

# THE CYBA NEWS

April 2006

The California Yacht Brokers Association Newsletter

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## Busy Spring Boat Show Season Anticipated



A very energetic boat show season is expected in both Northern and Southern California as exhibit activities get kicked off with the Spring 2006 Boat Shows and a number of additional shows slated for the Summer and Fall.

## International Yacht Council Promotes Boat Show Listings

THE OFFICIAL SITE OF THE INTERNATIONAL YACHT COUNCIL LIMITED  
**YACHTCOUNCIL.COM & .ORG**

THE ULTIMATE YACHT SEARCH SYSTEM

In response to member requests for lead generation, Yachtcouncil and the Florida Yacht Brokers Association (FYBA) recently launched a successful joint promotion effort at the Palm Beach

Boat Show by passing out 50,000 Vessel Cards promoting member listings and Yachtcouncil.com. By teaming up with Don Abbott and Recreation Publications, Yachtcouncil circulated actual

business cards free of charge for every member vessel in the show!

Exhibiting at the Newport Boat Show?  
*(cont. on pg. 3)*



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# from the PRESIDENT

Recently we went to Sacramento at the invitation of the Department of Boating and Waterways. The DBW is rewriting the Yacht Broker Exam. DBW has asked several Brokers and Salespeople to be on the panel to screen questions and work with the exam preparers. The exam preparers want to make sure the questions are relevant to the industry and make sense when written. This is a much tougher job that just sitting down and writing a test for your college civics course. The questions must be fair, written correctly, have an answer that is not nebulous. If challenged by a person that feels that he or she failed the test because, the test was poorly written, the test must stand up in court. It is interesting work and is expected to take over a year. I was pleased to see several Brokers and Salespeople volunteering their time to make our industry better. California remains the only state in the union that requires Yacht Salespeople and Yacht Brokers to test prior to receiving a license. This brings me to the Certified Professional Yacht Broker designation. If you are interested in testing and receiving the designation, call Dean West, Lon Bubeck, or me. We will be happy to discuss the benefits of becoming a Certified Professional Yacht Broker.

We held our March CYBA Board Meeting at the DBW meeting room. We were lucky to have the Director of the DBW, Mr. Ray Tsuneyoshi, speak to us about several things that are going on

at the California Department of Boating and Waterways. One item that DBW is looking into is boater safety. We need safe boating; and there is a groundswell of support throughout the United States for mandatory safety education and testing of this knowledge. Soon Californians will be required to take a safe boating course, if they wish to operate a boat. There are too many boating accidents; the smaller the boat the higher the percentage of accidents. I asked Ray if the insurance companies were behind this movement. He said that the insurance companies were silent about boater safety. I was amazed that the insurance industry does not promote safe boating, and be lobbying to have all boaters tested for safety knowledge. I have a safe boating card from Oregon, one of the states that require that everyone operating a boat must study and pass a test, to operate a boat in the state. It was a fairly easy test, but comprehensive enough to test your knowledge of the information about safe boating sent with the exam. Ray spoke about the proposed ban by the EPA of copper bottom paint on Shelter Island in San Diego, The DBW is working with boat yards and boaters in the Shelter Island area to have the EPA allow the use of copper bottom paint for anti-fouling. Ray also spoke about dangerous plants and animals being brought into the state by vessels coming from foreign ports. The water hyacinth infestation in

(cont. on pg. 3)

## **From the President** (cont. from pg. 2)

the San Joaquin River Delta is costing the state \$3.5 million dollars per year to eradicate this plant and the state is losing the battle. On one hand we have the EPA telling us we cannot paint the bottom of our boats with copper paint and we have vessels coming and going from foreign ports dropping off non-native destructive plants and animals. More and more legislation, Ray said that he is concerned that if we keep implementing rules for the average boater, the boater might just say, "To heck with boating there are too many rules and regulations." We all make a good living working with boaters of this state; therefore it is to our benefit to make sure that these people are not legislated out of having a good time. We encourage writing a letter to the governor and your state legislator to express concern about continued legislation that impact our industry.

Our next Board Meeting is April 5, in San Diego after the San Diego Brokers Forum luncheon. We encourage anyone that wishes; to stay and participate in the Meeting. This is your organization and we want to welcome everyone to our Board Meetings.

