



# Marine dealer association Notes strong growth

The post-September 11 economic outlook, membership expansion and the need for a "positive attitude" captured the attention of more than 40 local marine industry businesses attending the Sept. 26 annual meeting of the Portland Marine Dealers Association (PMDA).

"This is the most successful association of dealers we've ever had in Oregon," said Jim Irwin of Jim Irwin Yachts. Irwin said the Association now has in place "the basics of what a dealer organization needs" to be successful. Irwin said the "basics" include strong association with the Oregon non-profit, SOLV, PMDA's annual Family Boat Show & Sale at Expo Center, and a willingness to cooperate with other PMDA members.

Several other prominent dealers attending the meeting at Oregon Museum of Science and Industry (OMSI) echoed Irwin's remarks. "We've got to pass the word around to other dealers to support the Association," said Ray Laird of Hayden Island Yacht Center. "It's got to be a team effort."

Paul Mayer, president of Stevens Marine, urged PMDA members to project a positive attitude. "We are selling fun," Mayer explained. "People sometimes forget about the fun associated with boating—such as skiing, catching a fish, or cruising to a scenic waterway. We need to keep positive and never forget that we are in the 'fun' business."

*continued on page 2*



## 007 splashes into 2002 boat show

The James Bond Boat joins a boating kids clinic, boater education testing and free fishing combos as promotions for the Family Boat Show and Sale March 15-17, 2001.

Just in time for spring fishing and summer fun boating, the Family Boat Show and Sale features hundreds of family cruisers, ski boats, sport fishing boats, yachts and personal watercraft. It is the only boat show that offers a huge selection of used boats in addition to new models of recreation watercraft.

The James Bond Boat, actually one of 15 boats built for Bond Movie no. 19 "The World is Not Enough", will display an interesting array of uncommon boating equipment. Lewiston-Idaho-based Doug Riddle of Riddles Marine and River Supply built the sprint boat for the explosive, Bond tricks of the trade. Special effects on the 13'6" 1,500-pound Bond Boat include rocket jet boosters, ejection top and seat, torpedo system, six rockets, machine guns, underwater system and nitrogen turnover jets.

A special ongoing promotion will allow boat show attendees to take a course, take a test, or do both to comply with Oregon's new mandatory boater education law. The law, passed by the 1999 Oregon legislature, will eventually require powerboat operators in Oregon to take a course on basic boating skills, and/or pass a test to demonstrate basic boating knowledge. The Oregon State Marine Board will provide the test and courses at the show.

*The Boating Kids Clinic is a new event that will feature a*

*continued on page 6*

<b>IN THIS ISSUE</b>	
★ Dealer Focus.....	2
★ Legislative Report.....	3
★ The Power of PMDA.....	4-5
★ Members on the Move.....	7
★ President's Message.....	8

PMDA Legislative Liaison Trey Carskadon agreed that dealers should focus on positive aspects of boating. During times of low water, Carskadon suggested, provide customers with a list of 10 places with plenty of water for boating. Carskadon also urged PMDA members to "give 10 hours a year to promoting our marine industry."

A cautious but somewhat upbeat economic message came from the evening's speaker, U.S. Bank economist John Mitchell. The current economic slowdown started during the middle of the year 2,000, Mitchell said, buffeted by a monetary policy which raised interest rates, the investment boom and bust in equipment and software spending, a significant decline in network of U.S. households, and a cyclical economic downturn.

He said recent federal policies leading to lower interest rates and tax cuts were beginning to positively affect the economy, with leading indicators starting up prior to the events of September 11, 2001. Mitchell said there has been a dramatic decline in consumer confidence in the aftermath of September 11, leading to a -.5% drop in growth during the third quarter.

Mitchell predicted a short-term worsening of the national and Oregon economy during the remainder of 2001. However, he predicted massive new government spending programs, interest rate cuts and an anticipated continual drop in oil prices will lead to an economic upturn in 2002, with a 3% annual growth rate possible.

