

President's Message

By Jeff Jennings, PMDA President



Have you ever wondered why some recreational activities—specifically the RV industry—are growing while the boating industry is declining?

Well, you're not alone. And now, it appears, the boating industry is finally waking up to the fact that instead of focusing our marketing strategies on stealing market share from other boat and engine makers, we need to go after the real com-

petition—other recreational industries.

The RV industry, buoyed by an industry-sponsored national Go RVing national advertising campaign, is realizing strong market growth, even in this dismal economy. Launched in 1997, the Go RVing campaign emphasizes the advantages of RV travel using imagery of the freedom, relaxation and control RV users enjoy.

The ads have generated more than four billion target impressions and 370,000 consumer leads since they began, according to an article in the July 2003 issue of Soundings Only. Recreational Vehicle Industry Association surveys show that familiarity with the campaign directly correlates with purchase intent—with 26 percent of those who recognize the slogan anticipating buying an RV in the future, compared to 17 percent of those who are not aware of the slogan.

PMDA Director Greg Johnson, who attended a meeting of the National Marine Trades Council held in May, reports that industry leaders now appear ready to pursue new ways of promoting boating in light of the successful Go RVing campaign. The main problem now is finding the financial resources to launch the campaign.

Thom Dammrich, president of the National Marine

Manufacturers Association (NMMA), said the NMMA board will hold a meeting within the next few months to discuss ways to find the resources. And Phil Keeter, president of the Marine Retailers Association of America, believes the continued success of the Go RVing campaign has spurred the marine industry into finding ways to financially support a similar campaign for the boating industry, according to the Soundings article.

And there's more good news for the marine industry.

The American Boat & Yacht Council (ABYC) in cooperation with the Professional Boatbuilder Magazine, and the National Marine Manufacturers Association will co-sponsor the first annual Marine Industry Professional Development Summit this February in Ft. Lauderdale, Florida.

This industry-endorsed, groundbreaking event will serve as the catalyst and annual forum for addressing and promoting professional development and continuing education within the marine industry.

PMDA Board Meetings Schedule

PMDA members are invited to attend the upcoming public board meetings at 7 a.m. The meetings are held the first Tuesday of the month at Elmer's Restaurant at Delta Park in Portland. Please call PMDA Director Greg Johnson at 360-263-3371 in advance so that we can arrange seating.

- Tuesday, 7 a.m., October 14
Elmer's Restaurant, Delta Park
- Tuesday, 7 a.m., November 11
Elmer's Restaurant



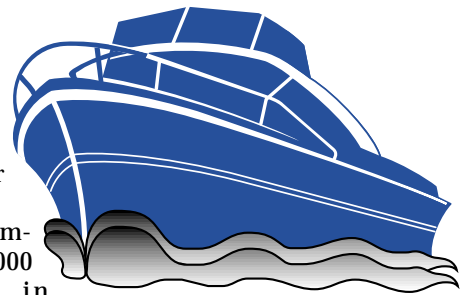
Portland Marine Dealers Association
P.O. Box 698
La Center, Washington 98629



ninth wave

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Boat show moves into high gear with new name, strong promotion



The Family Boat Show & Sale will become the Sixth Annual Portland Dealers Boat Sale March 19-21, 2004 at the Expo Center.

Portland Marine Dealers Association Board of Directors approved the name change along with strong new attractions and a hard-hitting advertising campaign at its July 8 meeting.

The theme, Discover Boating at the Portland Dealers Boat Sale, is intended to reach out to entry-level and lapsed or infrequent boaters. Participating dealers will be encouraged to offer special deals, rebates, value packs, and other sales incentives.

The changes are based on a 2003 attendee survey which found that "getting a good deal" on a large selection of new and used boats was the primary motivation for attending the show.

"We believe the changes will position this show as a unique, distinctly different sales event for the area's boaters and prospective boaters," said PMDA President Jeff Jennings.

Major 2004 boat show promotions will include a Focus on Fishing section featuring seminars, fishing boats and fishing-related displays in Hall E; a Discover Boating Center aimed at reaching out to non-boaters with a pro-boating message; a Nautical Flea Market featuring new and old accessories; a \$100,000 cash give-away; and a 2 for price of 1 Senior Citizens Day on Friday, March 19.

The marketing strategy will employ a proven marketing mix of direct mail, print, radio, cable and network television, and a revamped website. "Specifically, we intend to craft messages that sell the experience of going boating, as well as the boat sale and all the opportunities associated with attending this sale,"

said PMDA Director Greg Johnson.

The direct mail campaign will target 70,000 registered boaters in Portland and 12 nearby rural communities.

PMDA.org, official website for PMDA and the boat show, will be significantly improved. Product searches will be streamlined. Search engine placement will also be improved. And, more non-competitive boating and fishing related links will be added.