*As always your comments are welcome. Please call me at 510-917-7749 or send me an e-mail at [yachtcowboy@yahoo.com](mailto:yachtcowboy@yahoo.com).*

**Michael Wiest, CPYB**  
CYBA President

## **Yacht Council Promotes...** (cont. from pg. 1)

If your vessels are uploaded to the Newport Beach Boat Show List, Yachtcouncil will provide you free business cards for each vessel in the show. If your vessels are not listed, they should be! Not only will you miss the opportunity to be part of the industry treasured boat show list that locates all listings and their exact location, but you will also miss out on the opportunity to market your vessels directly to thousands of visitors through our multiple consumer promotions taking place for the first time at the Newport Boat Show!

If your vessels are uploaded to the Boat Show List, Yachtcouncil will be providing 100 complimentary listing business cards with your company's name and phone number. Questions or custom requests? Yachtcouncil members can add their vessels directly to the list by going to *Edit My Listings* from the home page of [www.yachtcouncil.org](http://www.yachtcouncil.org). There you will see a link labeled *Add Vessels to Boat Show*. Follow the easy instructions from there. Non-members are encouraged to participate as well by calling or

(cont. on pg. 4)

## **DBW Approved Boating Education Courses**

Courses in this list are approved by the National Association of State Boating Law Administrators and have received approval from the California Department of Boating and Waterways.

### **American Boating Education**

1-877-677-BOAT  
amboat@bellsouth.net email  
www.amboat.com website

### **American Sailing Association**

P.O. Box 12079 • Marina del Rey, CA 90295  
310-822-7171 • 310-822-4741 fax  
info@american-sailing.com email  
www.american-sailing.com website

### **Boat Ed**

10031 Monroe Drive, Suite 305 • Dallas, TX 75229  
214-351-0461 • 214-351-6429 fax  
www.boat-ed.com

### **Boat U.S. Foundation**

410-897-0512  
www.boatus.com

### **BoaterExam America**

866-688-2628  
www.boaterexam.com/usa/california/

### **Boating 101**

530-662-4577  
Boating101@sbcglobal.net  
www.Boating101.org

### **California Department of Boating and Waterways**

2000 Evergreen Street, Suite 100  
Sacramento Ca 95815-3888  
1-888-362-2822  
pubinfo@dbw.ca.gov e-mail  
www.dbw.ca.gov website

### **Marine University (CEERI)**

2454 W Oakland Park Blvd. • Fort Lauderdale, FL 33311  
954-730-6889 • 954-730-7717 fax  
www.marineuniversity.org

### **Maritime Smart Inc.**

PO Box 30972 • Longmeadow MA 01115  
413-565-2628  
Capt.Steve@MaritimeSmarts.com e-mail  
www.maritimesmarts.com Website

### **PWC Safety School.com**

www.PWCSafetySchool.com

### **US Coast Guard Auxiliary**

1-800-336-2628  
[http://nws.cgaux.org/visitors/pe\\_visitor/index.html](http://nws.cgaux.org/visitors/pe_visitor/index.html)

### **US Power Squadrons**

1-800-732-7545  
www.usps.org/e\_stuff/ABC.html

### **US Sailing**

PO Box 1260 • Portsmouth RI 02871-0907  
401-683-0800 ext. 631 • 401-683-0840 fax  
www.ussailing.org

## **EDITORIAL**

# **Mandatory Boater Education, an Issue We Need to Become Involved With**

Recent discussion about Mandatory Boater Education will become more than talk as the Department of Boating and Waterways, encouraged by the National Transportation Safety Board, holds public meetings this year to develop a program in California.

California is amongst the last holdouts for implementing Mandatory Boater Education with more than 35 states having already instituted programs that vary according to each state's requirements. So it not a question of if California will have Mandatory Boating Education, but when will this occur and more importantly, what will California's program be?

And why should this be a concern to the yacht brokerage industry? If the eventual boating safety courses and certification or licenses are perceived as productive and beneficial tools to safe and enjoyable boating then they will be supported and encouraged by the general boating public. If learning to boat properly becomes a complex and cumbersome process then many current boaters and a lot of prospective boat buyers will search out other activities that are far less intimidating. You do the math on how this can affect your business.

