



APRIL/MAY 2011

CALENDAR

- April 28-May 1** Striped Bass Festival, Manning
- April 30** Hilton Head Seafood Fest
- May 6-7** Mayfest on Main, N. Myrtle Beach
- May 6-7** Taste of Beaufort
- May 7** Lowcountry Shrimp Festival & Blessing of the Fleet, McClellanville
- May 8** Mother's Day
- May 9** Confederate Memorial Day
- May 10-14** VELUX 5 Oceans Race Village, Charleston
- May 11-14** Bohicket Marina Invitational Billfish Tournament
- May 12-15** Harbor Fest, Charleston
- May 14 -15** Blue Crab Festival, Little River
- May 14** Start of Final Leg of Velux 5 Oceans Race
- May 14** Dragon Boat Charleston Festival
- May 21** Charleston Bermuda Race Start
- May 20-22** Port Royal Spring Fishing Challenge
- May 25-28** 44th Annual Georgetown Blue Marlin Tournament
- May 28** Flopeye Fish Festival, Great Falls
- May 28** Lowcountry Splash, Charleston
- May 28-30** Gullah Fest, Beaufort
- May 28-June 4** Sun Fun Festival, Myrtle Beach
- May 30** Memorial Day
- June 10-18** Big Rock Billfish Tournament, Morehead City, NC
- June 11** National Marina Day
- June 11** Reel N-4Kids Fishing Tournament, Summerville
- June 14** Flag Day
- June 18-19** Folly Beach Wahine Classic
- June 18** 5th Annual Beaufort River Swim
- June 19** Father's day
- June 21** Summer Solstice
- June 22-25** Carolina Billfish Classic
- June 28** Carolina Day
- June-August** Harbourfest at Shelter Cove Harbour

FROM THE PRESIDENT



Spring is here so, Welcome Back, Boaters! And that sunshine and warm weather we have so been missing! Boaters are busy servicing, cleaning and outfitting their boats for another fun-filled spring and summer boating season. This time of year reminds us of just how fortunate we are to be in the marine industry.

It certainly has been a difficult time to be in boating and business over the past few year and economic conditions are improving more slowly than most of us would like. But, sunny days are ahead; the future will be bright again...we must believe it will be!

As you know, South Carolina is a beautiful state to live in with its abundance of waterways and destinations for recreational boaters to enjoy. Our state has all the potential in the world to significantly increase our registered boater and visiting boater base with our great climate, southern hospitality, beautiful lakes, rivers, creeks and coast. We do not have the issues of over population and poor water quality that other popular boating states experience.

But, there are at least three primary threats (besides the economy in general) that cloud the bright future to which I allude:

First, legislators in our state are simply not committed to making our state competitive with other states. We do have some legislators that are in our corner that care about the future of our industry and we appreciate their continued support. But some is not enough! Am I calling out many of our legislators? You bet I am!

2. Our very own South Carolina Marine Association should be our biggest strength, but you and I could be a threat to the very future of our own businesses and marine industry.

We have some members in our state that are engaged in helping to shape the future of our industry. We really appreciate them for their efforts and financial support,. But...some is not enough! There are too many members on the sidelines and even more of our colleagues that are not even SCMA members. Am I issuing a challenge to the marine-related businesses in our state? You bet I am!

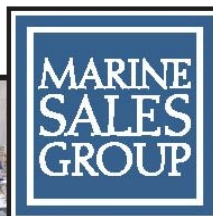
If you don't see the value of the Association, then I challenge you to get involved. SCMA represents you and me so it will only be as valuable as the time, effort and resources you and I put into it.

SCMA with a large and unified membership base will get the attention and interest we deserve from our state legislators.

Call Iggy for quality marina products!

(336) 918-6821

www.MarineSalesGroup.com



E-CURRENTS

New Members

Welcome to new individual members Randy Hunter, Edisto Beach; John Shaffer, Charleston; and Michael Ulmer, Mt. Pleasant.

Welcome to new professional member Pierside Boatworks, N. Charleston.

And many thanks to members who have made contributions to SCMA last month and this month: Hans C. Mueller, Rivers Edge Marina, and Trident Funding.

Special thanks go to Applied Technology Management for hosting a business after hours for SCMA and to all the guests who made contributions and donated silent auction items.

MEMBER NEWS

Myrtle Beach Yacht Club has qualified as the newest SC Clean Marina. The certification will be presented during National Marina Day festivities on June 11.

The Hall Marine Group, which includes Sea Ray-Scout of Charleston, was named to *Boating Industry's* Top 100 Dealers list for 2010. The application deadline for this year's list is June 15th. www.boating-industry.com

St. John's Yacht Harbor has opened the St. John's Café. Come by boat for casual waterfront dining.

Jakes Landing marina on Lake Murray has opened its new dry storage building that can house about 160 boats up to 26' in length, including pontoon boats.

SEND YOUR NEWS TO
SHARE

SCMARINEASSN@GMAIL.COM

APRIL/MAY 2011

President's Letter cont'd.

