

## President's Message

By Jeff Jennings, PMDA President



There is good news on the Grow Boating Initiative. The National Marine Manufacturers Association will host the Grow Boating All-Industry meeting from 3 to 5 p.m. Wednesday, February 16 at Miami International Boat Show. NMMA officials will unveil the final marketing campaign for the Grow Boating Initiative in rooms A-201 to A-204 in the Miami Beach Convention Center. On the agenda that day is time slotted for leaders of the various segments in our industry to present their proposed ongoing funding model for the Grow Boating Initiative. The goal of the Grow Boating Initiative is formulate and execute strategies to increase boating participation 3-5 percent each year beginning in 2005, ultimately leading to increases in new boat and accessory sales. In early October, 20 members of the industry, representing dealers, manufacturers, Mat's, finance companies and mass retailers sat through two days of presentations by the four finalist agencies and Carmichael Lynch was selected to be the advertising agency for the Grow Boating Campaign. Carmichael Lynch interviewed 100 dealers and 100 customers to determine the universal truth that will appeal to people and help them to see boating as the right lifestyle for them.

There are five basic components of the Grow Boating Initiative.

- Product Standards and Quality
- Dealer Standards and Quality
- Timely and Accurate Retail Statistics (TASS)
- Research and Marketing Communications
- Funding Model

The broad belief is that we cannot just simply market ourselves to

growth without addressing some of the underlying issues that have challenged the industry for a long time. That is why the GBI has chosen to work on improving the customer experience while marketing the lifestyle at the same time. Here is a brief update.

### Product Standards and Quality

A two-prong approach was adopted: to strengthen the NMMA Boat and Yacht Certification Program and to make Certification mandatory for membership in NMMA by Model Year 2007.

### Dealer Standards and Quality

Developed a set of dealer standards and a Customer Bill of Rights. The goal is to be able to drive consumers to Certified Dealers to buy Certified Boats. This will be effective in raising the bar on sales and service quality and helping consumers to identify dealers where they can expect to have a positive experience.

### TASS

Utilizing the Outboard Engine Stats Program to start, as a way to collect timely data on retail boat sales by adding boat information (length, type, HIN) to the warranty registration.

### Funding

The GBI is seeking a funding system that is simple to understand, easy to administer and inclusive of everyone. The primary focus to date has been on using the engine manufacturers as the collection point for a cent per horsepower charge or a flat unit fee that would raise most of the money to finance the Grow Boating Campaign.

The most exciting thing is that the whole tenor of the discussion has changed. It is no longer a discussion about whether to do Grow Boating Campaign, but rather HOW to do it most effectively.

Upcoming public meetings will be held:

#### Annual meeting

- Wednesday, 7 a.m., March 9, 2005, Elmer's Restaurant, Delta Park
- Wednesday, 7 a.m., May 11, 2005, Elmer's Restaurant, Delta Park



### 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.

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



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## River Renaissance Strategy to reflect key boating issues

The final River Renaissance Strategy for the Willamette and Columbia rivers in Portland now includes several key boating components requested by the Portland Marine Dealers Association and other boating associations.

The PMDA and representatives from the Waterfront Organization of Oregon (WOO), Willamette Riverkeeper, yacht clubs, local businesses and community members commented on the plan during a public meeting before the Portland City Council in December.

"We consider the PMDA to be an active partner in River Renaissance and look forward to your participation in future discussions of river issues," states Barbara Hart, Barbara Hart, community affairs manager for the City of Portland River Renaissance Initiative, in announcing the inclusion of key boating amendments.

PMDA Director Greg Johnson, Lyman Louis of Sea Tow, Brad Howton of Columbia Crossings, and Trey Carskadon, PMDA legislative liaison, testified on behalf of PMDA membership.

Louis remarked that the strategy does not address the needs of the power and sail boating community. The council approved Louis's recommendation to add more restaurants, boat acces-

sories, retail, and park areas near development linked to boat dock facilities.

At the request of Trey Carskadon, the council agreed to amend a recreational study to include assessing the future need for boat launches, marinas, docks and boating supply facilities for both motorized and non-motorized watercraft on the Willamette.

Greg Johnson stated that recreation power boaters were overlooked in the strategy. The Council approved Johnson's PMDA amendments: added boating as a targeted growth industry on the river; inclusion of boating in a water-based recreation needs study; and added Portland Marine Dealers Association and Oregon State Marine Board as River Renaissance advisors.