The fact is that Mandatory Boating Education is going to happen in California and the DBW should be applauded for encouraging the general boating public and the marine industry to participate in just how this program should be developed. It is anticipated that a desirable program will come from within the boating public and marine industry.

Along similar lines, it has been extremely encouraging to see the eager participation of volunteers in the DBW's License Exam Revision Project. So far there have been conferences in Sacramento and Anaheim to review and restructure the licensing exams for Yacht Brokers and Salespersons. Look for further information about this project in next month's newsletter.

In response to the Mandatory Boating Education articles in January's newsletter, the CYBA News received a thought provoking letter from CYBA Member Don Durant. Don has been active in the boating industry since 1968, and is currently Vice President of H&S Yacht Sales. He has served the industry as President of the NCMA, Vice President of US SAILING, and as a Director of Sail America. You

can email Don at: [dond@hsyacht.com](mailto:dond@hsyacht.com).

As Don has experienced, you can probably increase the success of your yacht brokerage by upgrading your customer service with beneficial consumer education. And, a significant boost to your business can come from your participation in the Mandatory Boating Education program and educating your clientele.

Remember that the CYBA News is your forum for information about the Yacht Brokerage Industry. We look forward to your inquiries and submissions to any of the Board Members listed on page 2 of this newsletter or email: [cybanews@yahoo.com](mailto:cybanews@yahoo.com).

Tim Broderick, CPYB  
Editor, CYBA News

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## **Mandatory Boater Education Observations of an Insider**

Whenever the issue of boater licensing or mandatory education comes up, many boating industry members have a knee-jerk reaction: "NO!" When it last arose in the late '90s, as a boat dealer, yacht broker, and sailing school owner, I thought it best to take a proactive approach and volunteered to serve on the working party put together to submit a proposal to the state legislature.

The working party was overly large, around 25 members if memory serves, and very much dominated by law enforcement types. Besides me, wearing hats for CYBA, NCMA, and US SAILING, there was one houseboat rental operator. There were also representatives from some non-profit entities like B.O.A.T. and U.S. Coast Guard Auxiliary. Like I said, we were completely out-gunned by sheriffs, harbor patrols and the like.

We met three or four times at various locations throughout the state. We traveled (at least I did) at our own expense. The meetings were generally one

*(cont. on pg. 6)*

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## **Yacht Council Promotes...** *(cont. from pg. 3)*

emailing for free promotion of their vessels.

Come visit us at the CYBA/ Yachtcouncil booth to run a search for any vessel in the show or any vessel listed in the world! Complimentary print outs and reports will be provided. On the first day of the show we will hand out a vessel list to all attending

*(cont. on pg. 14)*

# Yachtcouncil.org

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## Strong Search Engine Placement!

## SYSTEM FLEXIBILITY:

Only system that allows to pre-set company and/or individual defaults for better handling and usage of the system.

## OUTPUT SELECTIONS FOR REPORTS:

HTML, Word, Pdf, PDA, Excel (CSV).

954.923.8787

info@yachtcouncil.com



## **Mandatory Boater...** (cont. from pg. 4)

day long, run by a professional mediator, and through the usual process of pasting yellow sticky notes to the walls, we finally arrived at a recommendation we could all live with. Our recommendation was forwarded by Cal Boating to the legislator sponsoring the bill and as you know, nothing was ever done with it, prompting me to chalk the whole, expensive, frustrating experience in the category of "No good deed goes unpunished."

As you can probably guess, I'm not eager to volunteer to waste my time and money again on a similar effort. That said, I may have a different perspective on the subject than most who make a living selling yachts. I strongly believe education is good for the industry and have 25 years of experience to back up that belief. As the founder and principal owner of Club Nautique, a school and charter business on San Francisco Bay, I have learned that well trained boaters charter more often, break boats less often, remain as customers longer, often become boat owners, don't scare themselves, and don't scare their friends/guests. Conversely, sending folks out on boats who are intimidated by them is a prescription for having them take up something less challenging, like rock climbing, and losing them and their friends forever.

