In an important positive development for the yachting industry, IYBA is setting up an arbitration council to resolve problems for the yacht community – the International Yacht Arbitration Council (IYAC). Its services, rules, procedures panels and administration are being created as an alternative dispute-resolution method specifically for yacht disputes.

The idea is to have a better, faster, less expensive and less stressful way of resolving problems. Arbitration is often a much less confrontational alternative to a lawsuit and can be quicker and also less expensive. It is also a way to resolve disputes in some circumstances, such as during the building of a yacht, without slowing the process. By contrast, lawsuits most often bring business relationships to a screeching halt.

### AAA and LMAA arbitration

In the past, when yacht brokers couldn't resolve disagreements with customers or each other about commissions, or when buyers and sellers couldn't resolve their disagreements about contracts, they went to court to resolve their disputes.

When the IYBA revised its standard Purchase and Sale Agreement and created a Listing Agreement, those documents gave the parties a choice to settle their disputes

in court or by American Arbitration Association (AAA) arbitration. MYBA form documents allow for disputes to be resolved by the London Maritime Arbitrators Association (LMAA).

Both processes suffer from the same two fundamental problems – they are expensive, and worse, many times the judges, jurors, or arbitrators making the decisions don't really understand the yacht business or know much about yachts.

In the IYBA form agreements, in light of the fact that many transactions, especially the larger ones, are international, provision was made so that the parties have an opportunity to resolve disputes in court with the AAA or with the LMAA. But even LMAA arbitration leaves the yachting community with the same fundamental problems – though at least the arbitrators are familiar with maritime-related issues.

Maritime arbitration has been a traditional way of solving commercial marine disputes for centuries. Yet most traditional maritime arbitration involves cargo claims or salvage awards. In fact, the LMAA bills itself as, "The worldwide leaders in commercial maritime dispute resolution."

The reality is that IYBA members and their clients face a different set of issues, which often are brokerage and yacht specific. Yachts, their owners and their brokers have issues that often require a different way to solve problems; one more suited to disputes related to yacht

sales. IYBA was formed and continues to service the yacht business by assisting its member brokers and their customers. Part of that service involves trying to provide solutions directed to this section of the marine community.

### How IYAC will work

For smaller disputes, the parties may elect to have a single arbitrator. For larger ones, they can choose to have three – each side picks one and then the two appointed arbitrators choose a third. The arbitrators will be selected from a panel of yacht brokers and yacht lawyers approved by the IYAC itself. These people will be knowledgeable and experienced in the yacht industry, not a random group of jurors, retired criminal court judges, or highly educated people who don't know a sportfish from a cruiser.

A complaint we often hear regarding going to court is that judges often aren't knowledgeable about the intricacies of the yacht business. Brokers and owners would rather have their cases heard and decided by people more familiar with the industry.

Arbitration also has the advantage of privacy. Court disputes are matters of public record. Arbitrations are private.

As you can imagine, many yacht owners, especially large yacht owners and their guests, want their privacy. They do not want to air their dirty laundry in public. On several occasions we have seen or had parties tell us that they do not want to read about their dispute in the

news or published in court papers concerning the matter.

Yacht brokers do not want it known that they have had to sue or have been sued by a client. Builders and yards do not want it to be known

that they did "allegedly" inadequate work. Privacy has become a big issue and that gives an important advantage to arbitration.

### Alternative to London arbitration

Another IYBA goal in forming the IYAC is to provide an alternative to London arbitration. In fact, under the IYBA standard forms, arbitration can be legally held in any country. And, though most new-build contracts involving European manufacturers call for LMAA arbitration in London under English law, so too do most yacht charter contracts. This anomaly exists even though the owners and charterers are based in the U.S., particularly in South Florida, or the South of France or Monaco. That doesn't make sense, except maybe for our colleagues in the English bar.

While it is undeniable that English maritime law has a special place in yachting, when transactions do not involve English parties or yachts even located in Europe, the dominance of London as a dispute resolution center for yacht-related disputes is not what it used to be.

Indisputably, today, though the Mediterranean is one of the most desired cruising areas in the world for superyachts, it is a fact that most superyacht buyers are Americans and South Florida is likely the most important global center of the yacht brokerage business. A growing majority of large yacht brokers and related businesses are

*The idea is to have a better, faster, less expensive and less stressful way of resolving problems.*



located or have a presence in South Florida. While London has been the traditional center for commercial shipping, the yacht-sales business is primarily based out of South Florida with important satellites in

## *Court disputes are matters of public record. Arbitrations are private.*

southern Europe, and as well in other locations throughout the world.

Brokers and owners often prefer their own law, arbitrators and lawyers, whether it be in the U.S. or elsewhere. Furthermore (with apologies to our English friends), the difference or savings in attorneys and arbitrators' fees can be substantial, a concern even for large yacht owners when disputes can be settled elsewhere.

Parties to any contract can negotiate where they want their disputes resolved – what we call “venue.” The revisions to the IYBA documents allow a choice of venue for IYAC dispute resolution but have a default for Fort Lauderdale.

In addition to the previously mentioned importance of South Florida to the yacht industry – though some brokers and lawyers may argue with us on this point – they cannot deny that South Florida (absent the occasional blow) is a pleasant location all year round. People – even

English lawyers – like to come to South Florida especially during the colder months. That is to say, when a nightmare of a yacht dispute arises, and the words of Ned Stark, “Winter is coming...” echo in our minds, it seems very evident that Ned apparently never made it to South Florida.

### **In conclusion**

We encourage our clients to look over all their yacht-related contracts to understand the “what, who, where and when’s” of dispute resolution before it happens. Most people, unless they have been “whacked” before, in the excitement of making a deal, don’t care much or at all about the dispute-resolution clauses when they are signing an agreement. Given the benefits of arbitration, particularly the new yacht industry-focused IYAC arbitration, that could be a serious mistake.