The Portland Marine Dealers Association was formed in August, 1998, to represent the common interests of boating dealers and allied businesses. The PMDA is a major contributor to the Oregon nonprofit organization SOLV, which is committed to protecting Oregon waterways and the state's livability. US Distributing sponsored the annual meeting.

## Portland Marine Dealers Association

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Chuck Meeker, Secretary/Treasurer

Ray Laird Paul Mayer Jerry Blair

### Administration

Greg Johnson, Director

Trey Carskadon, Legislative Liaison

## Dealer Focus

### Tom Wright works hard to make deal good for both sides

Pacific Boatland owner Tom Wright has dedicated his life-long career to good customer service.

"My basic business philosophy is this: The deal has to be good for both sides or its no good," says Wright. "We will always satisfy the customer in a timely manner."

Wright honed his service minded philosophy during his 40-plus years working for local dealers and owning his own dealership. He began his career in 1956 as an outboard mechanic for Staff Jennings. Wood boats were still in their heyday, and Staff Jennings carried Hollywood, Bryant and Chris Craft wood boats. His career also included stints at the former Dolphin Marina in Washougal and 82nd Street Marine in Portland.

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### ...*"The deal has to be good for both sides or its no good"*...

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In 1973, Wright caught the wanderlust bug, locked up his house, sold his car and with his wife, Helen, and 12-year-old son, Richard, took a sailboat sabbatical. They cruised for a year to San Juans, Princess Louise, Victoria and Vancouver Island.

Upon his return, Wright purchased Pacific Sporting Goods in Vancouver, later changing the name to Pacific Boatland. It was during the era of long gas lines and probably not the best time to open a boat business. But Wright persisted over the years, selling "a lot of Evinrudes (outboards)" and boat lines that have included Apollo (fiberglass boat built in Tacoma), Larson, Silverline, Sea Ray, Grady White, Four Winns and Arima.

Wright is especially fond of Four Winns, which he has represented since 1987. "They are good, honest people," says Wright, who won 1992 Four Winns Dealer of the Year, "and they have excellent research and development." He said the product is also excellent, citing hulls that do not rot and upholstery that does not split..."and the engines are mounted correctly."

Over the years, Wright has seen a trend towards more sophisticated and discriminating buyers. On the industry side, he believes builders are following the auto industry by producing more "trouble-free" boats. He is especially happy about increasing professionalism in the industry. Dealers are spending more time explaining to customers how their boat operates and what they are buying. "We are more educated about what we are selling," Wright said.

Wright, whose motto is "We Service What We Sell," believes strongly in the PMDA's role of promoting boating. "The role of the PMDA is to keep all the dealers together as a group, and collectively market boating as a good, wholesome activity," Wright enthuses.

## Politics & Your Business:

# How To Succeed Without Getting Your Hands Dirty

After the dust had settled from last year's spring Chinook season it was evident that a robust Columbia River "springer" fishery meant more than a good time for those who like to fish.

Marina owners, boat dealers, marine repair facilities, marine accessories retailers had all seen certain benefit from the success of this month and a half long fishery.

The final tally...\$18 million of direct revenue generated in about 5 weeks time and 174,000 **additional** angler days (1 angler on the water one day = an angler day).

### What's this have to do with you?

70% of the boats sold region-wide are used primarily for fishing. When fishing wins, we win with boat sales and associated services. 2001 will be known for many things but in fishing circles it will be remembered for outstanding fishing opportunity.

We can thank the N.W. Sportfishing Industry Association for this opportunity. After years of feeling like a collective door mat, the sportfishing industry stepped-up, organized and now, 10 years after its inception are winning, and winning big!

Did you know that in nearly every session of the legislature that a boat tax is discussed? An outboard tax, or some kind of ban on two cycle outboards will resurface in the next session of the legislature. This is only the tip of the iceberg.

Anytime a segment of the marine industry is hit we all pay. Remember the luxury tax? That tax seemingly only affected the Yacht dealers, but the general public largely assumed that it affected all boats, and boat sales across the board were hurt. That means lenders, gas stations, service facilities, marine canvas producers, riggers, detailers — everyone, was affected. A ban on two cycle outboards will likely be read as some kind of ban on boating...it too will affect us all.

