



# Ninth Wave



The Portland Marine Dealer's Association Quarterly Newsletter • Vol. 4 • Issue 2 • Fall/Winter 2002

**PMDA Theme:**

**'Let's work together'**

"We've come a long way, but recreational boating in Oregon still faces some serious challenges," Oregon Marine Board Director Paul Donheffner told 57 Portland Marine Dealer Association members attending the October 23 Annual Meeting at Columbia River Yacht Club.

Donheffner described in detail the past five year decline of boating in Oregon. "Today we register about 194,000 boats, down from a peak of 196,000 in 1998," he explained.

"Participation is flat or declining, fishing has taken some serious hits as salmon and steelhead gain protection under the Endangered Species Act, and there are many new activities competing for the time we previously reserved for boating," Donheffner cited as reasons for the decline.

"As we look ahead at the next decade, or even the next four decades, it is a safe assumption that marketing and promoting the inherent pleasure of recreational boating will be a required course of action if we are to achieve our goal of growing boating," Donheffner said.

*continued on page 2*



*Photo by John Laird*

*Oregon State Marine Board Director Paul Donheffner tells PMDA members to join together in effort to expand Oregon boating.*

**Miss Budweiser to highlight Family Boat Show & Sale .....**

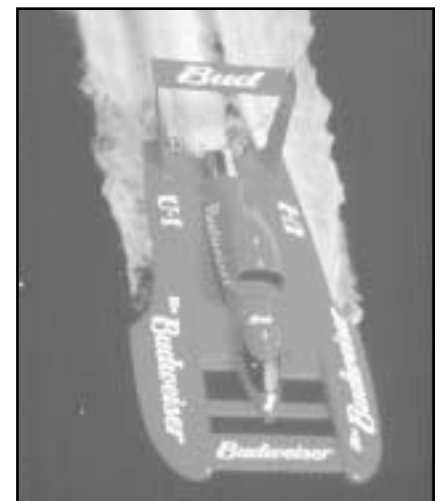
Miss Budweiser joins a Boating Kids Clinic, boater education testing and free fishing combos as attractions for the Family Boat Show and Sale Friday through Sunday, March 14-16, 2003 at the Expo Center.

This is Miss Budweiser's first boat show appearance in Portland. MISS BUDWEISER, a fixture on the Thunderboat cir-

cuit for over two decades, is the winner of eighteen National High Point titles and 116 major races — more than any other team including the APBA Gold Cup, the World Cup, the President's Cup, and many others.

A special ongoing promotion will allow boat show attendees to take a test to comply with Oregon's new mandatory boater education law. The law, passed by the 1999 Oregon legislature, will eventually require power-

*continued on page 5*



*Miss Budweiser will speed into the 5th Annual Family Boat Show and Sale.*

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# Oregon, Marine Industry Agree to Promote Cleaner Engines

The State of Oregon is partnering with the marine industry on the promotion and sale of new technology marine engines in the state.

The Oregon State Marine Board, the Portland Marine Dealers Association, Marine Retailers Association of America and National Marine Manufacturers Association recently signed the Memorandum of Understanding (MOU).

The MOU launches the development of a public information and marketing campaign to educate boaters and personal watercraft operators about carbureted marine engines and the environmental benefits of retiring them in favor of efficient, lower-pollution marine engines.

"Recreational boat manufacturers are committed to a clean environment. We're in this business because we believe in the value of outdoor recreation and we're extremely proud that our investment in cleaner, quieter and more efficient marine engine technology has led to this important agreement," says NMMA vice president of Government Relations Monita Fontaine.

According to EPA regulations, marine engine manufactur-

ers must produce outboard and personal watercraft engines that reduce engine hydrocarbon emissions by 75 percent by 2006. The national, regional and statewide marine industries have embraced these mandates and have exceeded them by producing, introducing and effectively retailing new technology engines.

There are more than 195,000 boats being used for recreational purposes in Oregon, according to the latest data available from the U.S. Coast Guard, 70 percent of which are used primarily for fishing. "Clean water and healthy fish populations are important for boaters and the recreational boating industry," says Paul Donheffner, director of the Marine Board.

"With this memorandum of understanding, we plan to turn more boaters and PWC operators toward these new, efficient, clean technologies as quickly as possible."

For more information, contact Fontaine at (202) 721-1602; [mfontaine@nmma.org](mailto:mfontaine@nmma.org), visit the NMMA website at [www.nmma.org](http://www.nmma.org), or visit the Oregon State Marine Board's website at [www.boatoregon.com](http://www.boatoregon.com).