The IYBA’s goal is to serve its members and their customers by facilitating more informed results by better qualified decision makers, get faster decisions, provide privacy and less controversy. Arbitration in the yacht business is growing and the trends we have seen are an increasing number of arbitrations involving more and more commission disputes.

Traditional arbitration forums are increasingly used for the yacht business and while they are well suited to cargo and large shipping matters, the yacht business has become an increasingly specialized field and the IYAC is designed to better meet this need.



by **Jennifer Diaz**, *Diaz Trade Law*  
*IYBA Customs & International Trade Law Attorney*

# IYBA'S CONTINUED FIGHT AGAINST TARIFFS: THE MISCELLANEOUS TARIFF BILL – WHAT YOU NEED TO KNOW

IYBA has been at the forefront of fighting for the elimination of customs duties for foreign-flagged used yachts entering the U.S. for sale to U.S. residents. IYBA's latest strategic plan involved seizing the opportunity to petition the U.S. government for relief via a specific process known as the Miscellaneous Tariff Bill (MTB) petition.

The U.S. International Trade Commission (ITC) began accepting MTB petitions for duty suspension or reduction on October 11, 2019. Under the MTB process, U.S. importers may petition for duty-free or reduced-duty treatment of certain imported products by submitting a petition to the ITC. The deadline to submit petitions closed on December 10, 2019. The ITC's new petition procedures appeared more stringent than those applied during the 2016 round of MTB petitions.

Thanks to the proactive involvement of IYBA Executive Director Paul Flannery and IYBA Public Affairs Committee Chairman Staley Weidman III, along with my help, various IYBA members were able to petition the ITC for duty reduction of sailboats and motorboats. The submitted petitions are currently under review by the ITC.

## What's the benefit of participating in the MTB process?

Importers can request an elimination or reduction of duties of up to a \$500,000 threshold.

## What's next?

The ITC compiled petitions from December 10, 2019 to January 11, 2020. On January 10th, the ITC issued a Federal Register notice soliciting comments on product petitions. The public was able submit a comment via an online portal.

Here is an outline of what you need to know:

- **Comment period:** The MTB Petition System will accept comments until February 24, 2020 at 5:15 pm, ET. No late submissions will be accepted.
- **How to submit a comment:** Via the MTB Petition System. You must locate the Petition you wish to comment on and file a separate comment for each petition on which you wish to express your views.
- **Who may file:** Any member of the public may file comments, including:
  - o A U.S. producer of a product that is identical to, like, or directly competitive with the subject of the petition.
  - o A U.S. importer of a product that is identical to, like, or directly competitive with the subject of the petition.
  - o Trade association or group.
  - o Government entity.
  - o Other.

Petitioning parties also may submit comments. The Commission is

particularly interested in receiving comments from:

- o **Domestic producers**, whether they produce an article that is identical to, or like or directly competitive with, an article that is the subject of a petition for a duty suspension or reduction, and, if they do, whether they object to such a duty suspension or reduction.
- o **Likely beneficiary** of a particular duty suspension or reduction, or who, having been named in the petition or another comment as a likely beneficiary, wish to state that they would not be a likely beneficiary of a particular duty suspension or reduction.

## • Reasons for filing:

Parties filing comments may object to a petition, support it, or take no position on it. They also may use the comment to supply additional information. Petitioners may use the comment to clarify information provided in their petition. However, petitioners may not seek to amend a petition through the comment process; the Commission will not consider any comments seeking to amend a petition.

## • What to include in your comment:

- o Commenter Information, including the name, address, and telephone number of the individual or entity submitting the comment. (Will remain confidential.)
- o Independent Representative Information
- o Commenter Type – Your choice determines the information that you must provide.
- o U.S. Producer Information – Only If you identify yourself as a U.S. producer
- o U.S. Importer Information – Only If you identify your firm as a U.S. importer
- o Reason for Comment – You must indicate the reason for your comment by selecting from one the following three choices.
  - ◆ You object to the request for a duty suspension or reduction. (For example, you are a domestic producer of a product that is identical to, like, or directly competitive with the product covered by the petition.)
  - ◆ You support the request for a duty suspension or reduction. (For example, you are an importer of an identical product, and as such would be a beneficiary.)
  - ◆ You take no position and simply provide a comment.

## • Comment Text:

You must provide a brief narrative (2,500 characters or less) in the text box provided. You may claim this text as Confidential Business Information (CBI).

The Department of Commerce thereafter will conduct its review of petitions, at the end of which it submits its report to the congressional committees and the ITC. This is likely to occur sometime before mid-April 2020 (90 days).



Simultaneously, ITC will conduct its review of petitions, at the end of which it submits its Preliminary Report to the congressional committees, taking into consideration the Commerce Report. This expected to occur on or before mid-June 2020 (150 days).

Thereafter, the ITC will conduct re-review of individual petitions, based on information submitted by the congressional committees, at the

## ***Should the ITC, Department of Commerce, and Congress agree, any importer of sailboats and motorboats may save up to \$500,000 in duties.***

end of which it submits its final report to the congressional committees, which is expected to occur between mid-June to mid-August 2020 (60 days).

### **When would the benefits kick in?**

Successful MTB petitions are compiled into a bill and presented to the U.S. House Ways and Means and Senate Finance Committees and would then need to be approved by Congress and signed into law by the President before becoming effective. If signed into law, then the MTB

petitions may become effective on January 1, 2021, with an expiration date of December 31, 2024.