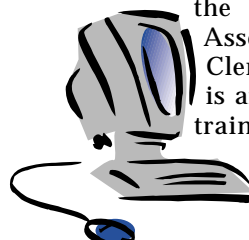
Learning Center provides Online dealer education

Boat dealers can now access more than 50 online courses designed to provide dealers with the ability to improve employee performance.

The Marine Retailers Association of America Learning Center courses cover attitude, communication, time management, sales, customer service, customer satisfaction, workplace ethics, business strategy, employee interviews, time management and a variety of marine retailer business aspects.

After completion of the course, which cost \$49.50 each, the employee is tested for retention and application of the information they learn. A score of 85% is required for passing the course.

MRAA has partnered with Bob Clements International to conduct the program. "The MRAA Learning Center is a breakthrough in dealer training," said Thom Dammrich, president of the National Marine Manufacturers Association. "The partnership with Bob Clements is providing quality training that is affordable, accessible and addresses core training needs for dealer personnel. Manufacturers should encourage their dealers to take advantage of these training programs."



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Oregon's Budget Woes Place The Marine Industry At Risk

Even though it appears the heat's died down a bit and a proposed "pleasure boat tax" is off the State funding table, it's anyone's guess what will happen between now and the end of the Oregon Legislature's session.

While the easy answer may be to point a finger at our representatives in Salem, the fact is their cash position is a mess and they're turning over every rock they can find to help pay for the operation of this State.

As most Portland Marine Dealer Association (PMDA) members already know, a tax proposal was initiated that would capture pleasure boats and add cost to the sale of new and used boats within the State. Fortunately, we responded quickly and appropriately and were able to convince the State that a tax on boats would irreparably damage the State's marine industry, an industry that already more than pays its fair share.

Earlier this session another proposal targeting outboards was launched resulting in a compromise agreement that will promote the sale of EPA compliant outboards. Effectively, this is a meaningful promotional opportunity for all outboard dealers with no negative baggage attached. We owe this success in large part to Representative Merkley of Portland, the sponsor of the bill, who graciously worked with us, and the marine board, to craft legislation that would help to retire non-compliant two strokes while promoting cleaner technologies.

The short story here is we'll continue to be a target unless we participate more aggressively. If every PMDA member could call, email, write or FAX their State Senator and Representative at least once a year it would be a tremendous help in letting the State know who we are and what we contribute to the State's well-being.

It's easy to find who your legislator is and the message doesn't need to be elaborate.

To find your legislator simply log onto www.leg.state.or.us

and follow the "Find Your Legislator" prompts or call 503-986-1187.

The message is, your business depends on our legislators to understand the challenges you face in your business. This means they need to know how many people you employ, whether your employment's up or down, and the staffing and financial commitments you need to make to effectively run your business.

Most people outside the industry think the marine business is just like the auto industry. As you know it's not. Our margins are slim, we lack the infrastructure and facilities of most car dealers, and the promotional support from the manufacturers is far less. Add to that, high customer expectations and it's evident that we're being asked to do more with less.

It's equally important to ask questions and listen. How can you be of better service to your legislators? What are their challenges and what do they feel are the best solutions? What should we be doing as an industry to be a better partner to the legislature?

And please remember, you'll catch more flies with honey than you will with vinegar. We're represented by a "citizen legislature", which means they're regular citizens like you and me that have made a decision to run and represent their districts. These people are not in it for the money, at a monthly salary of \$1,283 it's clear they're committed to be a member of the legislature and representing the constituents in their district.

Last, your PMDA board of directors were exemplary in their response to these issues. This is, in part, what this organization is all about. Working towards the benefit of all marine businesses in the area and responding to the unique and potentially devastating challenges our businesses face. Less than a week had elapsed from the time the "pleasure boat tax" proposal surfaced to the first response from the PMDA. We should be proud of their commitment to our local industry and the work they're doing on our behalf.

Support Your Business By Supporting PMDA

Portland Marine Dealers Association must have your support to effectively confront legislative and other challenges facing the boating industry.

For only \$250 for dealers, \$125 for associate members, and \$350 for manufacturers and suppliers, your membership allows the PMDA to promote and protect the marine industry year round. Plus, you receive a Ninth Wave, a link on PMDA's official website, your contact and service information in the annual membership directory, and special boat show exhibitor rates.

Please join PMDA today. Call Greg Johnson at 360-263-3371 for further information.

Portland Marine Dealers Association

P.O. Box 698 • La Center, WA 98629

360-263-3371 • Fax: 360-263-3329

e-mail: jpromo@teleport.com • website: pmda.org

Board of Directors

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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

Administration

Greg Johnson, Director

Trey Carskadon, Legislative Liaison

Members on the Move



Sea Tow Portland/Vancouver has ordered a second towing vessel. The *Mary P*, a 21-foot Triumph specially designed by Sea Tow International founder Capt. Joseph Frohnhoefer, features a 50 MPH response speed and a 14-inch draft.