## ***PMDA Annual Meeting Message...continued from page 1***

"Let's work together to help people find the connection between boats and waters and family and friends," Donheffner said. "Recreational boating isn't just about buying a product, it's about an experience and a way of life."

"By adopting this attitude, we gain the upper-hand on the external forces that want boats with motors prohibited from our waterways...Let's tell a positive story about what's been done to make boating safe, sustainable and clean."

During the 1990's, boat registration was increasing faster than population growth. Until 1998. Suddenly, the music stopped, and for only the second time since 1960, registration began to decline. For the past five years boat registration has been down, and remains below the 1998 level.

Donheffner cited low water conditions in 2001, poor fishing and less free time to pursue boating as major reasons for recent declines?

"The flattening in boat registration and drop in boat use is very disturbing. I don't have to tell you about the implications for you as dealers. It's not good if this trend continues. But it also impacts on our programs and the services we provide,"

Donheffner said. "I think we share some common ground in wanting to reverse this trend."

Donheffner said the Marine Board is facing a \$1.3 million shortfall in the upcoming 2003-05 budget. To address the potential shortfall, a Marine Board advisory group has recommended elimination of the current tiered Oregon registration and title fee system. A simple flat rate system based on \$3 per foot for two years would take its place.

If approved, Donheffner said the new fee structure would prevent cuts in facilities and safety services. In addition, the fees would provide funding to restore facility grant funding to the 1997-99 level, add selected law enforcement funding, and improve safety services.

The Marine Board is seeking a two-part legislative package aimed at retaining and growing boating. The "Safe and Sustainable" boating package would provide \$116,000 for promotion of clean engine technology and other clean practices to make boating compatible with nature. The second part, "Grow Boating in Oregon" will provide funding to assist with marketing and promotion of boating in Oregon. The agency's 2003-05 budget includes \$58,000 to facilitate the grow-boating campaign.

Several members in attendance at the meeting concurred with Donheffner in expressing the need for more promotion of boating.

John Laird of Hayden Island Yacht Center expressed dissatisfaction with negative local news reports on low-water conditions. He cited a need to work together in finding more dollars to promote boating.

Lyman Louis of Sea Tow suggested the PMDA implement a "Service after Sale" policy to further improve the overall image of boating. He said the policy should require dealers to "go over every inch of a boat sold with the buyer."

Dealers should be encouraged to go out boating with the new boat owners. They should call them every few months inquiring about their boat use. "We need to help new owners stay engaged," he said.

The marine industry should also encourage boaters to join yacht clubs and local Power Squadrons to learn more about boating in local waters, Louis said.

"We need to get more people out on the water," added Brad Howton, general manager of Columbia Crossings.

Dan Lockyer of Mercury Marine suggested a "media day" to showcase boating's family and fun appeal.

U.S. Distributing provided financial sponsorship for PMDA's annual meeting.

## **Portland Marine Dealers Association**

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Ray Laird Paul Mayer Jerry Blair

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Brad Howton, Columbia Crossings

David Frederickson, Pacific Boatland

Mark Meeker, Clemens Marina

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When you plan for risk with someone you trust, you'll find you've made quite a relationship.

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For the last 131 years, JBL&K Risk Services has learned an important lesson about the people and business we serve-no two are alike. Every client and industry has unique and different insurance needs. JBL&K Risk Services started serving the marine insurance industry over 100 years ago and continues today to offer your industry high quality advice and risk management services. We offer a wide range of products and services to deal with any risk situation for clients ranging from large commercial operations to individuals looking to protect their families. We offer brokering services and consulting for property and casualty as well as employee benefit insurance.

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## Members on the Move



Ray Laird of Hayden Island Yacht Center represents the new Meridian Yachts line.

Hayden Island Yacht Center is part of nationwide network of premier yacht dealers representing the new Meridian Yachts.

Owner Ray Laird said his firm is one of only eight dealers selected nationwide to represent the new yacht line. "This is the best thing that has ever happened to us," said Laird. "It is a great yacht, and offers a lot of major improvements for the boat-buying public."

Meridian joins the ranks of other leading Brunswick Group yacht brands, including Sea Ray, Hatteras and Sealine. The product lineup includes seven models ranging from 34 to 58 feet, including pilothouse, sedan and aft-cabin configurations.