### **Who benefits?**

Should the ITC, Department of Commerce, and Congress agree, any importer of sailboats and motorboats may save up to \$500,000 in duties. Note that the \$500,000 threshold is open to all imports and ends when the \$500,000 is met.

### **What are the chances the ITC, DOC and Congress agree?**

The ITC's website indicates that almost 700 (or only 28 percent) of the petitions listed in the Commission's final 2017 report were not recommended to Congress for inclusion in an MTB. Many of these are due to issues regarding classification and the ability of U.S. Customs and Border Protection (CBP) to administer the claimed provision. To ensure IYBA petitioning, members did not fall within the 28 percent, Diaz Trade Law included CBP Binding Rulings in the petitions that confirmed the classification of sailboats and motorboats.

*For more information on the MTB process, the filing or preparation of the petition, contact Diaz Trade Law today at 305-456-3830 or via email at [info@diaztradelaw.com](mailto:info@diaztradelaw.com).*

by **Carla Bellieni** & **Benedetto Santacroce**

# **NAVIGATION OUT OF EUROPE FOR ITALIAN VAT REDUCTIONS TO YACHT CHARTERS MUST BE PROVEN BEGINNING APRIL 2020**

The legal framework reducing the Italian VAT from the regular 22 percent to the current rate of 6.6 percent for yachts over 24 meters operating in charters relevant for the Italian tax will require proof of navigation out of Europe by April 1, 2020. This change is expected to broadly impact commercial yachts planning to cruise the Western Mediterranean during the 2020 season.

In its July 21, 2019, opinion, the European Commission ruled that current European VAT regulations allow for the application of reduction of the taxable basis for short term charters and similar services when the use and enjoyment of the yacht takes place out of Europe and this condition is adequately proved. The Commission pointed out that the EU regulation does not give member states a flat-rate reduction without adequate and targeted evidence of the place where the service is performed.

Paragraph 725 of article 1 of the Italian 2020 Budget Law, following the opinion of the EU, specifying that in order to prevent double taxation, non-taxation or distortion of competition short-term charters or other similar services in the yachting market are considered for

VAT purposes to be performed out of Europe when the actual use and enjoyment of the yacht out of Europe is adequately proved.

### **Nearly all charters affected**

The law provision states that the application of the new rules is deferred to April 1, 2020, and that an implementing decree, to be issued no later than 60 days after the same Budget Law enters into force will define the new guidelines for the assessment of the tax basis and the way in which the actual use and enjoyment of the service out of Europe can be adequately proved. The deferral of the application of the new rules to April 1 linked to the "moment of execution" of the service by the VAT law, makes the new rules in principle applicable to practically all charters of the 2020 season.

In the application of the new rules, monitoring systems, such as track records through the AIS, logbooks and commercial and financial documents, certainly will play a vital role. Yacht owners and captains should enhance their systems of collection and download and storage of data so as to be ready to prove their entitlement to reductions in case of tax control.

*For more information, please contact Carla Bellieni at [c.bellieni@assoprof.net](mailto:c.bellieni@assoprof.net) and Benedetto Santacroce at [b.santacroce@studiosantacroce.eu](mailto:b.santacroce@studiosantacroce.eu).*



Believe



AMIKIDS thanks Neil Emmott and Jeremy Comport for facilitating the donation of the 120' 2008 Benetti *Believe* to AMIKids. This contribution constitutes a real

milestone for our program, and all proceeds will support our mission to help at-risk kids develop into responsible and productive citizens. *Believe* is currently available for lease with interest-free terms to a qualified individual.

**AQUA SOL YACHT SALES** is pleased to announce our newest Sales Associate Doug Ward. A native Floridian, Doug has been on the water his entire life, from fishing from small boats to living aboard. His background in sales/marketing spans over 40 years including six years selling boats. Doug is based in our West Palm Beach office and can be reached at 786-473-6933 or [doug@AquaSolYachtSales.com](mailto:doug@AquaSolYachtSales.com).

Aqua Sol Yacht Sales also is seeking a professional yacht broker with a love for high-level customer service and proven success to join our South Florida team. We offer an attractive commission split and actively support our brokers and quality listings. As the small boutique brokerage in West Palm Beach and Stuart we focus on building relationships with our clients, providing them with excellent service and assistance. Our new broker will have integrity at their core, be growth-oriented, professional, and an independent self-starter with strong communication skills, plus negotiation experience. Visit [www.AquaSolYachtSales.com](http://www.AquaSolYachtSales.com) or contact Lars at 561-303-5663.

**BOATHISTORYREPORT.COM** is a proud partner of the CPYB program and values the dedication it takes to become a CPYB. As a sponsor of CPYB, we were invited to its recent leadership meeting at the IYBA offices and engaged in excellent discussion on the value that BoatHistoryReport.com brings to the industry. We also had an incredibly successful conference during Dealer Week, signing up many new brokers and dealers to our service. We look forward to all that 2020 has in store.

**CAROL KENT YACHT CHARTERS INTERNATIONAL** Owner Carol Kent has been elected President of the American Yacht Charter Association (AYCA). Her appointment took place as a new AYCA board was voted in at the annual Antigua Yacht Charter Show on December 4, 2019.



Carol Kent

Kent says, "I am honored and delighted to assume this leadership position and encourage ongoing education and communication within our changing industry. This is the time for our association to grow stronger in the international arena. We are a select group of American charter professionals, collaborating with strong ties to MYBA, our Mediterranean partners." Contact Carol Kent Yacht Charters International at [vacation@carolkent.com](mailto:vacation@carolkent.com).