One of the problems of mandatory education and/or

licensing is that the bar is likely to be set so low it will instill a false sense of confidence. Passing an on-line test after a couple of hours of study is not likely to prepare one to pilot a 40 footer across San Francisco Bay on a breezy day or to navigate the traffic of Marina del Rey's channel on a typical weekend. If we take the short view and send our clients out on the water with little or no training, there's a good chance we'll soon lose them to another pastime. If we take the long view and provide sufficient education to ensure their continued use and enjoyment of their new toys, we're more likely to have their repeat business over the years. The challenge of course is covering or persuading the client to cover the cost of said training.

Whatever our various viewpoints on the subject may be, this time around the industry must be more involved. One or two industry people out of 25 makes for lousy odds that our voice will be heard. Our various associations must monitor this issue as it develops and each should send representatives, who hopefully can act and vote as a block. If we ignore this issue, it's unlikely we'll be pleased with the results.

Submitted by Don Durant,  
Vice President of H&S Yacht Sales  
dond@HSyacht.com

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## 2006 Boat Show Calendar

April 6-9: Orange County Boat Show, Anaheim Convention Center, Anaheim, [www.scma.com](http://www.scma.com)

April 19-23: Strictly Sail Pacific, Jack London Square, Oakland, [www.strictlysail.com](http://www.strictlysail.com)

April 27-30: Pacific Powerboat Expo, Jack London Square, Oakland, [www.ncma.com](http://www.ncma.com)

May 3-7: 33rd Annual Newport Boat Show, Lido Marina Village, Newport Beach, [www.goboatingamerica.com](http://www.goboatingamerica.com)

May 18-21: Marina del Rey Boat Show, Burton Chance Park, Marina del Rey, [www.goboatingamerica.com](http://www.goboatingamerica.com)

June 1-4: Dana Point Harbor Boat Show, Dana Point, [www.dphboatshow.com](http://www.dphboatshow.com)

June 8-11: 20th Annual Spring Boat Show, Fairplex, Pomona, [www.scma.com](http://www.scma.com)

July 13-16: Ventura County Boat Show, Channel Islands Harbor, [www.ciboatshow.com](http://www.ciboatshow.com)

July 20-23: 3rd Annual San Diego Summer Boat Show, Harbor Island, San Diego, [www.scma.com](http://www.scma.com)

September 7-10: Lido Yacht Expo, Lido Marina Village, Newport Beach, [www.goboatingamerica.com](http://www.goboatingamerica.com)

September 9-7: 34th Annual Fall Boat Show, Jack London Square, Oakland, [www.ncma.com](http://www.ncma.com)

September 13-17: YachtFest, Shelter Island Marina, San Diego, [www.yachtfest.com](http://www.yachtfest.com)

October 5-8: International Sail & Power Boat Show, Long Beach Convention Center & Shoreline Village Marina, Long Beach, [www.scma.com](http://www.scma.com)



is looking to expand it's presence in the Southern California market and currently has a position available as an **Area Sales Manager.**

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**The CYBA would like to thank all of the generous sponsors who contributed to the success of this year's Annual Dinner. Please refer your Customers to these Sponsors:**

**Duncan McIntosh, *Sea Magazine***

- \$7,700 Sponsorship toward dinner and cocktails

**Bob DeDon, *First American Transportation Title Insurance***

- \$1,000 Sponsorship

**Guy Newmark, *Newmarks Yacht Sales***

- 5 bottles of wine - Goose Cross

**Sean Acosta, *Newport Slip Rentals***

- Tiffany's ships wheel compass

***California Yachts Magazine***

- (2) 1/2 page display ads

***Phantom Marine***

- Uniden VHF radio

***Marina Village Inn***

- 1 night stay (view room)
- 1 night stay (view room)

***Seacoast Marine Finance***

- \$100 gift certificate to CA Pizza
- \$100 Gift Certificate to Cheesecake Factory

***Boating News***

- (2) 1/4 page, 4-color display ads

***Valley Power Systems***

- \$250 parts & labor, So. CA.