Among the innovative features available on all Meridian Yachts is

D.O.C, a system that makes docking and maneuvering in confined spaces effortless.

"We believe it (Meridian) will expand Brunswick's presence in the market while breathing new life into the category as demanding boaters discover a brand that provides comfort and ultimate cruising performance," said William J. Barrington, president of Meridian Yachts.

★ ★ ★ ★

Marc Battilega of Metro Marine, Inc. was the proud winner of a \$500 door prize given away during PMDA's annual meeting October 23 at Columbia River Yacht Club.

Marc and wife, Kathy, are associate PMDA members. They provide

## Member Spotlight

"Marine seating is our business and business is good!"

With this simple statement as their motto, Bentley's Manufacturing, Inc. has progressed as a small family owned and operated business since 1967.

Located in Milwaukie, Oregon, Bentley's manufactures high quality marine seating for a wide range of pleasure boats, yachts, work boats, commercial and sport fishing boats, runabouts, ski boats and jet sleds.

"Being based in the Northwest we feel our seating has been proven to withstand all weather conditions," said John Bentley. "They offer superior comfort, can withstand heavy use and are guaranteed for two full years."

Bentleys is currently constructing interiors or seating for several boat manufacturers. The company's long list of OEM (Original Equipment Manufacturer) clients includes Sea Sport by Wright Brothers, Zodiac International, Wooldridge Boats, Fish-Rite Boats, Osprey Boats, Willie Boats, Koffler Boats and Bolton Power Boats.

"We have the capability to help both small and large boat builders," said Bentley. "We are able to design and manufacture custom designed seats and complete interior, or components for the boat builder that wants a conventional or unique looking upholstery package."

The company also manufactures boat tops, covers, sea anchors, storage bags, tiller gloves, curtains, utility trailer

covers, mail bags, sand bags, sand blaster sleeves, computer covers, webbing straps, hose beds and miscellaneous covers for fire trucks.

"No job is too big or too small," explains Bentley. "Our reputation and experience allows us to take on projects that require special needs with technical innovation and superior craftsmanship."

Golf cart enclosures are also now an important component of Bentley's manufactured products. Bentleys produces hard door, soft door and deluxe fitting club covers in several different colors. The golf carts and Bentley's marine seats will be on display at the Family Boat Show & Sale March 14-16, 2003 at Portland Expo Center.

For information on Bentley products, call 503-659-0238 or 800-515-1275. Bentley's is located at 14020 McLoughlin, Milwaukie, Oregon 97267. Website address is [www.bentleysmfg.com](http://www.bentleysmfg.com)



John Bentley

## Members on the Move

engine sales and service for Crusader, PCM and Volvo Penta at Metro Marine, located at 6415 N.E. Simpson in Portland. Phone number is 503-331-7101.

★ ★ ★ ★

Debbie McQueen of **Brown's Landing** was recognized at the Oct. 23 PMDA annual meeting for her service on the Oregon State Marine Board.

"We're very pleased to have one of your members, Debbie McQueen, as a member of the Board," remarked marine board Director Paul Donheffner. "Debbie brings an excellent perspective to the board as someone who knows boating from a business and customer service point of view."

★ ★ ★ ★

Three marine industry professionals are now working hard to recruit new PMDA Membership.

The PMDA membership committee includes Brad Howton of **Columbia Crossings**, David Frederickson of **Pacific Boatland**, and Mark Meeker of **Clemens Marina**.

"We need to actively expand our PMDA membership to gain the financial and networking resources required to successfully promote and grow boating," said Howton.

"As dealers, we need to work together to compete with other industries that vie for our market share. I see the PMDA as our most effective vehicle for achieving our "Grow Boating" objective," said David Frederickson.

For further information on membership, contact committee members or Greg Johnson at 360-263-3371, [jjpromo@teleport.com](mailto:jjpromo@teleport.com)

★ ★ ★ ★

Calabria dealer **Skyline Water Sports** has moved from Hillsboro to new quarters on the Willamette River.

Skyline now operates out of the same facility as **The BoatWorks II**, located at 26177 N.E. Boones Ferry Landing in Aurora, said owner Jeff Parish.

BoatWorks II offers a full range of services including consignment sales,

mechanical, engine, winter storage and trailer storage. The company also now represents the Fish-Rite line of all-welded aluminum boats.

★ ★ ★ ★

Steve Schnitzer has signed on as general manager of **Bob Lanphere's Beaverton Marine**.