## Carmine Galati Recipient of 2019 CPYB Chairman's Award



The Certification Advisory Council (CAC), which oversees the Certified Professional Yacht Broker (CPYB) program and is supported by the seven North American yacht brokers' associations, is proud to present the 2019 Chairman's Award to Carmine Galati, founder of Galati Yacht Sales. Galati Yacht Sales has had more

brokers become certified in the last two years than any other firm in North America. Carmine is truly dedicated to the advancement of the maritime industry as a whole and continues to serve as a sales mentor. He additionally serves on the IYBA Board of Directors and is active in multiple committees.

In receiving the award, Carmine said, "It has always been a passion and strong belief of mine that in order to succeed and grow we must embrace continual improvement as well as knowledge, professionalism, morals and ethics. The CPYB program gives up the platform to both test and inspire these principals in our sales team." Contact Carmine Galati at 941-757-1365; [carmine@galatiyachts.com](mailto:carmine@galatiyachts.com).



### COOKSON ADVENTURES

reports that 2019 was an impressive year for the leading global experiential travel company. Known for world-first exploration and conservation, it has embarked on a series of expeditions to remote parts of the earth, where it has been able to collaborate with scientists. One trip to Antarctica was extra special thanks to Cookson brokering a significant donation from a client to a research project into a new species of killer whale. With this funding, a team of scientists was able to charter a research vessel and unearth a major new discovery for science. For more information, visit: <https://cooksonadventures.com>.

New killer whale species



Hylas H60

**DAVID WALTERS YACHTS** will introduce the new German Frers-designed Hylas H60 at the Miami International Boat Show. The highly anticipated new model is the first new design over 50 feet released by Hylas Yachts in five years and comes on the heels of the introduction of the new Bill Dixon-designed Hylas H48 earlier last year. The new H60 is a notable progression toward a more modern performance



cruising yacht while staying true to the manufacturer's focus on high quality, superior construction, and world-renowned craftsmanship. David Walters Yachts, the brand's sales representatives in North America, will be showcasing the new yacht.

**FLORIDA COAST MARINE, INC.** for sale in St. Lucie County, Fla. Same owner and location for past 28 years. Located in a 30-acre, first-class, 340 wet-slip marina, which hosts a full service yard and dry storage to complement sales. Very secure location. Consistently profitable brokerage that performed right through the last recession. Make money from Day One. The sky is your limit. A true "Turnkey Once-in-a-Lifetime opportunity." Please contact Fred Barboni, business broker, Coastal Realty Advisors, 561-809-9378, [fbarboni@fabconsulting.org](mailto:fbarboni@fabconsulting.org) for further details.

**GALATI YACHT SALES** announces the sale of the 112' Westport, 100' Hargrave and Viking 92' *Skybridge*; just three of the late-model brokerage yachts that we had the privilege of representing in 2019. Overall, 2019 was a record-setting year with nearly 500 yachts sold. This year, 2020, marks the 50th anniversary of the company which started with one location in Anna Maria, Florida, and has expanded to 11 locations throughout the Gulf Coast of Florida, Alabama, Texas, Costa Rica, and Cabo. We will celebrate with our customers, partners and team members with special events throughout the year. Galati Yacht Sales | [www.galatiyachts.com](http://www.galatiyachts.com).

**HORIZON YACHT** will be hosting its 2nd Annual Winter Showcase, February 14-16, 2020. Located at the company's new Fort Lauderdale office at the Hall of Fame Marina, the Horizon Winter Showcase will see several brand new and



brokerage Horizon yachts available for private viewing. Yachts in the Showcase will include the Jonathan Quinn Barnett-designed V68 as well as three yachts from the Cor D. Rover-designed FD Series: two FD80s (ex-FD77) and an FD87 Skyline. On the brokerage side, don't miss the opportunity to show your clients the RP105 Agora and the E88, *Wild Duck*. Please contact Horizon Yacht USA for more info: 561-721-4850

or [sales@horizonyachtusa.com](mailto:sales@horizonyachtusa.com).

**LENTON YACHTS** is pleased to report the December 2019 closings of the following motor and sailing yachts: *Ocean Dream*, 80' Schooner 1983; *Valballa* 65' Viking EB 2001; *Four Orrs*, 65' Marquis 2008; *Jacks Cat*, Gemini 105 SY 1994. Special thanks to all corresponding brokers who helped with these successful closings. Peter Lenton, 954-868-2733, local knowledge global reach since 1983.



**LUKE BROWN YACHTS** announces that Andrew Cilla, the firm's president for the past 40 years, turned over management of the firm last year to equity partner Jason Dunbar. Andrew has been actively engaged in bringing

to market the new sport vessel Outback 50. Actually 56' in length, this Michael Peters' design-concept yacht provides the outdoor living of a 100-footer, interior accommodations of a 50-footer, and seakeeping characteristics and safety of a pilot boat. Her highly efficient tunnel design draws only 3 feet, with a keel to protect her props. Hull #1 is Andrew's personal boat and available for inspection at Bahia Mar before heading north in the spring. Hull #3 is currently available. Priced approximately at \$1,500,000. Broker participation is welcome. Contact Andrew Cilla for further details at [andrew@lukebrown.com](mailto:andrew@lukebrown.com).

**MARINEMAX** remains an industry leader when it comes to boating safety, and the North American Sober Skipper Advisory Council agrees. The Sea Tow Foundation recently announced the winners of its inaugural National Boating Industry Safety Awards, established to recognize the best boating safety work in the for-profit sector of the U.S. recreational marine marketplace. MarineMax took home the Top Marine Retailer Award for several marketing campaigns focused on boating safety.

Gail R. Kulp, Sea Tow Foundation executive director, commented, "From the development of hands-on boating safety classes to the production of safety-focused



Pavlo Oborski, U.S. Coast Guard; Capt. Keith Lake, MarineMax, and Gail Kulp, Sea Tow Foundation.