And an engaged member base will have the resources and talent to invest and deliver that much needed economic feasibility study which will prove to our legislators just how important marine related businesses are to bringing in dollars and jobs to our state.

An SCMA that has a strong and involved member base will become a strength and provide the resources and tools to market and promote recreational boating and marine-related business in our state much more effectively.

3. Competition for consumer dollars is fierce. Singles, families and retirees have plenty of viable choices on where to spend their entertainment dollar. You and I know that boating is King but our industry is not the only one out there. The RV, airline, golf and hunting industries as well as college and professional sports teams are just a few of the major players that we compete with. If our industry does not

FISHY NEWS

The **SC Governor's Cup Billfishing Series** is now underway. Bohicket Marina hosted the first segment with 3 blue marlin, 8 white marlin, and 1 sailfish released. *Reel Passion*, the winning boat, released a Grand Slam.

Next up is the 44th Annual Georgetown Blue Marlin Tournament, starting May 25th.

In Washington, DC, it appears that at least one of our senators is listening to his fishing constituents. Sen. Lindsay Graham has agreed to co-sponsor S.632, the Flexibility in Rebuilding America's Fisheries Act. The legislation would give more leeway in the time limits for rebuilding over-fished areas. The current time period is 10 years.

At least 20 SC House representatives are also supporting the measure. Sponsor of the House resolution, Rep. Kevin Ryan from Pawleys Island, also

commit to be the best and stand out internationally, nationally, statewide and locally from these other industries, then we will all (recreational boaters and businesses) suffer for it.

I believe we are winning but we must be aware of some of the major threats and understand that they are all potential strengths for SCMA. When we do face these challenges head on together and effectively organize, plan, lead, delegate and monitor our progress, then we will be victors and not victims.

Please let us know how SCMA can serve you and/or your business better. Please help us grow our membership by signing up others. Please contact us to get involved on SCMA committees. Thank you for reading this and, most importantly, thank you for supporting SCMA.

Rion Salley
rion@portroyallandingmarina.net
843.525.6664



asks the Commerce Department to make funding for fisheries studies a priority in the South Atlantic region.

SCMA member Tom Swatzel agrees that assessments should be made more frequently so that the councils can make decisions on items like catch limits more quickly, based on current data, not the 5-6 years old statistics now used.

Marketing Efforts...Do You “Think” or “Know”?

When talking to business leaders about the importance of market research, I am reminded of the story about a startup company in 1945 that was surely destined to become a huge success. The idea was to open an icehouse in the jungles of the Amazon region. What an idea! The local communities would go nuts over the refreshing taste of beverages cooled by the new “miracle product” called ice. Within a year, the company went bust. Why? According to the CEO, “the people complained that the ice made things cold.” The lesson, of course, is don’t market products and services based solely on intuition and “I think.” Market them based on “I know.”



Even the most world-renowned marketing gurus will agree that only research can get you to “I know.” If you know what your market thinks about you and your competition, you stand a better chance to win. When “you know”, your marketing foundation is stronger and provides confidence in your decisions. A solid foundation in a building results in almost no limit to the height you can erect a structure. The same is true is laying the foundation for marketing your company. If properly done, your organization can reach impressive sales and profit heights. Not to mention you can feel better about the money you are investing in marketing efforts when they are build on a solid foundation based on market research.

There are several tools to conduct market research. A very useful and inexpensive approach is focus groups. Focus groups can provide insights into your organization’s service levels and identify strengths and weaknesses. They can also be effective in testing new products and services and establishing a point of differentiation with your competitors. A quantitative study such as a survey, although usually more expensive, can help you understand the market in terms of raw numbers and percentages of people who feel certain ways about your company.

There are numerous companies who have been in business

YACHT BROKER CERTIFICATION EXAM

SCMA is working with the Yacht Brokers Association of America (YBAA) and the Certified Professional Yacht Broker (CPYB) program to hold an exam session in South Carolina.

Anyone interested in taking this must have applied to the program and be approved by the CAC, the guiding board of the CPYB program. You can contact the SCMA office for an application or go online to

www.cpyb.net.



To date, there are only eight certified yacht brokers in South Carolina: Peter Dodds, Edward James, Lane Jeffries, Bruce Smith and Ron Stoddard.

If you plan to apply to take the three-hour exam, please let SCMA know at **843.889.9067**. We’ll try to schedule it to suit everyone but we do need to know numbers in order to have the right size facility and location.

for years, and many have been successful in spite of the fact that their marketing activities have been based on “I think” rather than “I know”. A well-known international insurance company I worked with developed an interactive birthday celebration targeted toward kids. It was complete with games and all kinds of fun activities. On the surface, it was a terrific idea (a great “I think”). However, after conducting focus group research, it became evident that although the birthday package was great, it required too much of Mom’s time getting cake and ice cream served, presents opened and keeping up with 12 screaming kids. The research saved the company many thousands of dollars by not carrying the idea to market, which would have inevitably failed.