A Vancouver, WA resident, Schnitzer has worked for Bob Lanphere for 11 years. Bob Lanphere's represents Crestliner, Baja, Rinker, Glastron, Wellcraft, SeaDoo and Honda Outboards.

★ ★ ★ ★

**Boat Trader** continues to provide a phenomenal service to members of Portland Marine Dealers Association.

General Manager Chuck VanFleet has contributed several full-page ads which list PMDA members and contact phone numbers. The ads appear with a headline proclaiming "Symbol of Excellence".

"I view our relationship as very good," said VanFleet. "I look forward to a positive relationship with PMDA in the future."

Miss Budweiser to highlight Family Boat Show & Sale...continued from page 1

boat 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 at the show.

*The Boating Kids Clinic* will again feature a hands-on learning course for kids, including boating basics, knot tying, how to put on a personal flotation device (PFD), and other fun and educational boating tips. Kids who complete the course will receive a certificate of completion and a special prize.

Free fishing pole combos will be given to a select number of kids 12 and under each day when accompanied by an adult. Mercury Marine sponsors this activity.

For the second year in a row, the Portland Golf Show takes place in Hall E during the same time as the boat show. The 10-year-old golf show is the biggest consumer golf show west of the Mississippi, attracting 13,000 plus attendees.

### ★ Get into the Boat Show Spotlight ★

Cap Hedges of Charlton Engel Marketing is seeking giveaways and promotional materials from PMDA members to be used in newspaper and radio promotions for the 2003 Family Boat Show and Sale March 14-16 at the Expo Center. Giveaway items, which could include gift certificates, should have a value of \$25 or more. Send your item(s) to Kara Kruse, Charlton-Engle Marketing, 419 SE Pine Street, Portland OR 97214.

Also, if you have access to good action photography and video of your boat lines, contact Cap at 503-697-5102.



## Strength In Numbers

Once again, Oregon's marine industry has dodged some pretty disastrous political bullets. We're far from out of the woods though.

The fact that three Tillamook-area hatcheries will remain open is an enormous win going into the winter. Why? Fishing, which dominates boaters' primary reason for owning a boat in this region, has been the essential component to getting and keeping people on the water.

Anyone who's been on the Willamette this past Fall has seen this firsthand.

Here, we have this marvelous river with the excellent facilities and good launches that provide easy access and virtually no one is using it. You'll see a few boats at the mouth of the Clackamas...fishing. A bass boat or two and even a skier here and there. There's no question that, even with outstanding access and facilities, this river's being underutilized, and that's only the microscopic view of a much larger issue that's swirling around the State.

Reduce fishing opportunity, which is exactly what would have happened had those coastal hatcheries closed, and there's even less reason to go boating.

As Oregon State Marine Board Director, Paul Donheffner, in his October speech to the Portland Marine Dealers Association, noted that the State's boating population is in decline. It's a compelling number that we should all be concerned by.

Right now in many of our businesses the fight is for market share. If we want to grow our respective businesses it's likely not going to come from a growing market but rather from our competitors. As this struggle continues it will compromise all of our businesses as we trade customers and other industries take our future prospects for themselves.

This is neither enlightened nor new thought, it's what's happening in the market. It's real and you're probably seeing and feeling it in your own business.

The last thing we can afford as an industry is to reduce boating opportunity and reasons to purchase, own and use boats. So while hatcheries may seem like a distant and detached concern they profoundly influence our businesses.

The recent Memorandum of

Understanding (MOU) was a preemptive measure designed to send a clear message that the State's marine industry is deeply and genuinely committed to doing the right thing environmentally. Imagine waking up tomorrow and reading front page headlines that say, "Boaters Grapple With New Tax." That statement could be chilling reality if not for a handful of concerned boat businesses that continue to fiercely protect the State's boating interests.

Bottom line, can your dealership afford any more bad news? Today's economic and social fabric combined with the fact we're being out-romanced by other industries competing for the same discretionary dollars is an enormous obstacle facing our collective futures.

The good news, and there is good news, is that we can affect the future, fishing in the near term is forecasted to be excellent, we have strong governmental support through the Oregon State Marine Board and boating's a singularly unique and compelling experience that, when we've done our job as dealers and associated marine businesses, people want to experience often. Add to that, the fact, the general population's spending more time at home, which, when all lumped together means our businesses have the essential elements in place to grow boating locally and statewide.

Please get involved and stay involved. Your involvement politically is essential to the long term growth of this industry and your business...it certainly deserves at least a few hours of your time each year.