Butch Pliske 305.342.1893 | Chris Pliske 305.431.1244  
David Pliske 305.431.1243 | Fax 954.792.0535

[worldyachtsurvey@aol.com](mailto:worldyachtsurvey@aol.com)  
[www.worldyachtsurvey.com](http://www.worldyachtsurvey.com)



**ATLAS MARINE SYSTEMS**

Nicholas Benvenuti, E.E.  
Product Application Engineer  
[nicholasb@atlasmarinesystems.com](mailto:nicholasb@atlasmarinesystems.com)

1801 S. Perimeter Road, Suite 150 • Fort Lauderdale, FL 33309-7140  
Tel 954-453-9636 • Fax 954-735-7676 • Toll Free 888-476-8687  
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## IN MEMORIAM: Jan McAndrew Henry

Fraser Yachts Charter Agent Jan McAndrew Henry, of Factoryville, Penn., passed away at her home on January 1, 2020. She was born on July 5, 1949, in Frankfurt, Germany, daughter of the late Paul and Ingeborg McAndrew. After growing up in Dalton, Penn., Jan moved to Fort Lauderdale. There, she landed a job as a manager of a bareboat fleet – the first female in the United States to do so. She continued to move up the ladder, gaining experience and knowledge in the charter industry.

Jan joined Fraser Yachts in 1994, making a name in the industry with strong sales records and a prominent clientele. She was described as “one of the industry’s ‘legends’ and a true professional to the core”. Jan also was a past president of the American Yacht Brokers Association. She forever will be known as a hard-working individual with strong dedication.

Family was of great importance to Jan. She was blessed with many nieces and nephews and was very involved in their lives. She was a very generous person who treated them to a trip to Ireland in 2006. Jan also was an animal lover who donated to various animal shelters and rescues. Memorial contributions can be made to True Friends Animal Shelter or St. Jude Children’s Research Hospital.



Jan Henry

videos, MarineMax is providing outstanding educational opportunities for new boaters as well as those in need of a refresher.”

### MICHAEL RYBOVICH & SONS YACHT SALES

announces the addition of a new member to the team, Blake Gill, son of Michael Rybovich, as a full-time broker. As part of his move from managing parts and purchasing to sales, Blake will be spearheading an expanded marketing effort between Michael Rybovich & Sons Boat Works and Michael Rybovich & Sons Yacht Sales. Blake’s knowledge of custom sportfishing boats, experience in the marine industry, and background in marketing and public relations will aid in growing yacht sales, expanding new construction and bolstering service work.

### PETER KEHOE & ASSOCIATES – YACHT & SHIP BROKERS

is pleased to announce the sale of *Silver Lining*, 2017 164’ (50M).

Thank you to all corresponding brokers for your assistance. It was my pleasure working with you. –Peter Kehoe, co-central agent, 954-931-4360.



Silver Lining



**SYC YACHTS** is pleased to announce a very successful 4th quarter 2019, including the following transactions: 2008 112 Westport, 2019 Horizon PC60, 2015 62’ Viking, 2017 52’ Viking, 2008 48’

Viking, two Horizon PC52s, 2013 39’ Yellowfin. We also are excited to announce the spring arrival of our only available stock Horizon 2020 PC60. SYC Yachts has offices in Marco Island, Naples and Fort Lauderdale, covering our clients’ needs from coast to coast. For additional information about our inventory, please visit our website at [www.SYCYachts.com](http://www.SYCYachts.com).



Pneuma

### UNITED YACHT SALES

Charter Division announces the exciting addition of *Pneuma*, a 2007/2018, 80’ Hatteras available later this winter for charter out of the

St. Croix area. Send all your USVI inquiries, as deliveries will be waived for term charters to St. Thomas and, in some cases, the BVI. She’s heading to the Grenadines for charters in Summer 2020. *Pneuma* sleeps eight guests in four staterooms, crew of three. Chartering for \$35,000/week plus expenses. Contact Nicole Haboush at [nicole@unitedyacht.com](mailto:nicole@unitedyacht.com) or 561-558-3113.

Coming off the best November in company history, United Yacht Sales is excited about what 2020 has in store. We also

## IN MEMORIAM: Patty Wilson

Sadly, we’ve just lost a shining star in the yacht charter industry. Patty Wilson of International Yacht Charter Group has lost her battle with cancer.

After a long career coordinating many different facets of a large corporate organization, Patty moved to Florida

as membership manager of the exclusive Ocean Reef Club in North Key Largo. Subsequently she became involved in the fast pace of Fort Lauderdale’s megayacht charter business, managing a worldwide fleet of high-end motoryachts. She joined International Yacht Charter Group about 14 years ago, becoming a successful full-time charter broker.

Patty lived her life with passion and extended that same passion to the dream charters she arranged for each and every client. They all will miss her as they have been relaying this to our company. Patty believed in supporting our industry as well as her colleagues. She sat on the board of CYBA for four years, helping with contracts and developing educational seminars. She was also working on the IYBA Charter Seminar.

Her sister told me, “Don’t forget Patty,” and I know that would not be possible. Patty is survived by her devoted husband, Spike. Please help remember Patty by contributing to a charity close to her heart, Surfrider Foundation, <https://give.surfrider.org/fundraiser/2524318>.

– Janet M. Bloomfield, President, International Yacht Charter Group, Inc.

Patty and  
Spike Wilson



would like to welcome to our yacht brokerage team Dan Sammis, Mike Ruggeri, Tom Davitt, Craig Mercer, Matthew Whitney, and Brian Stodd.