### How do we win?

Easy, pick up the phone, write an email, or send a letter to your State Representative and State Senator. Send similar correspondence to your Representative in Congress or Senator in Washington D.C.

The content of your communication should let them know who you are, how many people you employ, how long you've been in business, and that you need their support and sensitivity on issues that may affect your business.

"Hi, I'm one of your constituents, I wanted to take a moment to introduce myself to you and let you know a little about my business, do you have three or four minutes?"

This is a great place to start.

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***"Some of these decisions could very well cost you thousands in lost revenue"***

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From there, the conversation might include, "Our industry has been working diligently to address important clean water issues, we depend on healthy water resources to make a living, that's why we support the aggressive mandates set forth by the EPA that are effectively reducing hydrocarbon emissions faster than any other vehicle industry to date. In fact, we're ahead of schedule right now in meeting very aggressive clean water standards. Please use me as a resource, and call if I can be of assistance on any boating related issues...we really want to be part of the solution".

The key is to be respectful, keep the door open, communicate with your legislator at least once a year, and offer to be a resource.

If someone had their hand in your till taking out \$100 bills, you'd put a stop to it quickly. That's exactly what happens when we choose not to participate legislatively. Some of these decisions could very well cost you thousands in lost revenue.

The more of us that make those calls and let our legislators know who we, the more effective your association can be in representing you on these issues.

Want to know who your State legislator is? You can find them on a legislative search website at: [www.leg.state.or.us/findlegsltr/findset.htm](http://www.leg.state.or.us/findlegsltr/findset.htm).

For your federal legislators you can get their mailing address, email address, or FAX number by calling:

- Ron Wyden .....202-224-5244
- Gordon Smith.....202-224-3753
- David Wu .....202-225-0855
- Earl Blumenauer .....202-225-4811
- Darlene Hooley .....202-225-5711

In addition to boating issues, let your elected officials know that sportfishing opportunity is essential to the boating industry at-large, and that when fishing's good communities, banks, gas stations, motels, families, grocery stores, restaurants, and yes, the boating industry all benefit. By supporting sportfishing and boating, your legislators are also supporting a great deal more.

# The Power of PMDA Membership



Join the PMDA by Friday, January 18, 2002....and get your name, website and full contact information about your business in the 2002 PMDA Membership Rooster. Promote your business to all PMDA members. Fax your membership application today to Greg Johnson, 360-263-3329.

## Expand your website sales!



With right kind of promotion, your website marine sales will soar! Now, you get more bang from your PMDA membership buck with a powerful new presence on PMDA's website, [pmda.org](http://pmda.org).

A FREE listing of your business products and services on PMDA's website...plus, a FREE link to your company's website.

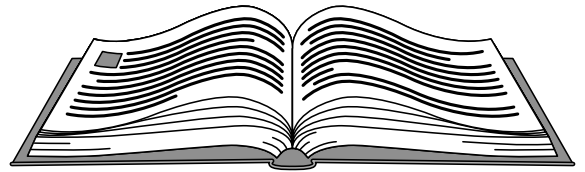
## Advertise your products and services!

Promotional campaigns in *Boat Trader*, *Freshwater News* and the media at large will promote PMDA's website and membership. AND, a full-page *Boat Trader* ad will repeatedly list FREE your business and phone number.

## Plus, PMDA members receive...

- ✓ Exhibiter discounts on Family Boat Show & Sale March 15-17, 2002 at Portland Expo Center.
- ✓ The Ninth Wave...your FREE quarterly update on local industry news, membership activities, boat show and legislative news.
- ✓ A FREE night of networking, catered cuisine and useful talk at PMDA's annual meeting.

## All this, FREE with your PMDA membership.



Only \$100 annually for Associate members and \$250 for Dealer members. And remember, join by Friday, January 18 for your FREE listing in 2002 PMDA Membership Roster. Fax your application today to Greg Johnson, 360-263-3329.