**Bill Barg, *Port Supply in Mission Viejo***

- Handheld VHF

**Pete Van Inwegan, *Mariner Boat Yard***

- 1 free haulout

***Pacific Power Boating, No. CA.***

- 3 hours of vessel instruction

***Delta Boat Works in Isleton, CA***

- 1 free haulout

***Napa Valley Boat Yard***

- \$300 gift certificate

***Yachtworld***

- \$200 gift certificate

***Next Level Sailing***

- 2.5 hours, San Diego Bay aboard America's Cup Boat for 2 people

***American Marine Publishing***

- 2006 Power Boat Guide
- 2006 Power Boat Guide CD
- 2006 Trailer Boat Guide

***Overseas Insurance Agency***

- (5) \$50 cash toward insurance - referral fee
- John Daly golf driver and cover

***Trident Funding***

- (2) \$100 Ruth's Chris gift certificate

***Twinterior Design***

- 1 hour design consultation

***Harbor Marine Works***

- 1 free haulout

***Serve Underwriters***

- \$50 West Marine gift certificate

***Mary Conlin Company***

- 1 bottle "Corozon" Tequila

***Dimen Marine***

- 1 bag containing: 4 golf glasses, 6 wine charms, golf glove key chain, 1 bottle of Calloway wine
- 1 bag containing: golf favor/hood, golf glove key chain, 1 bottle of Calloway wine
- 1 bag containing 9" portable DVD player and 2 DVD movies
- 1 bag containing golf umbrella, shoe bag, golf glove key chain, wine bottle charms, 1 bottle of Calloway wine

**Jeff McLaren, *Seawide***

- Portable GPS/VHF

***Newport Harbor Shipyard***

- (5) haulouts & 5 hrs. labor

**Dave New, *Basin Marine***

- \$100 Nordstrom gift certificate

**Mike Menmshek, *West Marine***

- 1 fishing rod with reel

**Matt, *Sea Tow***

- 1 certificate for 1 year membership

**Scott Jarvis, *Overseas Insurance***

- Dinner wine for tables



## Happy Birthday Ed!



Ed Richardson has the distinct pleasure of holding the oldest Yacht Broker's License in California (under the same name) at the young age of 84 he is still actively enjoy selling yachts to his long time clientele. Currently working with Chuck Hovey Yachts, Ed and Chuck have been friends for many decades. The first vessel Ed sold back in 1947 was a 32' Fellows Craft and the buyer delivered the deposit in cash in a brown paper bag - Ed said at the time that it was the largest amount of money he had ever seen, he claims that still the largest amount of money he has seen - but somehow we don't really believe that. Ed has primarily worked out of the Newport Beach area where he was born and raised, opening Richardson Yacht Anchorage on the property where Bahia Corinthian Yacht Club now stands. Ed is a testament that if you really enjoy this job you can do it forever - Good Luck Ed with many more years to come.

Submitted by James Johnson

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## ***New Cal Boating Weblogs Track Boating Facility Construction Projects***

New Cal Boating Internet Weblogs will track the progress of state-funded boating facility projects, affording the public first-time direct access to ongoing project improvement information. The new Facilities Project Blogs Webpage allows users to search for and track the status of boating facility construction projects along lakes, rivers, basins, marinas, and coastline throughout California.

"Cal Boating funds about \$50 million in boater access enhancements throughout the state each year using

boating fuel taxes," said Raynor Tsuneyoshi, Cal Boating Director. "Every loan or grant we issue for construction of boating facilities is done with boaters' money and we want them to be able to see where it's going and how it's being used."

Each project page contains the location and project description, grant amounts, anticipated completion dates, and contact information. The blogs list the current status of each project and any recent updates.

"While our records have always been open to anyone who is interested in seeing them," Tsuneyoshi said, "this new website rolls out the red carpet and invites the public to follow the progress of every project we fund. We know boaters will discover that we are making the best possible use of their fuel tax dollars."

The primary users of the new site are expected to be boaters looking for information about planned or ongoing improvements at a local boating facility, marina operators searching for new ideas, and contractors interested in newly funded work.

Cal Boating grants money to public entities for construction of boat launching facilities and provides low interest loans to public and privately owned marinas for planning, construction, rehabilitation or expansion of small craft harbors. Breakwater construction, dredging, berthing, utilities, landscaping and irrigation, restrooms, fuel docks, boat sewage pumpout stations, and public access walkways at small craft harbors are examples of the improvements that can be funded by Cal Boating grants.

The project blogs can be accessed on the Department of Boating and Waterways (Cal Boating) at: [www.dbw.ca.gov/PressRoom/index.asp](http://www.dbw.ca.gov/PressRoom/index.asp). This article was reprinted from the DBW.

