



FROM THE HELM

*Hans Wilson
Hans Wilson & Assoc.
SWFMIA President*

COMMUNITY - The definition in the Dictionary states the following:

1. a social group of any size whose members reside in a specific locality, share government, and often have a common cultural and historical heritage
2. a locality inhabited by such a group.
3. a social, religious, occupational, or other group sharing common characteristics or interests and perceived or perceiving itself as distinct in some respect from the larger society within which it exists (usually preceded by the): the business community; the community of scholars.
4. a group of associated nations sharing common interests or a common heritage: the community of Western Europe.
5. Ecclesiastical . a group of men or women leading a common life according to a rule.

When you think of the boating “community” which definition comes to mind? Well definitely number 1 comes to mind, with Lee County as our specific locality, with our various county and municipal governments having an influence on our boating “culture”. But wait, look at number 2. A locality inhabited by such a group. That means we aren't limited to just Lee County but more so Southwest Florida, hence the name Southwest Florida Marine Industries Association. But that last word, Association, lends itself to also qualifying for item #3 in the definition. We are the Boating Community, a subset of a much larger population. When you look at item #4, we are actually a Nation of boaters because anywhere there is water there is likely to be a boat nearby. And for some folks, item #5 would also ring true, because there are some devout boaters out there that believe not only in their right to access the water but the right to enjoy it as well, with limited restrictions.

That takes us back to locality and sharing common interests. When we combine water, the common denominator of

boating, and the desire to take a floating object, be it canoe or power boat, out on it, we have a common interest. It is important that we learn as much about all aspects of boating in order to understand how the actions of others outside of our “community” might affect our own specific type of boating. The establishment of additional manatee speed zones in Pinellas may be reasonable, or unreasonable, depending on how much you know about the issue. If the limits are unreasonable, based on incorrect science, that may have a profound impact on your ability to enjoy boating in your locality when the next round of rules incorporate that incorrect science as it's basis.

Infrastructure improvements via a downtown redevelopment plan for the St. Petersburg waterfront has a potential of enhancing boating and improving the boating lifestyle for those living in that locality. How does that affect you as an individual? It probably doesn't directly, but without the collective voice of our boating community in St. Petersburg, there would not be a place at the table to provide input on what directly affects or improves boating in that region. That “voice” is supported by you through your participation in the Association.

The boating community goes beyond getting a discount at a boat show. Your participation in the Association is key to being heard by our government officials and having them respond favorably to our boating wants and needs. Whether that is improved boating access, better boating destinations, or simple environmental improvements, the boating community needs to be involved, engaged, and responsive. Otherwise those actions influenced by the greater population will ignore our boating community if we don't speak up.

The management of the greater good of our community is accomplished by electing qualified officials, using the moniker of “Get out and vote!” to encourage participation in that process. To manage the greater good of our boating community much more is required than just getting out on the water. Boating requires paying attention to government, respecting and enhancing our natural resources, and educating the next generation of boaters. So when I say “Get out and boat!” think community and how you participate.



A NEW LOOK FOR SWFMIA

Over the last few years, there have been many positive changes in our Association. We continue to grow and to offer improved services to our members. We also found ourselves with multiple logos and graphic looks for our different activities (Boat Show logos, association logos, goboatingflorida logo, etc.).

We felt it important to tie everything together into one similar look, to create a common branding in everything we do. Now you will see a very similar look to all of our logos, our newsletters and very soon our two web sites.

It may not seem like a big deal, but as time goes on, it will create an identity between everything that we do and create more awareness of our members. We will soon have new member window clings and will e-mail the new logo to all of our members for inclusion in your web sites and printed materials.

RELAUNCH OF SWFMIA.COM



For the last few months, we have been working with our friends at Pearl Brands (who developed our goboatingflorida.com consumer website), to redesign our association website, swfmia.com. This is part of our continuing efforts to improve services offered to

the membership.

It is our hope that members will take the time to become familiar with the site and will utilize it as a tool for their business and as a means to communicate with other members.

Members will manage their own listing information. Listing categories are being expanded and members will be able to provide more information about the products and services they offer.

Members will be able to add their own calendar listings. We encourage you to add any special events or promotions that you have upcoming.

Information will appear on both sites. Member listing information and calendar listings and announcements will appear on both of our sites meaning this information can be viewed by both members and the consumer.

MEMBER FORUMS - A member forum is being added. Members will be able to join in existing forums or start new forums. We are hopeful that this will become a very useful tool for communications. For example, we will create a forum regarding the Break-In and theft issue so many are facing. This forum will be the perfect place to keep up on incidents and create a platform for members to share ideas.