**WELLINGTON YACHT PARTNERS** is delighted to announce the sale of *Seahawk*, 2013 Perini Navi 60m. Referred to as the “Sexiest Yacht in the World” by *Architectural Digest*, this sleek aluminum ketch features superb sailing systems and a sophisticated interior by legendary French designer Christian Liaigre. With her Ron Holland design and Perini Navi’s exacting build standards, it’s no wonder that *Seahawk* already has received multiple awards. She also has circumnavigated the globe and is a proven winner in the regatta circuit. Steve Berson of Wellington Yacht Partners represented the buyer, with great assistance from Bruce Brakenhoff, Jr. at Perini Navi USA, co-listing agent along with Burgess.



## U.S. SUPERYACHT ASSOCIATION'S

Superyacht Summit, one of the most prestigious gatherings in the U.S. of regional, national, and international superyacht industry professionals, is celebrating its seventh anniversary on March 24th, 2020 with a return engagement at the West Palm Beach Marriott. The Superyacht Summit features professional and personal development programming, networking, and action plans for the global superyacht industry. Attendees tailor their own experiences by selecting from exciting presentations and smaller breakouts. Highlights include: “What Owners Really Want: Straight Talk from the Source”, “Refit – How Do We Compete on a Global Scale” and more. To register, visit [www.ussuperyacht.com/Events/SuperyachtSummit](http://www.ussuperyacht.com/Events/SuperyachtSummit), call 954-792-8666 or email [info@ussuperyacht.com](mailto:info@ussuperyacht.com).



## New Members

### PROFESSIONAL ACTIVE

**William (Bill) Snyder** – Michael Rybovich & Sons Yacht Sales

**Brian Stele** – Seaire Yacht and Aviation

**Kevin Shooltz** – Miami International Yacht Sales

**Monica Hernandez** – eSea Yachts, LLC

**Joseph Lieser** – Global Marine Brokerage, LLC

**Daniel Hoffmann** – Blue Island Yachts LLC

### PROFESSIONAL ASSOCIATE

**Fabrizio Scerch** – Camper & Nicholsons USA

**Kerry Iler** – Rick Obey & Associates

**Kiran Ganguly** – Italian Yacht Group

**Jennifer Thomas** – Sprigg Yacht Consulting

**Brandon Barnes** – 26 North Yacht Sales, Inc.

**Robert Hammerling Jr.** – SunDance Marine

**Blake Gill** – Michael Rybovich and Sons Yacht

**Juno Prudhomme** – Denison Yacht Sales

**Michael McGarry** – Grande Yachts International

### NON-FLORIDA BROKER

**Greg Tawaststjerna** – Thoroughbred Yacht Sales

**Gabriele Azzi** – Given For Yachting Srlu

**Alex Krykanyuk** – Fraser Yachts Worldwide S.A.M

**Dimitrios Molfesis** – DM Yachts

### CHARTER ASSOCIATE

**Rod Lindor** – Worldwide Boat LLC

**Ashley Blum** – Worldwide Boat LLC

**Helen Elena Pink** – Worldwide Boat LLC

**Noyan Mutlugil** – Mutludur Yachting Ltd.

**Barbara Ringstad** – Superyacht Sales and Charter

**Terra Gaffga** – Atlantic Yacht & Ship, Inc.

### AFFILIATE ACTIVE

**Henry Cookson** – Cookson Adventures

**Mark Theissen** – K4 Mobility Inc.

**Alison Munez** – Anchors Away Vessel Documentation

### AFFILATE ASSOCIATE

**Nick Davies** – Cookson Adventures

**Neal Bateman** – Cookson Adventures

**Tyrene Ricart** – Burgess

### SUPPORT

**Edward Denison** – Denison Yacht Sales

**Susan Phipps** – Worth Avenue Yachts LLC

**Sol Perez** – Yacht Consulting Group

**Brewster Knott** – Yacht Sales International

**Join the International Yacht Brokers Association and enjoy a long list of invaluable member benefits. For more information, visit [www.IYBA.org](http://www.IYBA.org).**

# OCEAN SAVIOUR – AN INNOVATIVE SOLUTION FOR REMOVING OCEAN PLASTIC

The issue of plastic in our oceans has been receiving an enormous amount of attention lately, and rightly so. Horrified by the scale this problem, Richard W. Roberts (CEO) and I (CTO), founders of TheYachtMarket.com, decided to use our position in the marine industry help solve the crisis. In 2018, we unveiled our eco-concept for a vessel, purposefully engineered to locate and remove plastic from the ocean to preserve one of our most valuable assets for future generations.

Richard commented, “Sixteen years ago, we launched TheYachtMarket.com – The Global Marketplace for Boat Sales.... Our business has gone from strength to strength and now it’s time we gave something back. After seeing the ocean plastic issue highlighted in the BBC’s ‘Blue Planet II’ series, presented by Sir David Attenborough, Simon and I were compelled to take action and came up with the idea for Ocean Saviour.”

He continued, “Originally, the concept was designed around a purpose-built vessel. However, recently, we have re-imagined the project to utilize existing ships which will lower the cost of the vessel significantly. And, of course, up-cycling existing ships rather than building new fits perfectly into the ecological ethos of the project.”

Fundamental to the design is the Manta Collector Array – long, floating booms extending from the sides of the vessel. These can be stowed when not in use and deployed when needed to increase the catchment area for gathering floating plastic.

The plastic will be taken on board via a conveyor and then chopped and milled finely before being processed through an on-board plasma gasification facility that will destroy it with minimal atmospheric pollution. The product of this pioneering process is a type of fuel that can be used to help power the vessel, reducing its carbon footprint.

## Pacific Gyre deployment

The oceans cover a vast area – over two-thirds of the planet – which could make cleaning them an impossible task. Fortunately, Mother Nature helps us here. Ocean currents, driven by winds, create great swirls called gyres in each of the oceans. These gyres concentrate the floating plastic making it easier to retrieve. The first Ocean Saviour vessel will be deployed to the Pacific Gyre which is located between Hawaii and California and contains the highest concentration of plastic.