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## ***Website Redesigned To Attract New Boaters***

[DiscoverBoating.com](http://DiscoverBoating.com) re-launched this week in conjunction with the start of the national Discover Boating advertising campaign.

The site was redesigned for an audience primarily new to boating, the National Marine Manufacturers Association said. It is hosted by "The Boating Guy," and visitors can ask questions about boating and related topics, and receive an answer by the close of the next business day.

(cont. on pg. 12)

# **CYBA BOARD OF DIRECTORS MEETING**

March 2, 2006

**VENUE:** Department of Boating and Waterways, Sacramento

**CALL TO ORDER:** Michael Wiest called the Meeting to order at 2:30 P.M.

**ATTENDING:** Dick Angel, Michael Wiest, Marc Bay, Tim Broderick, Nick Friedman.

**GUESTS:** Gina Ebling, Fahim Buksh, Marinda Isley, Matt Maynard, Tom Trainor, Karen Knapp, Matt Lerner, Bill Glazebrook, Dennis Moran, Jack Buckley, Pamela Bay, Patty Brown, Bob Leslie, Lon Bubeck, Dave Weil.

**MINUTES:** Minutes were approved as distributed. Motion to approved by Nick Friedman, 2nd by Dick Angel.

**FINANCIAL:** Financial Report was approved with a motion by Dick Angel, 2nd by Nick Friedman.

**CORRESPONDENCE:** A letter of resignation was tendered to the CYBA by Shaw-Yoder: see Legislation.

**LEGAL:** No Report.

**ARBITRATION:** Dave Weil checked into the fees of several other arbitration associations and found the fees generally higher and more quickly non-refundable than CYBA. The Arbitration Committee will meet and present the Board with recommendations for revising the fee structure at a future meeting.

**LEGISLATION:** Paul Yoder has tendered a letter of resignation as CYBA lobbyist in Sacramento. They felt we did not appreciate the efforts made on our behalf and are not interested in continuing under any circumstances. Discussion was held in favor of exploring other lobbyists, to include determining who is currently lobbying for the National Business Aircraft Owners Association. Dick Angel will follow up and contact various organizations.

**SOCIAL/PUBLICITY:** Saturday, January 27, 2007 is confirmed at Monterey Plaza Hotel for the Legal Seminar and Annual Dinner at the Monterey Bay Aquarium. A golf tournament will be held on Friday the 26th. Discussion was held looking for ways to create more participation.

**MEMBERSHIP:** Kris Gustafson, David James Lee, John Phund, Jose Miguel Martinez and Rick Baker were approved. Motion was made by Dick Angel, 2nd by Nick Friedman. It was also noted that that DBW has been doing an exceptional job of responding to our new Member checks.

**FORMS:** Online forms are almost ready. Discussion was held about holding a forms seminar. No resolution was made.

**BY-LAWS/ETHICS:** No report.

**INTERNET AND MEDIA (IYC Committee):** Michael Wiest and Patty Brown attended the IYC meeting and came back with strong support for Yacht Council, modeling the dilemma we as an industry face on the Travel Agents industry. Lively discussion was held regarding the importance of supporting Yacht Council. No resolution was made. Marine Solutions appears ready to help with any logistics.

**NEWSLETTER:** Needs articles.

**CPYB:** Four Brokers tested and three passed.

**LEGAL SEMINAR:** See Social/Publicity.

**BOAT SHOW:** Discussion continues.

**NOMINATING:** No report.

**UNFINISHED BUSINESS:** No report.

**NEW BUSINESS:** Need to create a Publicity Campaign with a budget and a marketing plan to promote the CYBA. Website to the public for consumer recognition and create enough interest within the brokerage community to increase our Membership by at least 100 new Members. To this end, Jack Buckley, Tom Trainor and Nick Friedman have joined the Social/Publicity Committee.

**ADJOURN:** 4:58 PM by President Michael Wiest.

The April Board Meeting will be held at the Fiddlers Green April 5, 2006 @ 1:00 PM after the San Diego Brokers Forum, 11:30 to 12:45.

Respectfully recorded and submitted by  
Nick Friedman, CPYB,  
CYBA Secretary

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## **Do Yourself A Favor!**

Take the worry out of the purchase or sale of your boat, look for the CYBA logo. For member brokers in your area, visit [www.cyba.info](http://www.cyba.info) or call (800) 875-2922.

