

President's Message

By Jeff Jennings, PMDA President



Your Portland Marine Dealers Association was once again proud to sponsor SOLV's eighth annual Down by the Riverside May 16-17.

This year's event was the largest ever, with 11,600 volunteers working to enhance, beautify and clean-up Oregon's waterways. Volunteers worked on 324 projects, cleaning up 1.3 million pounds of litter and removing 100 tons of non-

native plants.

Projects included tree and flower planting, habitat restoration, birdhouse installation, trail maintenance, storm drain stenciling, underwater scuba clean-up and building benches.

More than 4,000 students took part in service-learning projects for Down By the Riverside. Teachers engaged students in classroom learning that was tied to the service projects they completed as part of the event. Student-led projects included creating a butterfly garden for newly hatched butterflies, making a bird identification guide for a local park, designing and building an interpretative trail and completing 25 different projects in a community-wide "Day of Caring."

I have always strongly believed that it makes great sense for the boating industry to support SOLV. After all, how are we going to sell boats to consumers if they do not have clean waters and riverbanks to explore. It is the ideal organization for our financial support.



The Wasabi Paddling Club provided dragon boats for SOLV's float clean-up of Willamette River beaches and islands. The clean-up teams launched from RiverPlace.

PMDA Board Meetings Schedule

PMDA members are invited to attend the upcoming public board meetings. Please call PMDA Director Greg Johnson at 360-263-3371 in advance so that we can arrange seating.

Upcoming public meetings will be held:
Annual meeting

- Tuesday, 7 a.m., November 9, 2004, Elmer's Restaurant, Delta Park
- Tuesday, 7 a.m., January 11, 2005, Elmer's Restaurant



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



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River Renaissance Focus of Annual Meeting

A major city initiative designed to reclaim the Willamette River as the city's centerpiece will be the primary focus of the Portland Marine Dealers Association annual meeting from 6 - 9 p.m. Tuesday, October 19 at Columbia River Yacht Club.

Barbara Hart, community affairs manager for the City of Portland River Renaissance Initiative, will provide a brief overview of the initiative followed by questions from the audience. The River Renaissance initiative promotes the Willamette River as Portland's chief environmental, economic and urban asset.

River Renaissance's objectives are to:

- Ensure a clean and healthy river system for people, fish and wildlife.
- Maintain and enhance the city's prosperous working harbor.
- Embrace the river and its banks as Portland's front yard.
- Create vibrant waterfront districts and neighborhoods.
- Promote partnerships, leadership and education.

"River Renaissance calls on us to recognize that we can have a clean and healthy river and a prosperous harbor economy, vibrant urban districts and ample opportunities to play along the river. These are compatible goals," says Portland Mayor Vera Katz. "Paramount to River Renaissance is the notion that these



seemingly divergent goals must be pursued simultaneously."

The proposed draft of the River Renaissance Strategy will be available for public review in fall 2004. The Portland City Council will then hold a public hearing to take testimony on the document, and will consider and discuss public comments before adoption of the River Renaissance Strategy.

The strategy is available on the River Renaissance web site at www.river.ci.portland.or.us, or at River Renaissance, 1900 SW Fourth Avenue, Suite 4100. For more information call 503-823-5839.

