

Emailed Nov. 3, 2009

# NAVIGATOR

A publication of the Lake Erie Marine Trades Association

November 2009

## Cleveland show changes finalized

This January's boat show in Cleveland will be given a new name and new focus in an effort to reshape the 53-year-old event to fit today's boating market.

The Mid-America Boat & Fishing Show will be held Jan. 15-24 at the I-X Center and will feature pre-owned product alongside the newest fishing boats, powerboats, sailboats and personal watercraft.

"After holding the same type of show for so many years, it was time to take a step back and look at the big picture," said Show Manager Ken Alvey. "We got over 700 responses to a survey of past attendees and 28 percent said they would like to see more used boats if the show was expanded. Thirty-two percent use their boats for fishing, so we are going to target those two segments of the market."

The Angler's Alley stage will host more demonstrations than ever before and tackle shops will be targeted for booth spaces.

Day trips on the water from regional dealers will be raffled off each day and Twiggy the Water Skiing Squirrel will be on hand to entertain families on the second weekend.

Discount ticket promotions will be held on Tuesday and Thursday to help bolster crowds; last January's successful Cleveland Foodbank drive brought more people in during the week than the year before.

Look for brochures and contracts to arrive via mail this week.

## Space draw and a message from Norm Schultz

**Please note that a space draw to assign spots on the new Mid-America Boat & Fishing Show layout will be held at 6 p.m. on Nov. 10 at the Elyria Holiday Inn (1825 Lorain Boulevard).**

Be sure to also check out a message about the upcoming show posted on YouTube by LEMTA President Emeritus Norm Schultz.

In the video, which can be viewed [here](#), he talks about the importance of the show for both exhibitors and the association.

## Facelift for BoatOhio.com

LEMTA's consumer-oriented website, [BoatOhio.com](#), was recently overhauled to bring focus to its boat listings.

Visitors are able to view boats for sale and even list their own for a fee.

Fishing reports and marine forecasts are available, along with a searchable database of LEMTA members and links to useful boating resources.

More than 1,000 unique visitors use the site each month and active LEMTA members are allowed to post boats for sale at no cost.

Please email [mikedilorenzo@sbcglobal.net](mailto:mikedilorenzo@sbcglobal.net) if you need a new login password or have any questions.

## Changes at Great Lakes Scuttlebutt

Great Lakes Scuttlebutt, a magazine published by LEMTA members, is undergoing some changes to increase its online presence in 2010.

Its website (which includes the entire print magazine and other news) has been updated and the company recently launched an email newsletter called "Scuttlebits."

In order to better serve its readers, the print magazine will shift to a six-issue, bimonthly schedule next year.

News articles on the website will continue to be updated on a daily basis, though, and an online issue will be posted each month.

The new print schedule will allow 20 percent more issues to be printed overall than were this year.

The extra magazines will be used to reach new locations along the Great Lakes and to increase distribution numbers at locations that need them the most.

To submit your news or inquire about the new print schedule, email the magazine at [info@greatlakesscuttlebutt.com](mailto:info@greatlakesscuttlebutt.com).

## Boat Week idea still on the table

Lake Erie Boat Week officials and the City of Huron, Ohio, will host a public forum on Thursday (Nov. 5) at the BGSU Firelands Cedar Point Center, rooms B and C, from 6 p.m. to 9 p.m. regarding the proposed 2010 event.

The first Boat Week was scheduled to take place Sept. 1-6 this year in and around Port Clinton, Ohio, but was canceled due to the poor economy.

Representatives from the APR Powerboat Superleague, which might be featured at the event, will make a presentation and answer any questions brought by the public.

Boat Week organizers strongly encourage interested individuals, potential volunteers, vendors, advertisers, sponsors, media, local business owners, local community officials and the general public to attend.

For more information, contact Janie Vogel at [racingpr@oh.rr.com](mailto:racingpr@oh.rr.com)

## Progress made in forming Ohio small harbor coalition

LEMTA President Ken Alvey is helping to form an Ohio chapter for the Great Lakes Small Harbors Coalition that would help the state's shallow harbors secure funding for dredging.

Two meetings have been held with representatives from Ohio Sea Grant, the U.S. Army Corps of Engineers, the Ohio Clean Marinas Program, the ODNR Division of Watercraft and various other city governments and interested parties.

Last year, the Michigan Shallow Harbor Coalition secured millions of dollars for dredging recreational harbors by working with its members of Congress and state agencies.

Ohio harbor leaders did not have a plan in place and received nothing.

In order to receive funding, the group needs to outline work that could be done in the federal harbors and channels of the Portage River, Cooley Canal, Rocky River, Tousaint River, Vermilion River, West Harbor and Put-in-Bay.

If you operate on one of those harbors, please contact the LEMTA office to sign a resolution of support and give an account of the dredging situation.

## Small business loans modified

President Obama recently proposed a raise of the maximum loan size for Small Business Administration Microloans from \$35,000 to \$50,000.

The Microloan program can be used for working capital to help small businesses continue to operate through hard times and make it through the challenges of the recession.

The increase in the loan limit must now be approved by Congress.

SBA also proposed an increase in its size standards for small businesses.

Previously, boat and personal watercraft dealers were considered small businesses if their total annual receipts were under \$7 million, but under the new proposed standard those with total annual receipts under \$14 million will qualify for SBA loans.

LEMTA, NMMA, and MRAA will continue to push for dealer interests.

## Ocean policy, working waterfronts being debated

Ken Alvey and Norm Schultz, on behalf of LEMTA and Boating Associations of Ohio, recently submitted letters to the Interagency Ocean Policy Task Force that stressed the economic importance of recreational boating and fishing on the coasts.

The task force is considering closing some offshore areas to fishing as part of a fisheries management overhaul.

The letters asked that recreational boating parties be consulted before any action is taken and said any new plans should balance social, economic and conservation interests.

Another issue currently being discussed in Congress involves working waterfronts.

A bill (H.R. 2548) was recently introduced that would provide federal funding to coastal and Great Lakes states to help preserve and protect working waterfronts.

The Keep America's Waterfronts Working Act of 2009 would allow local governments to use federal grant funds to purchase threatened marinas outright or would give nonprofit groups opportunities to obtain grants to buy development rights in order to keep working boatyards in business, rather than sold for residential development.

If you are interested in supporting the bill, please contact your member of the House of Representatives.

## Upcoming industry events

ODNR Watercraft Confluence

Nov. 4-5 at Salt Fork State Park

Details available at <http://www.dnr.state.oh.us/watercraft/tabid/2689/Default.aspx>

Lake Erie Boat Week Public Forum

Nov. 5 at BGSU Firelands Cedar Point Center

Details available at [www.lakeerieboatweek.com](http://www.lakeerieboatweek.com)

Mid-America Boat & Fishing Show Space Draw

Nov. 10 at Elyria Holiday Inn

6 p.m.

MRAA Marine Dealer Conference and Expo

Nov. 16-18 in Orlando, Fla.

Details available at [www.boating-industry.com/mdce](http://www.boating-industry.com/mdce)

Inter-Lake Yachting Association Fall Meeting  
Dec. 4-6 in Perrysburg, Ohio

AMI International Marina & Boatyard Conference  
Jan. 27-29, 2010 in Tampa, Fla.  
Details available at [www.marinaassociation.org/imbc/register](http://www.marinaassociation.org/imbc/register)

Tall Ships Cleveland  
July 7-11, 2010

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