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**California's No. 1 Boating and Fishing Newspaper**

## **Website Redesigned...** (cont. from pg. 9)

"It is a hands-on, interactive site that helps a new boater find all the information they need to know in order to get started boating, including suggestions on the right type of boat to purchase," Armida Markarova, Internet marketing manager for NMMA, says in a statement.

In addition to the boat selector tool, the site includes a comparison function that allows users to evaluate boat types side-by-side, and examine the various features. It also offers a beginner's guide to boating.

The site is expected to later include a local dealer finder, a list of marinas and boat launches, and a list of manufacturers.

Discover Boating is a public awareness campaign launched by the North American recreational boating industry. It strives to increase participation in recreational boating by highlighting the benefits, affordability and accessibility of the boating lifestyle.

This article is reprinted from Soundings Online Today.



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**A COMPANY IN MOTION**

**Attention all interested  
Yacht Brokers and Salespersons:**

## **CERTIFIED PROFESSIONAL YACHT BROKER (CPYB)**

**~ STUDY SESSION AND TESTING ~**

**Contact Lon Bubeck, Morrie Kirk,  
or Dean West for next  
study session & exam.**

The CYBA is conducting a study session, immediately followed by the examination, for all those interested in becoming Certified Professional Yacht Brokers. This will be our first available session, in response to the great interest in this worthy program.

If you have a desire to take your business and personal accomplishment up to the next level, you owe it to yourself and your clients to earn the CPYB designation. Join a growing number of the best and brightest brokers nationwide in increasing your knowledge, professionalism, and ethical standards as they relate to your chosen profession.

For complete information, including study materials, applications, and required qualifications, please visit the National Yacht Broker Certification website at [www.cpyb.net](http://www.cpyb.net). There you will find all the forms you need in a downloadable format.

If you have any questions, please contact one of the CYBA's Members on the Certification Advisory Council:

Lon Bubeck, CPYB  
Flying Cloud Yachts, Long Beach  
562-594-9716  
[lonbubeck@verizon.net](mailto:lonbubeck@verizon.net)

Morris Kirk, CPYB  
Orange Coast Yachts, Newport Beach  
949-675-3844  
[morrie@orangecoastyachts.com](mailto:morrie@orangecoastyachts.com)

Dean West, CPYB  
Dean A. West Marine, San Diego  
619-417-9376  
[Dean\\_west@yahoo.com](mailto:Dean_west@yahoo.com)

You may also respond to [tocpyb@cyba.info](mailto:tocpyb@cyba.info) or contact any CYBA Board Member. The National Yacht Broker Certification office needs time to process your application and to perform your background check.

Brokers wishing to attend the study session, but who are not testing, are welcome. However you must reserve a space! Seating is limited!

NOTE: This session is for CYBA Members only. If you are not yet a Member, and would like to join, contact the CYBA office immediately @ 800-875-2922.

# Spring Boat Show Double Header



## The West's Big Boat And Yacht Show



## LA County's Pre-Summer Boat & Yacht Sale

Promote your business in Southern California's two biggest sales events of the spring season in *The Log's* show previews for the 33rd Annual Newport Boat Show and the 31st Annual Marina del Rey Boat Show...

### WHAT YOU'LL GET:

- 1.** Your ad in each Preview hits the streets two weeks before the show, driving prospects to your business and exhibits.
- 2.** Thousands of additional prospects will read about you when they pick up a copy of the Previews at the *Log's* booth at the shows.
- 3.** You'll get a FREE advertorial write-up when you run a 1/4 page or larger ad in the Previews.

**You get all this for *The Log's* regular low rates.**



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Santa Barbara Counties:  
(949) 660-6150, ext. 228

or email:  
sales@goboating.com

*The Log's* staff of professionals is standing by to assist you in writing editorial copy, or designing and producing a results-getting ad.

### Deadlines

33rd Annual Newport Boat Show  
Preview – April 10, 2006

31st Annual Marina del Rey Boat  
Show Preview – April 24, 2006

**For Boat Show Exhibitor information, please call (949) 757-5959**



## **Yacht Council Promotes...** (cont. from pg. 4)

Brokers. During the show we will be walking around to get any updates or corrections. Stop by the booth every day to get any updates to the list.