Me, I'll be out on the Willamette with my son fishing this Saturday...we'll likely have the river all to ourselves.

Good business and good boating.



# It's Up to You!

We, as dealers, have spent the last year pursuing one major goal: to grow boating regionally and statewide. Now, more than ever, we need your help to achieve this goal.

During the past year, we, as board members for the Portland Marine Dealers Association, have achieved the following objectives toward this goal:

- Formed a marketing partnership with the Portland Golf Show and posted a 46% attendance increase this year at the Family Boat Show and Sale.
- Invested the boat show profits into a cable television advertising campaign promoting PMDA member businesses and boating.
- Promoted PMDA members in several full-page Boat Trader ads.
- Published the 2002 PMDA Membership Directory, a hardbound binder which helps PMDA members cross promote each other.
- Cemented a lasting and mutually beneficial partnership with the acclaimed Oregon non-profit organization, SOLV.
- Significantly expanded market awareness of our membership through pmda.org. All PMDA members are now listed on the official website, with links to their websites.
- Signed a Memorandum of Understanding with the State of Oregon and Marine Retailers Association of America designed to promote and sell new technology marine engines in the state.

We continue to work on a number of fronts to advance the interests of you, the Portland marine industry. But we can't do it alone. Please join PMDA today, or promote PMDA membership to any business you feel might benefit. Together, we can successfully confront the challenges facing the boating industry.

With Warm Regards for a new year,

*Jeff Jennings*  
President

*Chuck Meeker*  
Secretary/Treasurer

*Ray Laird*  
Board Member

*Jerry Blair*  
Board Member

*Paul Mayer*  
Board Member



## Portland Marine Dealers Association • Membership Application

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

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

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

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

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

Products and Services: \_\_\_\_\_

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: \_\_\_\_\_

\*Dealer Membership Dues: \$250

\*\*Associate Membership: \$125

Manufacturer/Supplier Membership: \$350

\*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

## President's Message

By Jeff Jennings, PMDA President

I've been thinking a lot lately about the kind of "noise" our boating industry is making.

What got me started on this track of thinking is an article on Ken Schmidt, one-time communications director for Harley Davidson, in the November 2002 issue of *Soundings Trade Only*. Schmidt, who was speaking to the general assembly of the National Marine Manufacturers Association, roared into the meeting on a Harley "hog" and declared, "I'm here to talk to you about noise. What kind of noise do you make as an individual, as a business?"

Whatever the noise is, he said, it should be distinct and immediately identifiable. "We don't care how everybody else does it," he said. "Make a different noise and see what happens."

Schmidt, who is largely credited with turning Harley Davidson around from the brink of bankruptcy in the sixties, said the company had abandoned its focus on customer needs and product quality. It's remarkable recovery, he said, can be attributed to a combination of market research and reconnecting with the customer.

To build the trust they had lost in their product, Harley Davidson took truckloads of its motorcycles around the country to let people test-ride them, and let employees hear for themselves what customers were saying. The company also established hundreds of owner clubs around the country. And, they pushed for cosmetic improvements throughout its entire dealer network to attract more mainstream customers.

The strategy obviously worked, and the company is now highly successful. An avid Harley owner myself, I can attest to the wisdom of their strategy.

As we approach the new year, I urge all of you, as PMDA members, to start thinking about what kind of noise we need to make to reverse the current downward trend in Oregon boat sales.

**Lyman Louis**, who along with partner Deborah Horan offers Sea Tow services in Portland, believes that "service after the sale" is one key to improving our success. Lyman is tired of seeing boaters on the water who just don't seem to know what they're doing.

Speaking at PMDA's annual meeting in October, Lyman suggest-



ed that dealers take the time to go over every inch of the boat before sending the buyer on his or her way. Lyman also suggests that dealers go out boating with new boat owners. And, he suggests calling them every few months to inquire about their boat use. Such a strategy, he believes, will keep buyers boating, and hopefully, oriented towards spreading the joys of boating to other buyers.

As dealers, we must educate our buyers. The basics of this education should, at minimum, include the following customer checklist:

- Provide and explain operation and maintenance manual.
- Provide and explain owner's service assistance and warranty information manual.
- Thoroughly explain equipment operation for engines, boat and trailer.
- Explain warranties on the engine and boat.
- Explain and offer product protection plans.
- Complete and mail warranty registration card.

Portland Marine Dealers Association  
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