

Emailed Feb. 18, 2010

NAVIGATOR

A publication of the Lake Erie Marine Trades Association

February 2010

Cleveland show surpasses expectations

The 2010 Mid-America Boat & Fishing Show opened to a better-than-expected crowd on Jan. 15 at the I-X Center in Cleveland and attendance remained up through the workweek, bolstered by a canned food drive and "\$5 after 5" promotion.

The trend could not be sustained (overall, attendance declined 5 percent as compared to last year); however, many boats were sold and the expanded Pre-owned Pavilion proved to be a success for exhibitors.

"We accomplished what we set out to do," said Show Manager Ken Alvey. "We got people in the building during the week and packed the floor with great deals. I know a lot of boats were sold and saw a lot of positives heading into the new year."

Used boats built less than six years ago were permitted in dealer and broker displays and those of any age could be placed in the Pre-owned Pavilion.

"Our show is tailor-made for dealers and if they say they need to move used product, we'll allow used product," said Alvey. "As times change and different buying trends emerge, we need to be nimble on our feet and make changes to the rules."

One change this year was a modification of the show name to highlight the abundance of fishing boat dealers in the region.

Many members of the angling community responded positively and helped fill the Angler's Alley booths with tackle sellers, charter captains, fishing clubs, Division of Wildlife officers and speakers for every day of the week.

All visitors who brought four cans of food for the Cleveland Foodbank on Tuesday, Jan. 19, were allowed into the show for free.

Another promotion was held later in the week on Jan. 21 when the admission price was dropped to \$5 after 5 p.m. and live entertainment was provided by Put-in-Bay regulars Alex Bevan, Mike “Mad Dog” Adams and Ray Fogg.

Attendance jumps on the two promotional days helped make the work week evenings the most highly attended in years.

“I think peoples’ attitudes about buying are becoming more positive each month. Things now are better than they were in the summer and I hope they will be better next year,” said Alvey.

The 2011 Mid-America Boat & Fishing Show will be held next January at the I-X Center.

CIC show a go

LEMTA will usher in the boating season for the sixth consecutive year with the Catawba Island Boat Show, April 30 through May 2 at the Catawba Island Club in Port Clinton.

Admission to the event will be free and a wine tasting will be held in partnership with Firelands Winery of Sandusky.

Pricing information will be mailed in the coming weeks.

Ohio lands two Access Awards

Of the five national Boating Access Award winning communities honored by BoatU.S. in December, two are located in Ohio.

The village of North Perry on the Lake Erie coast received its award for rehabilitating a run-down, unprotected, rarely used, single-launch boat ramp into a new harbor of refuge, complete with breakwalls, fishing facilities, a swimming beach and walking trails.

The ramp now features three lanes and 16 slips for transient boaters.



This mock-up shows how North Perry's new harbor breakwalls appear (courtesy of BoatU.S.).

Further south, on the Tuscarawas River, the ODNR Division of Watercraft helped the village of Tuscarawas build a new ramp in an area previously only accessible to paddlers.

Construction costs were low and the project timeline was short due to the village's use of many small prefabricated concrete blocks.

The blocks were woven together with wire cable into two mat-like pieces which were lifted into the river, negating the use of dams.

A floating dock and parking lot were also added.

BoatU.S. created the award program in 2007 to highlight successful projects in communities that were losing marina slips, service yards and boat launching areas.

The other three 2009 awards recognized a transient dock project in Florence, Oregon, a park and launch facility on Lake Kissimmee in Florida and a tax relief amendment for water-dependant businesses in Florida.

Reminder - LEMTA meeting Tuesday

The next LEMTA general membership meeting will be held Feb. 23 at the Elyria Holiday Inn (1825 Lorain Blvd.).

The meeting will start at 7 p.m. and include discussions about the Mid-America Boat & Fishing Show, Catawba Island Boat Show and North Coast Harbor Boating & Fishing Fest.

LEMTA scholarships available

Since 1998, the LEMTA Educational Foundation has awarded more than \$90,000 to students interested in the marine industry.

Scholarships for students entering an extended education program in the fall of 2010 are available for up to \$1,000.

Please see the letter and application attached to this email for more information. To be considered, all applications must be received by the LEMTA office by May 1.

Health department rules updated

A provision to allow local boards of health to charge late fees on any license fees was included in Ohio's biennial budget bill.

The penalty is an amount equal to 25 percent of the original fee and applies to retail food establishment and food service operation licenses.

The state Department of Health is seeking to also make changes and has started drafting rules to regulate spray grounds, spray pads, wet decks, splash pools and fountain pools.

The popular aquatic attractions are not currently regulated and can be found at parks, shopping malls and public swimming pools.

LEMMA lobbyist Carolyn Towner said there are questions being raised as to whether the department has the statutory authority to regulate such items.

LEMMA representatives Ken Alvey, Mike Solberg and Kent Joy have been working with the Health Department on updates to its marina rules and hope to announce details soon.

If you are affected by the changes and have questions, please contact Towner at (614) 221-7157 or carolyntowner@sbcglobal.net.

NMMA, MRAA ask president to rethink boat buying comment

Earlier this month, the National Marine Manufacturers Association and Marine Retailers Association of America sent letters to President Obama asking him to clarify his remarks which associated purchasing a boat with irresponsible spending.

The President made his off-the-cuff comments at a town hall event in New Hampshire announcing his new Small Business Lending Initiative.

"When times are tough, you tighten your belts," he said. "You don't go buying a boat when you can barely pay your mortgage. You don't blow a bunch of cash on Vegas when you're trying to save for college. You prioritize. You make tough choices. And it's time your government did the same."

The NMMA letter encouraged him to visit a boat manufacturing plant and MRAA's asked him to counter the quote with strong, positive remarks to enhance industry efforts to better the boating landscape.

"NMMA wanted to call the President's attention to the fact that his comment, while sound advice for those unable to pay their mortgage, was not helpful to an industry that was already on its knees," said NMMA President Thom Dammrich in an e-mail to industry members. "We wanted to use this opportunity to educate the White House about the boating industry and advocate for efforts to improve the floorplan lending environment for boating."

The entire letter sent by NMMA can be found at nmma.org/lib/docs and the entire MRAA letter can be found at mraa.com/content/view/172.

Grant deadlines approaching

BoatU.S. Grassroots Grant

Application deadline: Feb. 28, 2010

Details at: <http://www.boatus.com/Foundation/Grants/>

Great Lakes Fishery Commission Student Travel Award

Application deadline: April 15, 2010

Details at: <http://www.glfc.org/research/Travel.php>

Upcoming industry events

LEMMA General Membership Meeting
Feb. 23 at Elyria Holiday Inn

Catawba Island Boat Show
April 30 - May 2 at Catawba Island Club

American Boating Congress Legislative Conference
May 5-6 at Liaison Capitol Hill Hotel in Washington
Details available at <http://www.nmma.org/abc/>

North Coast Harbor Boating & Fishing Fest
June 5-6 at Voinovich Park in Cleveland



1269 Bassett Road
Westlake, OH 44145
Phone: (440) 899-5009
Fax: (440) 899-5013
E-mail: lemta@aol.com
Website: lemta.com

Ken Alvey, President
Lynn Rhone, VP of Finance
Karen Fletterick, Accounts Receivable
Mike DiLorenzo, Advertising/PR Manager
Norm Schultz, President Emeritus