Visit [Yachtcouncil.com](http://Yachtcouncil.com) to see the vessels that have

been added already. Check back from time to time as the list will become more complete as we get closer to the show. Call 954-923-8787 or email [info@yachtcouncil.org](mailto:info@yachtcouncil.org) to process your request in time for the show.



## **GET YOUR MESSAGE OUT THERE!**

**Advertise in the CYBA newsletter.  
For More Information or Rates  
Contact Don Abbott @ 800-875-2922.**

## **YACHT SALESPERSONS WANTED**

**Best Location in San Diego  
Powerboats, Sailboats, New & Brokerage  
Great Staff, Leads, Support.  
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and 1 Powerboat Salesperson ASAP**

**Contact  
[jack@SCYachtsSales.com](mailto:jack@SCYachtsSales.com)  
or call in confidence to  
619-778-2998**

## **NEW CYBA MEMBERSHIP**

**Proposed Active  
Master Members**

**Stephen C. Coghlan**  
Nelson Yachts, Alameda

Sponsored by:  
Jerry Ostrander and Chris Corlett

**Steve Dold**  
Golden Gate Yacht Sales, Sausalito  
Sponsored by:  
Klaus Kutz and Richard Boland



# MEMBERSHIP APPLICATION

Your Name \_\_\_\_\_

Name of Business \_\_\_\_\_ Position \_\_\_\_\_

Business Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Class of Membership Desired:

Active Master Member (Owner)    Active (Broker)    Associate (Salesperson)    Affiliate Member

Date first licensed by State of California as:

Salesperson \_\_\_\_\_    Broker \_\_\_\_\_   Current License No \_\_\_\_\_

Briefly state your reason for desiring membership in CYBA \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Recent marine employment history, including positions held: \_\_\_\_\_

Business references (2) including telephone numbers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Sponsored by two Active Members:

Signature: \_\_\_\_\_ License No. \_\_\_\_\_

(please Print Name) \_\_\_\_\_

Signature: \_\_\_\_\_ License No. \_\_\_\_\_

(please Print Name) \_\_\_\_\_

If elected to membership in the California Yacht Brokers Association, I agree to abide by and conform to the Constitution, By-Laws and Policies of the Association, a copy of which I have read.

Date: \_\_\_\_\_ Applicant's Signature \_\_\_\_\_

### Schedule of Fees

Membership Class	Initiation Fee		Yearly Dues	=	TOTAL
Active Master Membership (Owner)	\$100	+	\$195	=	\$295
Active Membership (Broker)	50		100		150
Associate Membership (Sales)	25		50		75
Affiliate Membership (Other)	100		125		225

Check for \$ \_\_\_\_\_ enclosed. Please make check payable to CYBA and return to:

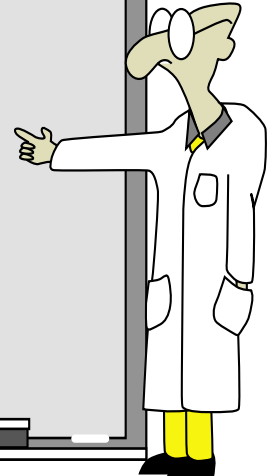
Don Abbott • CYBA • 4090 S. McCarran Blvd. Suite E • Reno, NV 89502-7529

Phone (800) 875-2922 Fax (775) 353-5111

# Calendar

- April 5 San Diego Broker's Forum - 11:30AM to 1:00PM  
CYBA Board Meeting – 1:00PM  
Fiddlers Green Restaurant, San Diego
- April 6 – 9 Orange County Boat Show  
Anaheim Convention Center, Anaheim
- April 19 - 23 Strictly Sail Pacific Boat Show  
Jack London Square, Oakland
- April 27 – 30 Pacific Powerboat Expo  
Jack London Square, Oakland
- May 3 CYBA Board Meeting – 1:00PM  
Long Beach Yacht Club, Long Beach
- May 3 - 7 33<sup>rd</sup> Annual Newport Boat Show  
Lido Marina Village, Newport Beach
- May 18 - 21 Marina del Rey Boat Show  
Burton Chance Park, Marina del Rey

[www.cyba.info](http://www.cyba.info)



CALIFORNIA YACHT  
BROKERS ASSOCIATION  
PMB #134  
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