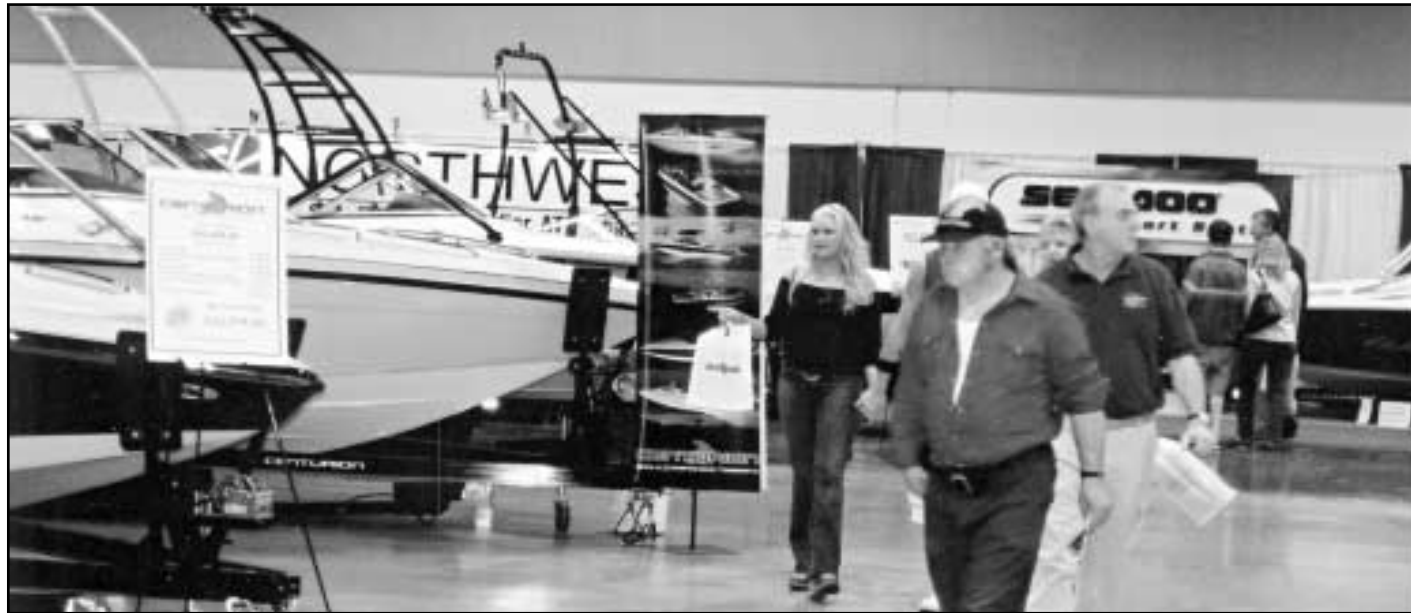
In addition to the River Renaissance presentation, the annual meeting will feature catered food, a treasurer's report, a legislative report, a review of PMDA accomplishments and an overview of the 2005 Portland Dealers Boat Show. Attendees can also enter for a chance to win a free complimentary dinner for two at one of Portland's finest restaurants.

For the fourth year, U.S. Distributing sponsors this informal informational, networking and social gathering of Portland's marine industry professionals.

PMDA members should RSVP by Thursday, October 14 by faxing your name, phone number and number of employees attending to Greg Johnson at 360-263-3320, or e-mail to jpromo@teleport.com.

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Sales were brisk at the 2004 Portland Dealers Boat Show.

PMDA to sponsor Fall Boat Sale

Portland Marine Dealers Association will sponsor its first annual Portland Dealers Fall Boat Sale September 10-12, 2004 at the Portland Expo Center.

The show is strategically situated in early September to capture buyers who want a deal and take advantage of the remaining fall boating and fishing season.

"The show will be promoted as a once-a-year 3-day blow-out," said PMDA President Jeff Jennings. "Boat buyers can take advantage of rock-bottom prices from dealers highly motivated to move remaining 2004 product as they prepare for the 2005 incoming inventory."

Portland Marine Dealers Association

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Show admission prices are \$3 for adults and \$2 for teens 13 to 16. Children 12 and under are admitted free. Show hours are noon to 9 p.m. Friday, September 10; 10 a.m. to 9 p.m. Saturday, September 11; and 10 a.m. to 5 p.m. Sunday, September 12.

For further information, log onto www.pmda.org. For exhibitor information, call 360-263-3371.

Portland Dealers Boat Show Heads into its seventh year

The Seventh Annual Portland Dealers Boat Show will be held March 18-20, 2005 at the Portland Expo Center.

"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," said Greg Johnson, PMDA director.

Johnson said a combination of eye-catching television, radio, newspaper and magazine ads will attract audiences from throughout Portland and surrounding communities. Major attractions will include a Focus on Fishing section, the Discover Boating Center, and a display of specialty boats.

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.

Show admission prices are \$7 for adults and \$4 for kids 13 to 16. Children 12 and under are admitted free. A special Seniors Day on Friday allows those 62 and older to attend at the two for one price of \$7. Discount coupons for \$2 off will be available at all participating marine dealer locations and through www.pmda.org. Show hours are noon to 9 p.m. Friday, March 18; 10 a.m. to 9 p.m. Saturday, March 19, and 10 a.m. to 5 p.m. Sunday, March 20.