The council also approved a request from WOO to "acknowledge and support the important role that existing floating home moorages, marinas, water-related business and recreation play in the vitality of Portland's waterscape."

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.

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

### IN THIS ISSUE

- ★ Proposed state legislation to hike Boating titling and registration transaction...2
- ★ Boat show to feature new promotions.....4
- ★ Legislative Report.....6
- ★ Members on the move .....7
- ★ President's Message .....8

## Fee Program

The Oregon State Marine Board is introducing state legislation to raise the dealer agent fee from \$1 to \$2.50 for processing boat registration and title documents.

The PMDA Board of Directors recommended the changes to assist dealers in coping with increased costs associated with processing the documents. PMDA President Paul Mayer and Greg Johnson, PMDA director, testified in support of the fee hike before a legislative committee hearing Jan. 31 at the state capitol.

Mayer stated that processing the State's paperwork takes about 10 to 12 minutes a transaction, and in some cases, as much as 30 minutes. "For many of us, this means that we are operating at a loss in offering this service," Mayer stated. "At \$2.50 per transaction, we will still fall short of recovering our costs for this service, but we feel this will bring us closer to a break-even point."

Major reasons presented for the increases outlined in House Bill 2066 include:

--Agent fees have not increased since the early 1980's. Inflation, rising minimum wages, and the cost of doing business have increased significantly since the fee was last adjusted.

--Agents must be bonded, maintain and account for these state funds, transfer legal documents to the Marine Board, answer boater questions and distribute information.

--During busy summer periods the processing of documents ties up staff that would otherwise be assisting other customers with sales and service.

--Boaters have choices. If they don't want to pay the agent fee they can renew their boats by mail or via the internet.

- Raising the fee will fairly compensate agents for the services they provide.

-Most agents are small businesses, without lots of "extra" staff to handle these transactions.

### Portland Marine Dealers Association

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#### Board of Directors

Jeff Jennings, President  
Chuck Meeker, Secretary/Treasurer  
John Laird Paul Mayer Deborah McQueen

#### Membership Committee

Brad Howton, Columbia Crossings  
David Frederickson, Pacific Boatland  
Mark Meeker, Clemens Marina

#### Administration

Greg Johnson, Director  
Trey Carskadon, Governmental Affairs Liaison

## Members on the Move

### Member Focus

#### Sea Tow Portland/Vancouver

#### Building Strong Community Ties

For Deborah Horan and Lyman Louise, it's hard to believe that almost three years have gone by since they first towed a sailboat off the rocks in the North Portland Harbor. In that time they have serviced more than 500 recreational boaters and worked closely with the Coast Guard and Marine Patrols to develop a strong and rapid response to any situation that might arise for their customers.

That service is now extending downstream to the Astoria and Ilwaco areas including off shore. Their third boat, a 27' Sea Sport with twin Evinrude E-TEC 225 horsepower engines, will be stationed in the lower Columbia. Staffed 24-hours a day, the Rescue 3 will specialize in the same sort of rapid response Sea Tow is known for in the Rose City.

Sea Tow's growth has been recognized outside of Portland as well. Deborah and Lyman received two awards from Sea Tow Services International for their membership growth. And, with Sea Tow's strong presence in Portland, the Oregon Coast and Puget Sound are now very close to instituting Sea Tow operations during the 2005 boating season.

★★★★

**Paul Mayer** was recently elected President of the Portland Marine Dealers Association.

Mayer, general manager of 60 plus employees at Stevens Marine, will preside over monthly PMDA members and oversee PMDA activities. Chuck Meeker of Clemens Marina will remain as secretary/treasurer.

Mayer plans to quote from Paul Mayer.

New board members Ken Estes, general manager of Cascade Marine, and Steve Schnitzer, general manager of Bob Lanphere's Beaverton Marine, were also elected recently by the gen-



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eral membership.

Estes represents Godfrey Pontoons, Regal, Bennington Pontoons, Polar Kraft Boats, Monarch Boats and Mercury at Cascade Marine Center, 14900 SE Stark, Portland, OR 97233, 503-255-8487.

Schnitzer represents Baja, Rinker, Wellcraft, Crestliner, Glastron, SeaDoo and Honda at Bob Lanphere's Beaverton Marine, 4330 S.W. 142nd, Beaverton, OR 97005, 503-643-2987.