### Portland Marine Dealers Association • Membership Application

Company Name: \_\_\_\_\_ dba(if any): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_ Website address: \_\_\_\_\_

Corporation \_\_\_\_\_ Sole Proprietorship \_\_\_\_\_ Partnership \_\_\_\_\_ Other \_\_\_\_\_

List Company Officers/Principals: \_\_\_\_\_

\*Application must be signed by a corporate officer, owner or partner and must be accompanied with enrollment fee.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Benefactor Dues: \$500

\*Dealer Membership Dues: \$250

\*\*Associate Membership: \$100

\*Eligible "Active Members" are Portland area full-line boat dealers

\*\*Non-dealer marine related business

Send application and dues to: PMDA, P.O. Box 40848, Eugene, Oregon 97404

# Family Boat Show & Sale Official Program to be in the Freshwater News!



Our PMDA members got a big sales bonus last week when an agreement was made with the *Freshwater News* to include our boat show program in the center section of their March issue. A special advertising rate for PMDA members was also negotiated with the *Freshwater News*.

The March issue will reach over 10,000 Oregon and SW Washington via home delivery.

Another 8,000 copies will be distributed from dealers and newsstands and at the Family Boat Show and Sale trade show.

For more information about reservations and ad rates, call Bob, Jolene or Bill at the *Freshwater News*, (503) 283-2733.

## ◆ In Memorandum ◆

Longtime PMDA member Jack Gallus passed away on Sept. 14 at age 59.

Jack, who owned several yachts over his lifetime, started his brokerage company, Oregon Yacht Sales, in the early nineties. He was president of Portland Provision Company/Oregon Chief Meats before entering the boating business. He was also past president of the Columbia River Yachting Association, director of the Rose Festival Association and a member of the Portland Yacht Club and Columbia River Yacht Club.

His survivors include his wife, Trish; daughters Lindsay and Lauren; mother Gerda and sister Dedra Marriott. The family suggests that remembrances can be made to the Oregon chapter of the Leukemia and Lymphoma Society.



## US Distributing on the move

U.S. Distributing, the fastest growing marine distribution business in the Pacific Northwest, experienced a big month in September.

On Monday, Sept. 24, the firm held grand opening ceremonies for its new 25,000 square-foot facility in Northeast Portland. More than 140 marine dealers from throughout the Pacific Northwest attended the opening. The 14-employee company will utilize the expanded facility to better serve marine dealers and service outlets from Alaska to Northern California and from Hawaii to Montana.

On Wednesday, Sept. 26, US Distributing sponsored the annual meeting of Portland Marine Dealers Association at OMSI. The sponsorship allowed more than 40 PMDA members to enjoy an evening of speakers, catered food and networking at the annual meeting. At the meeting, PMDA Director Greg Johnson thanked US Distributing representatives Jon Horton and John Hipes for their support of the organization.

Englund Marine, parent company of US Distributing, started the business in Astoria 56 years ago.



### Boat Show to Feature

*Bond Boat...continued from page 1*

hands-on learning course for kids, including boating basics, knot tying, how to put on a PFD, and other fun and educational boating tips. Kids who complete the course will receive a special certificate of completion and a special prize.

Free fishing pole combos will again be given to the first 100 kids 16 and under each day when accompanied by an adult.

Show admission prices are \$7 for adults and \$3 for kids 13 to 16. Children 12 and under are admitted free. Discount coupons will be available at all participating marine dealer locations and through [familyboatshow.com](http://familyboatshow.com)

Show hours are 11 a.m. to 9 p.m. Friday and Saturday, and 11 a.m. to 6 p.m. Sunday.

## Members on the Move

New PMDA member **Scappoose Bay Kayaking** offers a fascinating mix of kayak sales and rentals, guided tours and outdoor gear and paddling accessories.

Owners Bonnie Shoop and Steve Gibons bring a lifetime of kayaking and outdoor experience to the rich wetlands of Scappoose Bay. They've put together a flatwater paddling store and offer guided tours, cruises, camp-outs and rentals.

The company recently created an interpretive center and nautical history museum spotlighting the rich wildlife and rich history of local wetlands, bays and waterways.

Scappoose Bay Kayaking is located in the Scappoose Bay Marine Park, between Scappoose and St. Helens, Oregon just off of Highway 30. Phone is 503-397-2161.