For exhibitor information, contact Greg Johnson at 360-263-3371.

Members on the Move

Portland yacht broker Trains wrestlers for success

After spending the day wrestling with boat deals and the stresses of running a yacht brokerage business, Marc Sprague spends upwards of 20 hours a week training the potential Olympic Gold wrestlers of the future.

"I just love kids," says Sprague, who co-owns the Yacht Spot on Hayden Island. Sprague, who earned a living in the athletic club business for 35 years before jumping into the boating business, is currently training 30 youthful wrestlers from throughout Oregon at Nelson's Nautilus in Northeast Portland. "Some of the kids drive two hours 3-4 times a week into Portland to work out with us," Sprague enthuses.

They are willing to put in the effort because Sprague has been successful in producing national and international wrestling champions. One of his trainees, Oscar Woods, a former Gresham, Oregon resident, competed in the 145.5 lb Olympic Greco-Roman category of the 2004 Olympic Games in Greece. Roman-Greco is the form of upper-body wrestling which dates back to the original Olympics in Greece. Sprague started training Woods at the ripe young age of 4. Now age 26, Woods has won five national championships, including the Junior Greco-Roman National Champion.

Matt Linland, also a Sprague trainee, won the Silver during the 2000 Olympics in Atlanta. And Sprague's own son, also named Mark, is a seven-time world champion in competition sponsored by the America Amateur Athletic Union.

Sprague has obviously been successful in preparing his wrestlers for success. But his lessons transcend the sport. He injects his students with a sense of purpose.

"Marc has taught me to give it my all in everything I do," says 19-year-old Bryan Cantrell, a four-year Sprague trainee who currently wrestles at Clackamas Community College.

"Dedication," says 17-year-old Parkrose High School student Kevin Thorpe, who wants to win the nationals. "Marc has taught me not to compromise anything that will help me out in life."



Wrestling trainees Bryan Cantrell, 19, and Kevin Thorpe, 17, with Marc Sprague at Yacht Spot.

★★★★

Siglers Marine is the latest dealer to join Portland Marine Dealers Association.

Siglers, located at 11521 N.E. Sandy Blvd in Portland, represents Thunder Jet Boats and Suzuki Marine. Owner Mike Sigler and Ron Wagner, sales manager, head up the Siglers team.

★★★★

Deborah McQueen, of Scappoose, was elected chair of the Oregon State Marine Board on June 30, replacing outgoing chair Bob Montgomery, of Cascade Locks. McQueen was appointed to the board in June of 2003 and will serve through the end of June 2007.

Ms. McQueen grew up in the marine industry in the Portland area. She owns and operates Brown's Landing, Performance Fishing Boat Connection in Scappoose. As a marine dealer, McQueen has extensive experience with marinas, floating homes, boat operation and safety, and boat sales and service.

The Oregon State Marine Board was created in 1959 by the Oregon Legislature in response to the growing popularity of recreational boating and the federal Boating Safety Act of 1958. The governing Board consists of five-members, appointed by the governor and confirmed by the Senate. The Board sets state boating policy and has the authority to enact rules for boat operation. As Board chair, Ms. McQueen's responsibilities include conducting the meetings and representing the Marine Board at various dedications, functions and other events

★★★★

Northwest Boat Center has added Triumph Boats to its growing list of boat lines, according to owner Buzz Nielsen.

Built in Durham, North Carolina, Triumph is designed with Roplene Technology, which the company says provides "a single, seamless piece from bow to stern that is virtually indestructible and unsinkable." As a result, the boat is able to cruise deep water and creep through the shallows. Triumph is a subsidiary of Genmar Industries.

Northwest Boat Center, located at 719 N. Marine Drive in Portland, also represents Monterey and Formula boats.

★★★★

Robert E. Wagner, Vice-President Regional Sales for the Marine Finance Division of Textron Financial Corporation, has become a Corporate Member of the Portland Marine Dealers Association.

Wagner is responsible for implementing and maintaining wholesale business development efforts throughout the Northwest, working closely with manufacturers, distributors and retailers. For 15 years prior to joining Textron Financial, Wagner held a wide range of positions in sales, marketing and operations with a major national lender.

Wagner can be reached at 503-656-4855, rwagner@textronfinancial.com, 23043 S. Bland Circle, West linn, OR 97068.