Richard explained: “Although the gyres help us by concentrating plastic, they’re a long way from land. Shipping the plastic back to shore just isn’t cost-effective or ecologically viable. Even if we did get it to the mainland, some of the plastic has been out there for over 50 years – the exposure to sea water and ultra-violet rays from the sun has degraded it so that much of it is unrecyclable so it’ll just end up in landfill.”

This is why the plasma gasification process fits our project so



Richard W. Roberts and Simon White, founders of TheYachtMarket.com

elegantly. We will process the plastic on board the vessel, eliminating the need to ship it back to shore. Plastic is mostly long-chain molecules of carbon and hydrogen; fuel is made from the same building blocks and the plasma gasification process turns plastic to fuel. We need to remove the plastic from the ocean and the ship needs fuel. I won’t say we’re killing two birds with one stone as that’s just not a phrase fitting for an eco-project, but we’re certainly solving two problems with one solution.

## How does plasma gasification work?

1. After the plastic is chopped and milled, it is fed into the plasma gasifier.
2. Inside the gasifier, a high-voltage electric arc heats the milled plastic to 5,000 degrees Celsius (over 9,000 Fahrenheit) – almost as hot as the surface of the sun.
3. At this extreme temperature, with a lack of oxygen, rather than burning, the plastic atomizes into plasma without forming the toxic compounds like furans, dioxins, nitrogen oxides and sulphur dioxide.
4. As the plasma cools, it forms synthetic gas (also known as syngas) composed primarily of hydrogen and carbon monoxide.
5. Syngas can either be burned to generate power or injected directly into the ship’s engines to supplement traditional fuel. Ocean Saviour is currently researching the best method for maximum energy extraction and minimal pollution.
6. If syngas is burned, rapid quenching of the exhaust gases with seawater prevents the toxins previously mentioned from forming during cooling.

This compact waste destruction process was first implemented for marine use on board the *USS Gerald R. Ford* aircraft carrier. The U.S. Navy specified the system for the ship in order to have a highly



Ocean Saviour is a world-first, self-powering 70-meter tri-deck clean-up vessel.



compact, sailor-friendly means of destroying waste out at sea, as an aircraft carrier can be out for many months without coming to port. The team behind Ocean Saviour currently is investigating several potential partners in relation to the provision of plasma technology.

The difference between the usage on the aircraft carrier and Ocean Saviour is that Ocean Saviour is looking to harness the energy generated from the process to help power the vessel. Whereas, the aircraft carrier has a nuclear reactor as its power source so doesn't need the extra energy – the crew simply use the plasma gasification process to destroy on-board waste.

One other by-product of the process is a glassy sand that is inert and therefore considered safe to be returned to the sea in the aircraft carrier's implementation. Alternatively, this is a useful material for the construction industry; however, its utilization for this purpose would involve expensive shipping back to shore, so returning it to the ocean may be the better option. This is another area undergoing further research by the team behind Ocean Saviour.

#### Noted collaborators

Richard and I are working in conjunction with several highly regarded organizations and notable figures from across the global marine industry, including designer Ricky Smith, naval architects Dr. Andrew Baglin and Stuart Friezer, David Jones from Just One Ocean, Rory Sinclair from Big Blue Ocean Cleanup, and record-breaking yachting legends Dee Caffari MBE and Mike Golding OBE.

Richard commented: "Our oceans are a vital resource and it is essential we all do what we can to preserve them for future generations. I'm especially pleased to work with such a talented group of individuals to help make this a reality. It's staggering to think that there are currently over five trillion pieces of plastic in the ocean which is having

a huge detrimental impact on our ecosystem and the ocean's biodiversity. It's essential that we remove plastic before it breaks down into microplastics and, through Ocean Saviour, we aim to help eradicate the ocean of this problem."

Ricky Smith, designer, said, "Ocean Saviour proposes an environmental revolution whereby we, as a community, undertake the immense and urgent task of physically collecting the plastics from the oceans and waterways. The Ocean Saviour project is vast and will require input on

many levels. This is a crusade for the liberation of our oceans from the waste created by both our brilliant technology and our disregard of the oceans."

Dr. Andrew Baglin of Multiphase Design commented: "I'm delighted to be working alongside Richard, Simon and the team on this project. There are several variables when calculating the amount of plastic that can be removed from the water per day, including distance to ports, the operating area of the vessel and the size of the collector array that is installed, all of which are under careful development. We produce approximately 300 million metric tons of plastic each year, five times what we produced 50 years ago, and an estimated 8 million tons of this ends up in our oceans every year. The Great Pacific Garbage Patch contains an estimated 80,000 tons of plastic. A single Ocean Saviour vessel aims to clear five ton of plastic per day – that's nearly two kilotons per year. This would mean that one Ocean Saviour vessel would take

40 years to clean up the Pacific gyre using plasma technology,

which can therefore be scaled if there was more than one vessel in operation."

Indeed, the goal is to have a fleet of Ocean Saviour vessels to rid the oceans of plastic in a much shorter timescale. However, attention also needs to be focused on preventing plastic getting into the oceans in the first place. Everyone can help with this part by re-using, recycling and reducing our usage of plastic – especially the single-use kind. New legislation on packaging and implementation of better garbage disposal policies in some countries will play a large part in solving this part of the conundrum. Looking ahead further, land-based Ocean Saviour facilities could destroy waste and generate electricity for communities where rubbish is currently just dumped into rivers.