The company's first boat, the *Dennis D*, is a 26-foot Seaswirl made in Culver, Oregon. Both boats feature strong construction for the tough towing and salvage service, but the new boat will help round out the fleet according to the company.

"The Columbia and Willamette Rivers are so varied that serving all the areas we've committed to requires a variety of vessel types," said Capt. Lyman Louis, Director of Operations for the Portland/Vancouver franchise. "In addition to doing long tows and hard pulling to get boats off the sandbars and mudflats, we needed a boat that was better able to get into the shallow and rocky areas on both rivers. And, the speed will help us to keep our response time to less than 30 minutes on average."

Sea Tow's locally owned Portland/Vancouver franchise started serving the area last August. According to Sea Tow International it is one of the fastest growing franchises in the country. Owned by Portlander's Capt. Lyman Louis and Capt. Deborah Horan, the company is on target to have over 1,200 members by the end of the year. Sea Tow Portland/Vancouver plans on adding one boat to their fleet each year for the next five years.

★★★★

Deborah McQueen, owner of **Brown's Landing** boat sales in

Scappoose, has been appointed to serve on the Portland Marine Dealers Association Board of Directors. She will replace her father and former Brown's Landing owner, Jerry Blair.

"I have worked in this industry for over 24 years and watched the changes to all of our businesses. I am proud to be appointed to the board and look forward to helping shape the industry for the years to come," said Ms. McQueen.

Ms. McQueen purchased Brown's Landing four years ago. The dealership represents Customweld, Raider, G3 hunting boats and Lowe. In addition to her business activities, Ms. McQueen is the dealer representative on the Oregon State Marine Board.

"As a member of the Oregon State Marine Board, I look forward to better communication between the Portland area dealers and the board. Working together to enhance boating in the Northwest is what it is all about."

★★★★

Skyline Water Sports, formerly located in Hillsboro, has moved to a new location at 7524 SW Macadam in Portland.

The full-service dealer represents the Calabria ski boat line. The phone number is 503-246-WAKE (9253).

★★★★

Active Water Sports will note its 15th year of publishing its own magazine, *Active Water Sports Magazine*, this January.

"Our purpose in publishing the magazine is to promote our dealership and water sports in the Northwest,"

says Matt Radich, general manager. The magazine is sent to 18,000 boaters in the Northwest.

Active Water Sports represents Moomba and MB Sports at its locations in Beaverton and Oregon City.

★★★★

McCuddy's Marina is growing into quite an empire.

Longtime local marine industry businessman Mike McCuddy now owns four marinas on Hayden Island, Ridgefield, Washington, Marine Drive and the newest facility, McCuddy's Landing in Scappoose, Oregon.

McCuddy's Landing, formerly Brown's Landing marina, features indoor storage units, laundry rooms with state of the art, energy efficient washers and dryers, covered bicycle storage, free ice, and an on-site moorage manager. Special touches include a customer book exchange program and Mark's on the Channel, a floating restaurant open year round.

There's also a launching ramp on site, a pump-out station and oil recycling area.

Just 12 miles west of the St. John's Bridge off Highway 30, McCuddy's Landing is located in the Multnomah Channel. The 15-minute drive takes you away from the city into a beautiful, peaceful, park-like setting, surrounded by a picturesque view of three mountain peaks and the Sauvie Island Wildlife Preserve.

For further information, call 503-289-7879 or visit www.mccuddysmarina.com

Biggest Down By The Riverside Makes a splash all over Oregon

More than 11,300 volunteers cleaned up a record 1.3 million pounds of man-made litter and removed 100 tons of non-native plants during the eighth annual Down by the Riverside event May 16-17.

Portland Marine Dealers Association, Oregon Lottery, Boyd's Coffee, Chevron, Oregon State Parks and

Oregon Watershed Enhancement Board sponsor the event.

Projects included tree and flower planting, habitat restoration, bird-house installation, trail maintenance, storm drain stenciling, underwater scuba clean-up, building benches, ivy removal from trees, litter clean-up and transforming a gravel pit into a city park.

Rates & Show Dates

Rates (new boats & products)

- Bulk Space:\$2 per square foot/members
\$2.50 per square foot/non-members
- Booths:\$400 each/members
\$500 each/non-members

Rates (Used Boat Sale)

- Bulk Space:\$1 per square foot for bulk exhibitors
\$1.25 per square foot for Used Boat Sale exhibitors
\$1.50 per square foot for non-members
- Flea Market:\$89 per 8-foot table plus 10% of sales

Space Rental Includes:

- ◆ Standard 3-foot high booth dividers and Standard 8-foot backdrop
- ◆ General cleaning
- ◆ General decorations
- ◆ General lighting
- ◆ General security service
- ◆ Program listing

Show Hours

- Friday, March 19: noon. - 9 p.m.
- Saturday, March 20: 10 a.m. - 9 p.m.
- Sunday, March 21: 10 a.m. - 5 p.m.