★★★★

**Neal Booth** and **Jeremy Paulus** of Boat Insurance Agency are the newest PMDA members.

For information, contact Jeremy at Boat Insurance Agency, 303 NE Tomahawk Island Drive, Suite 4, Portland, OR 97217, 800-787-8441, Fax 503-285-3921, jeremy@boatinsurance.net, www.boatinsurance.net.

★★★★

PMDA recognized four long-time members during the annual meeting

Oct. 14 at Columbia River Yacht Club.

The honored members include: **Mercury Marine** for the company's long-time sponsorship of the Portland Dealers Boat Show; **Bob Sudlow** of *Freshwater News* for his volunteer work on behalf of the Northwest boating industry; **Jeff Jennings** of Staff Jennings for serving as PMDA president for the last four years; and finally, **Chuck Meeker** of Clemens Marina for his countless volunteer hours on behalf of the PMDA.

Meeker is considered the "guiding light" behind the PMDA. "His ethical conduct in everything he does, and his unselfish attitude towards volunteering on behalf of the marine industry he loves, serves as a stellar example for all of us to follow," stated PMDA Director Greg Johnson in presenting the award.

## The Legislature's In — Call Now Before We're Out

The Oregon legislative session is in full swing and once again, Oregon boaters find themselves on the legislature's radar. While many ideas are being "floated" the one of greatest concern right now that seems to have the most energy is a move to tax "luxury boats."

Though "luxury boats" have not been clearly defined as of yet, the fact is, serious analysis is underway to capture much-needed revenues for the State and boating is one category that's receiving some scrutiny.

Before you turn the page to see what else is up with the PMDA please read on because even if you're not in this "luxury" category you could be affected.

As we've expressed here time and again it's essential that you pick up the phone and call your legislator. It's easy! Online you can check out the Oregon Legislature's website at [www.leg.state.or.us](http://www.leg.state.or.us) and use the search function to find your legislator or you can call 800-332-2313 to do the same.

Introduce yourself, your business and how you depend on your representative or senator to protect your business interests. Let them know how many people you employ, what your contribution to the tax base is and that increases in your cost of doing business could very well result in lay-offs or insurmountable financial challenges that could ruin your operation.

It's critically important that you make the call now. The more of us that talk to our legislators the better...they need to know who we are and what we contribute to the State's economy. It's also important that you communicate respectfully. None of us likes to be barked at or talked down to, and you can bet our legislators don't either. The standard pay rate for an Oregon State Representative or Senator is \$1,283 a month, the Speaker of the House and President of the Senate make \$2,566 a month. In either case, they're hardly in it for the money. Many of these legislators are business people who will clearly understand your challenges if you share it with them. They are "citizen legislators" who care about Oregon and their communities and believe the actions they are taking are in the best interest of the State.

It's incumbent on us that we provide the proper information and education about our industry and who we are. Let them know the other businesses you feed. The banks, insurance agencies, attorneys, media and manufacturers that support your business are all depending on you to make the sale and build productive businesses.

The idea of a luxury tax has far reaching consequences. First, it sets a dangerous precedence. If we don't respond now we may all fall victim to other legislation that burdens the success of our businesses. For good reason, the legislature is looking our way. We are "low hanging fruit" ripe for the picking. There's a severe budget crunch and some tough decisions will have to be made. Some industry or segment of our population is going to be saddled with this debt that's why your action today is critical.

There are fewer than 5,000 luxury boats or yachts (boats

greater than 40' in length) in Oregon. It is a small market and Oregon has historically been a "small boat" State. As many of you already know this was tried before by the Feds and failed miserably. So miserably in fact that it was pulled after only a couple years. So devastating was this tax to the yacht industry that dealers and manufacturers failed at a rate that has not been seen before or since that tax was initiated.

There is also a fairness issue that goes along with this as well. Why just yachts? Why not private planes, custom motorcycles, luxury or specialty cars or RV's? Boaters pay their fair share. Oregon boaters pay taxes through the fuel they buy and their registration fees pay for education, enforcement, administration and facilities.

Please don't wait for the guy across the street to take care of this. Please call today.