*For more information and to follow the journey of the Ocean Saviour project, please visit [www.oceansaviour.org](http://www.oceansaviour.org).*

***Up-cycling existing ships rather than building new fits perfectly into the ecological ethos of the project.***



# IYBA MONACO SUMMIT

Monaco Yacht Club  
Monaco  
November 27-28, 2019

More than 70 yachting industry professionals attended the 2019 IYBA Monaco Summit, a two-day event that provided a wealth of educational and networking opportunities to our European members, at the world-famous Monaco Yacht Club. The agenda included our popular “Shipyard Speed Dating” event, bringing brokers together with representatives from eight leading superyacht shipyards. Seminar topics covered yacht insurance, contracts, VAT updates, charter destinations, refit trends, design, and much more.

IYBA would like to thank the yacht club and the sponsors of the Monaco Summit: Robert Allen Law, Willis Towers Watson, Seakeeper, Astral, and The Yacht Market. Please stay tuned for news of IYBA's 2020 European industry events.





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## MARINE INDUSTRY HOLIDAY PARTY

MIASF Headquarters  
Fort Lauderdale  
December 10, 2019

*Photos by Tom Serio Photography*

The theme was “Flannel and Frost” for the annual Industry Holiday Party sponsored by IYBA, the U.S. Superyacht Association, and Young Professionals in Yachting. Over 300 people attended the festive event, held at the MIA SF offices in Fort Lauderdale. With the devastation wrought in the Bahamas by Hurricane Dorian still very much on everyone’s mind, the event benefited the Mission of Hope Dorian Relief efforts. Attendees also brought a new, unwrapped toy to donate for Children’s Diagnostic Treatment Center.







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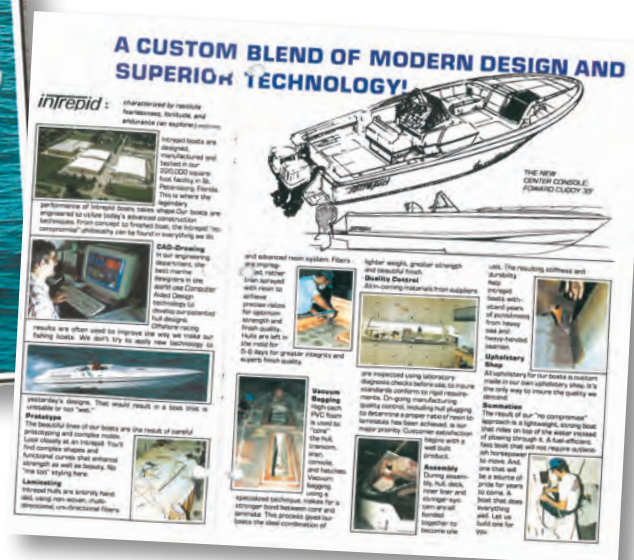
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# INTREPID POWERBOATS – THE BOATS THAT SOLD THEMSELVES



In the early 1980s, entrepreneur John Michel decided to go into the center console boat-building business – a bit of a risky decision at the time.

“The fuel crisis was still on people’s minds,” he said, adding, “Frankly, other than a few different color changes, center console boats had not changed much in recent years.”

At first, he considered purchasing an existing boat manufacturer, or at least the molds, but he couldn’t find anything on the market that reflected the quality and technology he was looking for.

“I was interested in the new non-woven fiberglass and PVC cores I had learned about,” he said. “I wanted to design a hull that would ride better than the typical center console boats of that time. These new materials would help to reduce the boat’s weight, make it faster, ride better, and be more fuel-efficient.”

Michel said that while many small-boat manufacturers still were using traditional fiberglass materials and layup techniques in the early ’80s, larger boat builders had begun to adopt the advanced fabrics and cores, developed for aviation industry, that he was considering. His vision was to build a line of small, high-performance center console powerboats designed and built with yacht-level quality.

John Michel founded Intrepid Powerboats in 1983 in an 800-square foot factory in Opa-Locka, Florida. Two years later, Intrepid moved to a 15,000 square foot facility, and not long after, doubled that space. In 1986, with the introduction of the Intrepid 26, the company really took off.

“The first 26 – that was the real beginning,” he said.

## Vertical integration

From the start, Intrepid was a vertically integrated company that manufactured as many of its own boat components in house as possible

– including metal parts, upholstery, etc. Instead of having a traditional dealer network, it did most of its selling factory-direct.

“We toyed with having regular dealerships in ’90 and ’91, but the business was not great back then,” he said. “Our real main driver was that we didn’t want to lose control of the product. We wanted to get feedback directly from our customers right away rather than having to wait for the dealers to tell us.” Michel added, “We were lucky enough to have buyers come to us, so we really didn’t have to sell too much.”

## Luxury yacht tenders

While the yacht tender market represented only a small fraction of

***Our real main driver was that we didn’t want to lose control of the product.***

Intrepid’s annual production, it was there that the company really made its mark. “The big-boat captains and owners realized that Intrepid’s quality

upgrade and lighter weight would tow much better than a heavier traditional boat,” Michel said. “By 2006, we were building 200-plus boats a year and approximately 40 of them were pulled by larger boats. Some 200-plus-foot boats were towing Intrepids up to 47 feet in length. We had a special department that made the custom features that the superyacht owners required.”

The first megayacht and superyacht owners to tow an Intrepid behind their vessel soon became the company’s best advocates. “The captain of a 300-foot boat doesn’t let the owner drive it. It’s the Intrepid that they get to drive,” he said. “So, when they are sitting in the cocktail lounge at night, they talk about their Intrepid.”

Of course, dealing with the superyacht owners wasn’t always easy. “We realized that service was expected at the same level that the yacht owners expected it. It is true that the customer is always right, even when they aren’t.”



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