Once “you know”, your research data can drive the market positioning, and then the real fun begins. A creative team takes the positioning and brings it to life in a way that positively connects with your audience.

This usually revolves around a positioning theme that defines your company, such as “Coke Is It” and “15 Minutes Could Save You 15% on Your Car Insurance” — just a couple of themes with which most Americans are familiar. Advertising, using great creative concepts with captivating graphics and compelling copy, makes repetitive impressions in order to prove the themes are true, providing reasons why someone should consider your company for its next purchase.

So, when devising how to market your company, turn your “I think” into “I know”. If you do, senior management will be more comfortable in allocating marketing dollars if they see that messages are squarely on target, and will provide greater opportunity to return higher profits on their investments.

By SCMA member Randy Hunter, President of High Definition Communications, Inc. He can be reached at rhunter@hdemployee.com or 404.805.7211.

PATRON ADS AVAILABLE

On SCMA’s Website

Only \$25/Month for SCMA Members!

Check with us on advertising in the newsletter also.



P.O. Box 12187
Charleston, SC 29422

Phone: 843.889.9067

Fax: 843.889.3672

Email:

SCMarineAssn@gmail.com

www.scmarine.org

The only organization in South Carolina representing the boaters and boating businesses in our state!

OnDeck CEO Richard Speers talks with Hank Hofford and the race crew on *Tucana*, a Shipman 63, prior to the start of the Charleston Bermuda Race.



SCMA BOARD OF DIRECTORS

President Rion Salley, Port Royal Landing Marina, Port Royal
rion@portroyallandingmarina.net ♦ 843.525.6664

Vice President Bruce Hawkins, Marine Sales & Solutions, St. Helena Island
bhawkins@nuyacht.com ♦ 843.689.2248

Secretary Dwayne Schalles, Port Supply, Hannahan
dwaynes@portsupply.com ♦ 843.270.1745

Treasurer Sherry Harrelson, Osprey Marina, Myrtle Beach
sherry@ospreymarina.com ♦ 843.215.5353

Directors:

Jeff Boger, Berry-Boger Yacht Sales, North Myrtle Beach
jeff@bbyacht.com ♦ 843.249.6167

Matt Driscoll, Cooper River Marina, North Charleston
mdriscoll@ccprc.com ♦ 843.554.0790

Dave Fessenden, Cummins Atlantic, Summerville
david.l.fessenden@cummins.com ♦ 843.851.9819 ext. 460

Jim Goller, Harry Hampton Memorial Wildlife Fund, Columbia
wildlifesc@embarqmail.com ♦ 803.600.1570

Jack Walker, GEL Engineering, Charleston
jtw@gel.com ♦ 843.769.7378

Alternate: Mike Hall, Windmill Harbour Marina, Hilton Head
windmillharbourmaster@gmail.com ♦ 843.681.9235

Executive Director: Suzi DuRant, Palmetto Props, Ravenel
SCMarineAssn@gmail.com ♦ 843.889.9067

Immediate Past President Bob Pilcher, Pilcher Marine, Charleston
pilcher.marine@gmail.com ♦ 843.860.6443

FEATURED SCMA MEMBER: OnDeck Group U.S.

When the international OnDeck group of companies looked for a U.S. location, they chose Charleston, SC, for their headquarters. The company, with bases in the United Kingdom, Portugal and Antigua, offers a comprehensive range of sailing services including adventure sailing and transatlantic crossings; racing in UK and Caribbean regattas; match racing and regattas organized for corporate and private groups; team building and leadership development and corporate entertaining, as well as RYA registered sailing schools; charter, worldwide boat sales and boat management.



Anyone who has been around the Charleston Harbor in the last couple of months has certainly seen how intrinsically involved OnDeck has become with the SC

sailing community.

CEO Richard Speer has embraced the SC Maritime Foundation, first taking over the management of Charleston Race Week, a huge success with a record number of entries that vaulted the race ahead of Key West Race Week in popularity.

More recently, OnDeck managed the biennial Charleston Bermuda Race, hiring Bjorn Johnson, last year's Race Director of the Newport Bermuda Race, and an ocean racer himself. The goal is to grow the race with more boats competing.

This year's race drew not only locals, but sailors from the British Virgin Islands, North Carolina, Virginia, and even a couple from Cheyenne, Wyoming! The race garnered more publicity when Stephen Colbert chartered the *Spirit of Juno*, a Farr 65, to participate

in the race for a second time.

The race has always had a strong partnership with the Royal Bermuda Yacht Club, reflecting the history between the two locales that dates back centuries.



Other sponsors include Bauer International, Chelsea Clock, and *Garden & Gun* magazine.

The racers were sent off with a Bon

Voyage Party in the Rice Building, overlooking the City Marina and a Bermuda Bound party in the stately Society House. In Bermuda, the post-race events will be sponsored by the RBYC, the Bermuda Ministry of Tourism, Goslings Rum and On Deck.

We're sure many Dark & Stormies will quench everyone's thirst!