★★★★

**Northwest Boat Center** received a sales award this past summer which recognizes "outstanding sales" of Formula Boats for 2001.

Buzz Nielsen of Northwest Boat Center accepted the award during the Thunderbird Products' 2001 Formula Dealer Meeting in Fort Myers, Florida. Thunderbird manufactures luxury fiberglass powerboats in Sun Sport, FAS3Tech and Cruiser models.

The dealer meeting included three days of boating and product testing of the Formula line-up.

Northwest Boat Center, located at 719 N. Marine Drive in Portland, OR, represents Formula and Monterey Boats. The firm also recently procured the Parti Kraft line of quality pontoon boats.

★★★★

**Cascade Marine**, located at 14900 SE Stark Street in Portland, has recently added brokerage sales to its range of services.

Manager Mike Dawes said the firm's brokerage services covers boats from 14' to 40'. Dawes said the firm is also interested in co-brokering with other dealers.

Ken Estes, who purchased Cascade Marine last year, said the brokerage compliments Cascade's new boat sales for Glastron, Regal, Monarch and Godfrey. Cascade also sells Mercury Marine engines and offers repair services.

Estes said Cascade's prides itself on "good customer relations." He defines good customer service as performing boat repair work "in a timely manner and by the date promised"...providing an accurate estimate of repair costs...and "educating the customer in a cordial manner" about what kinds of repairs are required.



*Cascade Marine Service Manager Steve Deese, Manager Mike Dawes, and owner Ken Estes peruse inventory at Southeast Portland location.*

**BoatEscape.com**, an Oregon dot-com that provides free comprehensive information to Internet users about Oregon's recreational resources, has won the Northwest Marine Trade Association's Robert F. Rittenhouse Award, "for outstanding contributions to the marine industry and boating public," according to association president Michael Campbell.

BoatEscape.com is the creation of Brian Platz of Salem and Bob VanderLinden of Albany, who compiled data on thousands of Oregon lakes, rivers, bays, and ocean access points for use by boating enthusiasts. "We set out to provide a service for Oregon's boaters and tourists," Mr. Platz explained. "We had no idea the response would be so enthusiastic, and we think that the NMTA is recognizing the passion of Oregon boaters with this award.

Robert F. Rittenhouse was appointed marine director of the Oregon State Marine Board when the board was first formed in 1959 after serving 27 years with the U.S. Coast Guard.



*Formula President Scott Porter, left, and Formula Vice President of Sales Wayne Porter (right) present sales volume award to the Nielsen family, which includes, from left, Lexie, Alec, Annie, Kelley and Buzz..*



### **Give yourself—and the industry—10 hours a year!**

Trey Carskadon presented a simple request to his Oregon counterparts at the PMDA's recent annual meeting:

**Donate 10 hours a year towards promoting your industry!**

In these uncertain times, Trey, who directs a successful marine marketing agency, would like nothing better than to see more dealers, manufacturers, marine stores, and accessories contribute their 10 hours to PMDA efforts.

Why? Since our inception in August 1998, the PMDA Board of Directors has worked on several fronts to achieve the overall goal of growing boating regionally. Towards this end, we have:

— Promoted boating as wholesome family recreation and launched the successful March Family Boat Show and Sale, now going into its fourth year. In 2002, we are staging the show in conjunction with the Portland Golf Show, a move we believe will expand attendance and boating to new markets.

— Developed a strong relationship with SOLV and its "Down by the Riverside" riverbank enhancement program.

— Represented boating and waterway recreation in a wide range of state and regional issues affecting sport fisheries and boating safety.

— Published our quarterly newsletter, *The Ninth Wave*, to inform our members of local industry news, membership activities, boat show updates and legislative news.

— Finally, we are developing a PMDA Rooster and website designed to drive more business to our members.

Our overriding goal is to grow boating through a balanced mix of marketing promotions, community involvement and political action. In short, we want to create a healthy and vibrant market for the boating products that we all sell.

Please join PMDA today!

Portland Marine Dealers Association  
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La Center, Washington 98629