New IRS Team Provides Education to Combat Money Laundering

By David Vicente CPA
Anti-money laundering specialist
Internal Revenue Service

The International Monetary Fund estimates that money laundering, the process of moving funds generated from illicit activities to disguise their ownership or origin, is approximately a 3 trillion dollar industry worldwide. People launder money to conceal their involvement in criminal activity such as terrorism, drug trafficking, or illegal tax avoidance.

The Taxpayer Education and Communication (TEC) Unit of the Small Business and Self-Employed Operation Division of Internal Revenue Service has assembled a team of Anti-Money Laundering (AML) Specialists. This new team will provide education on the registration, reporting, and record keeping provisions of the Bank Secrecy Act (BSA).

The BSA requirements may apply to you, your members and/or clients. A money services business includes any person conducting business as a currency dealer or exchanger; check casher; issuer of traveler's checks or money orders; seller or redeemer of traveler's checks or money orders; or money transmitter. These businesses must register with the Department of the Treasury and file Suspicious Activity

Reports and certain other reports with the Department of Treasury.

Other types of businesses with cash transactions over \$10,000 must also report those transactions to the Department of the Treasury.

In addition, if you own a bank account, a brokerage account, a mutual fund account, an interest in a unit trust, or other type of financial account in a foreign country and the value of the accounts exceed \$10,000, you may be required to report the account yearly to the Department of Treasury.

If you are a money services business, deal with suspicious or large cash transactions, have a foreign bank account, or would like more information about the Bank Secrecy Act or Internal Revenue Code section 6050I, please call the TEC AML Specialist in your area (not toll-free). AML Specialists may provide seminars free of charge, if the requestor meets certain requirements.

David Vicente N CA, WY, MT, ID, WA, OR, AK, HI (510) 637-2199

You can find additional information about money laundering at these web sites:

<http://www.fincen.gov> or <http://www.msb.gov>

Influence the Portland marine industry! Advertise in Ninth Wave

RATES AND SPECIFICATIONS: September 2004

Send all ad materials to: Greg Johnson
Portland Marine Dealers Association
P.O. Box 698 La Center, WA 98629
360-263-3371 Fax 360-263-3329
E-mail: jpromo@teleport.com

ADVERTISING RATES

- FULL PAGE, 2-COLOR\$300
- FULL PAGE, BLACK/WHITE\$200
- 1/2 PAGE, 2-COLOR\$175
- 1/2 PAGE, BLACK/WHITE\$100
- 1/4 PAGE, 2-COLOR\$125
- 1/4 PAGE, BLACK/WHITE\$ 50

AD SIZES

- Full page non-bleed..7.5" wide X 10"
(slightly smaller sizes can be floated)
- 1/2 page horizontal.....7.5"wide X 5"
 - 1/2 page vertical3.75" wide X 10"
 - 1/4 page.....3 5/8" wide X 5"

“It’s the most important business choice you’ll make!”

Do you want to expand your bottom line sales and insure the future viability of your boating business. Then joining the Portland Marine Dealers Association (PMDA) is the most important business decision you’ll make this year.

Here’s five very important reasons to join:

1.)“*Nobody’s going to promote boating unless we do it ourselves.*” The PMDA promotes *your interests*, and the interests of the entire local boating industry. We are committed to elevating the profile of boating locally through a balanced mix of marketing promotions, community involvement and political action.

2.) *Portland Dealers Boat Show* As a PMDA member, you receive discounts on exhibiting in this major sales event. The show is strategically timed in March to capture late season buyers closer to the actual peak of boating season.

3.)*The Ninth Wave...your information source.*

The Ninth Wave is your quarterly resource for information on local industry news, membership activities, boat show updates and legislative news. It is free with your membership

4.) *Annual membership meeting.* The annual membership meeting is your opportunity to hear quality speakers, make new contacts, and meet other marine business professionals.

5.) *Increased visibility for your business.* Your business will receive a listing in our annual Membership Directory--and the official PMDA website!

Make that important decision today!

Join the PMDA!