Admission

- Adults..... \$7.00
- Teens (age 13-16): \$4.00
- Children 12 & under Free
- Seniors Day (Friday) 2 for price of 1
- Exhibitor Guest Tickets \$2.00

Move-In/Move-Out Dates

Move-in: Bulk exhibitor move-in : 8 a.m. - 10 p.m., Wednesday, March 17, 2004. General exhibitor move-in: 8 a.m. - 10 p.m., Thursday, March 18.

Move-Out: 5 - 11 p.m. Sunday, March 21, and 8 a.m. to 4 p.m., Monday, March 22, 2004a.

Deadlines

(For Bulk Exhibitors Only*)

- First Payment (25%) due upon signing of contract.
- Second Payment Due (25%)September 12, 2003
- Third Payment Due (25%)November 28, 2003
- Final Payment Due (25%)March 1, 2004

Note: Booth exhibitors pay at time of signing contract.

Contact

Boat Show Manager: Greg Johnson, Johnson Promotions
P.O. Box 698, La Center, Washington 98629
(360) 263-3371 • fax (360) 263-3329 • e-mail: jpromo@teleport.com

Discover New Sales at...

Sixth Annual
Portland Dealers Boat Show*

Expo Center • Portland, Oregon
March 19-21, 2004

4 color
picture???

Exhibitor Packet

** Formerly Family Boat
Show & Sale*



"For the money spent, it is the most effective boat show, in terms of sales results, that we participate in...and we go to six boat shows a year!"

***Chuck Meeker
Owner, Clemens Marina***

Discover New Boat Sales Opportunities!

The thrill of boating and the excitement of sales comes to life with the Sixth annual Portland Dealers Boat Sale. A new name, strong new attractions and a hard-hitting advertising campaign will position this show as a unique, distinctly different sales event for the area's boaters and prospective boaters.

Promotion

A combination of eye-catching television, radio, newspaper and magazine ads will attract audiences from throughout Portland and surrounding communities. Plus, a results-oriented full color postcard will reach 70,000 registered boaters.

Inviting, Fun Activities

- Focus on Fishing
- Discover Boating

- Nautical Flea Market
- 100K Prize Give-Away
- Seniors Day

- Used Boat Sale
- Boat Show/Portland Golf Show combo ticket

Superb Location

The show venue is Portland Expo Center's Hall C and Hall D, a state-of-the-art facility featuring 72,000 square-feet of column-free exhibit space. A limited amount of exhibitor space is also available in Hall E, where a ticketing entrance leads from the Portland Golf Show.

Ideal Timing

The Family Boat Show & Sale happens at the beginning of the summer boating season. This ideal timing keeps your sales momentum going from earlier shows into the busy spring and summer.

Selling Atmosphere

This show attracts highly qualified, serious buyers! A survey conducted at the 2003 Family Boat Show & Sale revealed that 40% of attendees plan to buy a boat at the show, or within the next three months. The top three reasons people attend the show are:

- 1.) The show's selection of new boats
- 2.) The show's selection of used boats
- 3.) To get a good deal on a boat!

Demographics

Age	Annual Income	Own a Boat?
18-24.....7%	14%.....\$100,000 plus	60% Yes 40% No
25-34.....20%	18%.....\$ 80,000 - \$100,000	Boat Show Attendees are interested in the following boats:
35-54.....54%	19%.....\$ 61,000 - \$ 80,000	51%Fiberglass
55 plus.....19%	24%.....\$ 41,000 - \$ 60,000	40%Aluminum
	25%.....\$ 40,000 or less	6%Kayak
		3%Inflatable

Act Now!

This sale will sell out fast, so please complete the enclosed application today and mail it to:

Greg Johnson, Portland Dealers Boat Sale

P.O. Box 698 • La Center, Washington 98629, 360-263-3371 • Fax 360-263-3329 • e-mail: jpromo@teleport.com

Testimonials

'Buyers Very Qualified'

"We went into the show last year with the mindset to sell...and we accomplished our goal. The buyers were very qualified and they knew what they wanted."

***Steve Schnitzer, Manager
Bob Lanphere's Beaverton Honda***

"Looking at the three major shows we do, this dealer show proves to be the most profitable. Buyers is what it is all about - this show has always had a higher percentage of people ready to buy."

***Deborah McQueen, Owner
Brown's Landing***

boat show
layout
(to come)