Other issues are percolating in Salem as well. It appears the outboard issue may once again rear its' ugly head. We've battled this issue since the late 90's and it appears we may be in for another battle this year. The force of this debate is coming out of Portland with Representatives Dingfelder, Merkley and Schaufler all expressing concern over the future and fate of carbureted two stroke outboards. In spite of the facts, this has become an emotionally charged issue where no amount of evidence seems to appease the concerns of these representatives. They believe (even though a substantial amount of evidence points to the contrary) that carbureted outboard motors are pouring loads of unburned fuel into Oregon's waterways each year, even though a single ounce of fuel in Oregon's waterways has yet to be documented. This is truly a solution looking for a problem.

The "service charge" (formerly known as "agents fee") increase for writing boat titles and registrations has moved through its first hearing (special thanks to Paul Mayer and Greg Johnson for testifying in Salem on this). There's a wide range of opinions on this issue and both Paul and Greg got to see firsthand how things work in Salem and how quickly a discussion can turn when it reaches a committee. Both of these guys deserve our thanks for representing us and carrying the water on this bill. At this writing we don't have a good feel for the direction this bill is headed...we'll keep you apprised.

The Marine Board continues to be our champion in State government and a range of communities across the State. New facilities and upgrades are underway from Klamath Falls to Rainier with several coastal communities (Newport's getting a major facelift) and rural areas receiving much-needed support that is resulting in better boating infrastructure designed to attract tourists and improve our customer's boating experience. Additionally, these projects create jobs, increases in tax base and improvements in facilities that benefit the environment. All this, without one nickel coming out of the State's General Fund!

The key now is to contact your legislator. Please don't wait, call them today.

### 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](mailto: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 vertical .....3.75" wide X 10"
- 1/4 page.....3 5/8" wide X 5"

# New promotions designed to Boost boat sales & boat show

The Portland Dealers Boat Show will employ two new promotions designed to expand boat sales and show attendees.

New this year: participating dealers will give a \$200 G.I. Joe's gift certificate to attendees purchasing a boat at the show. The gift certificate will be awarded upon delivery of the new boat to the buyer. As part of this promotion, G.I. Joe's is featuring the Portland Dealers Boat Show in their 1.2 million circulation newsprint insert. Plus, they are distributing 10,000 promotional flyers to their sporting goods customers.

Another key promotion is an e-mail campaign to 83,000 boaters in the Portland metropolitan area. The promotional flyer will feature information about the boat show, a \$2 off coupon plus a prize offer.

The Seventh Annual Portland Dealers Boat Show takes place Friday through Sunday, March 18-20, 2005 at the Portland Expo Center.

Major attractions this year include:

The Discover Boating Center, a no-sales, no-hassle boating display that allows show visitors to learn about the fun of recreational boating. It will feature a variety of boats 20' and under that can be purchased for \$199 a month or less. Show guests are free to check-out the boats and read the available information without the pressure from a salesperson.

Well-known Portland fishing guide and radio show host Jack Glass will present Focus on Fishing spring salmon seminars in the Discover Boating Center. Jack, who will also display his "ultimate" fishing boat, will present two salmon fishing seminars at noon and 2 p.m. Saturday, March 19. The first seminar at noon—Successful Salmon Fishing Techniques—will feature hands-on techniques, gear set-up, lures and bait for catching spring salmon in the Columbia and Willamette river systems. At 2 p.m., the second seminar—

"Fish-On!"—will focus on how to effectively catch, hook, land and fillet spring salmon. Jack will also display his Ultimate Fishing Boat—a 25-foot jet sled outfitted with the most advanced fishing gear-- during all three days of the show. G.I. Joe's sponsors this year's Focus on Fishing seminars.

A special ongoing promotion will allow boat show attendees to take a test to comply with Oregon's mandatory boater certification law. The law, passed by the 1999 Oregon legislature, requires powerboat operators in Oregon to take a course on basic boating skills, and/or pass a test to demonstrate basic boating knowledge. In 2005, all power boaters 45 years of age and younger must carry a boater education card when operating a 10-horsepower-plus boat.

For further information, log onto [www.pmda.org](http://www.pmda.org).

# “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!**

- Runabouts
- Cruisers
- Motoryachts
- Fishing Boats
- Fishing Guides
- Classic Boats
- Liveaboards
- Sailboats
- Floating Homes
- Houseboats
- River Sleds
- Bass Boats
- And More...

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Types of Boats

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## 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: \_\_\_\_\_

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\*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  
Eligible: Portland area full-line boat dealers

4.) Associate Membership: \$125  
Non-dealer marine related business

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