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: _____

1.) Benefactor Dues: \$500

2.) Corporate Membership Dues: \$350

Boat and marine product manufacturers

3.) Dealer Membership Dues: \$250

4.) Associate Membership: \$125

Eligible: Portland area full-line boat dealers

Non-dealer marine related business

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

Winning...In The Politics of Boating

Good news for Oregon boat dealers, boaters and boat manufacturers has landed in several forms this year. The recent decision by federal Judge Redden to spill water over the dams this summer means we can look to robust salmon and steelhead returns in 2007 and beyond.

This was a hard fought battle pitting relatively small and under-resourced interests against the power and might of the Bonneville Power Administration and its immense federal infrastructure. The issue, whether to spill water over the dams for a couple months this summer or run that water through the turbines to generate surplus power to be sold to California, Nevada and Arizona generated front page press as the BPA asserted it would cost Northwest ratepayers "millions".

The fact is it may cost individual Northwest ratepayers about a dime a month. Judge Redden's decision, a landmark in many ways, places the responsibility squarely on the BPA and the feds to follow-through on the promises they made nearly 70 years ago when the first dams (Bonneville) were built.

For the Northwest, it means continued good fishing which has been a profound and positive spark for fishing boat dealers, manufacturers and marine-related businesses.

This year has also seen full funding of Mitchell Act hatcheries along the Columbia, which again means we can look to big returns, hopefully historic returns, years from now.

Locally, the Marine Board has been involved in a wide range of projects that has made Oregon a national leader in federal grant approvals and facilities initiatives.

You don't have to look far from Portland to see what the Marine Board's up to. St. Helens got a facelift with a beautiful new dock and launch facility. This project received a national award. The new Government Island docks and gangway will provide ample tie-up for boats of all sizes but is particularly well-suited to yachts and large sailboats. Rainier, after 10 years of work, just received approval for a new launch, docks and parking lot area. If you've spent any time at the current launch you know just how badly this was needed. Using a mix of funds from the Oregon State Marine Board, Oregon Department of Fish and Wildlife, City of Rainier and feds, about \$1.5 million was raised to get this project underway.

Together, these new and improved access points will enhance boater's on-water experience and expand boating opportunities locally for the entire boating community.

But this is only the tip of the iceberg...

The registration and titling fee increase we saw this year is being put to good use catching up on much-needed facility maintenance and improvements around the State.

Additionally, a portion of the increase is directed to the

OSMB's "sustainable boating program" which aims to promote boating as a top-of-mind recreational pursuit to Oregonians. The goal is to increase participation in boating which obviously is a benefit to all marine-related businesses in the State.

Portland's River Renaissance is being discussed with the Portland Planning Commission and it looks like the PMDA will be at the table. "River Renaissance" relates to a vision inspired by Portland city government that will better tie the river into the community. That means more transient tie-up, more boat-to-retail opportunities including restaurants and shops and hopefully more events that embrace the boating community.

The impact of this measure alone could be huge for Portland marine-related businesses.

The Governor has taken an active interest in Oregon boating with recent excursions down the Willamette and the launching of the Governor's plan to revitalize and clean-up the Willamette. The Governor has vowed to improve and increase access and promote the river as an important recreational get-away. This is another measure where we stand to attract new faces to Oregon boating.

As a community we are winning on so many different fronts right now. It's essential to your business and the future of this industry that you communicate to the government. It's easy, our legislators are accessible and this effort won't consume much time but will continue to return the kinds of results that have kept pleasure boat taxes off the table and outboard motors in use.

Even though the legislature is not in session, now is an important time to be making contact with your state representative and senator. It's easy to send them an email, letter or make a call and let them know who you are and how much you appreciate their support of boating in Oregon.

Invite them to your business, let them know how many people you employ and what your growth plans are. Your contribution of time helps to place a face on the issues and on our industry which is essential in making the kind of progress we need to prosper.

It's easy to find out who your legislator is—just enter www.leg.state.or.us which will take you to the Oregon Legislature site. You'll see a task bar on the right hand side of the page and a menu of items which includes, "Find Your Legislator." Just follow the prompts from there and you're in.

You'll find your legislator wants to hear from you, is interested in your opinions and business and wants to be a resource to you. Take a couple minutes this month and make a difference in the future of Oregon boating.

"It's essential to your business and the future of this industry that you communicate to government."



You'd have to look far and wide to find a wholesale lender with our complete range of services.

When you think about what you want from a business partner, what comes to mind? People who are credible and competent. Quality products and services. Fast and convenient business processes. With us, you have it all.

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