Southwest Florida Marine Industries Association
November 13-16, 2014

We are working on layouts and contracts for the Fall show, November 13-16. There are no major changes planned in the layout with the exception of adding a row of outdoor booths along Hendry Street facing the Yacht Basin. The Board has decided to keep exhibit rates the same as 2013. We are very much looking forward to another great show this Fall. The downtown continues to grow and we expect to see growth in the show in all areas.

You have probably heard about plans to build a hotel and make major improvements to the Harborside Event Center. While it is still too early to know the outcome, the plan seems to be moving along but there will be no changes in our show this year. If the project does move forward, it should be a huge plus for us. We may face challenges during the construction



phase, although it does not appear construction will significantly impact the show. Once completed, the hotel and improvements to Harborside will only make our show better, and as one of the anchor events in downtown, the developer is well aware of the boat show and the opportunity that it brings.



**CHARLOTTE COUNTY
BOAT SHOW**
Southwest Florida Marine Industries Association
January 15-18, 2015



No major changes planned for our Charlotte County show in January at the Charlotte County Fairgrounds, and that's a good thing. The show continues to grow, dealers sell boats, accessory exhibitors are generally very satisfied with their results and the consumers always seem to enjoy the show. We always look forward to our time in Port Charlotte!



**BONITA SPRINGS
BOAT SHOW**
Southwest Florida Marine Industries Association
March 5-8, 2015

**BONITA SPRINGS BOAT
SHOW DATES SET:**

Dates have been set for 2015. The show will be held March 5-8 at the Naples Fort Myers Greyhound Track. We have confirmed that these dates will not be in conflict with the Shrimp Festival and other big events.

Our first show in Bonita Springs, despite a virtual rainout on our opening Thursday, was a big success. The Greyhound Track proved to be the perfect location. Dealers and accessory exhibitors were very happy with the results and there were many great ideas to improve the layout and appearance of the show. The show will most likely remain the first week of March in the future. Looks like everyone is excited about building this into a really significant show as we move forward.

KYLE GOOD JOINS OUR TEAM



Laura and I are very pleased to announce that our son Kyle has joined Good Event Management and will soon be very involved in just about everything we do. Kyle graduated from Florida State University with degrees in Hospitality Management and Finance. He joined Fidelity Investments in Jacksonville after graduation but as SWFMIA, the boat shows and our other

events grow, Laura and I felt the time was right to bring Kyle aboard. He is an avid boater, fisherman and diver. We know that he will enhance our services to our members and show exhibitors. He can be reached at kyle@swfmia.com.

SWFMIA TAMPA BAY REGION



Our Tampa Bay Committee continues work on making recommendations on the development of the St. Petersburg Waterfront. Chaired by Jopie Helsen, the committee is meeting regularly and has presented a concept that makes recreational boating an integral part of the plan. The plan includes a series of

breakwaters to make dockage at existing marinas more attractive and greatly improve the entire area for all kinds of water activities and to make it a more attractive destination.

Jopie was recently appointed by Mayor Rick Kriseman to serve on an advisory committee working on the overall Master Plan.

This is a great example of what our association can do when members step up and get involved. Congratulations to Jopie, and all the Committee members for all they are doing to improve boating in Pinellas County.

**Fish Tale Marina's Al Durrett Addresses
the Marina Operator's Roundtable**



**MARINA OPERATORS
ROUNDTABLE IN FORT
MYERS**

- Our Marina Operator's Roundtable on May 7th at the Crowne Plaza was a big success. Thanks to all of the speakers who came with great information that seemed to be of real interest to those in attendance. Robert Greco from Acra Electric spoke on electrical issues within marinas, Mike

Puhlovich from Maxis360 gave everyone a lesson in providing Wi-Fi services to marina customers and several representatives from the Lee County Sheriff's Office gave us an update on the growing rash of Break-Ins. Great information and lots of discussion from the crowd. The speakers were followed by the presentation of plaques by Laura Comer of the Dept. of Environmental Protection recognizing area marinas that have been part of the "Clean Marina" program for at least ten years. SWFMIA is pleased to have sponsored the plaques that were presented to: Bonita Boat Harbor, Fish Tale Marina, Gulf Harbor Marina, Longboat Key Club Moorings, Marina Jack's, Naples Boat Club, Sanibel Island Marina, Southpointe Marina at Windstar, Tarpon Point Marina, The Marina at factory Bay, with a special presentation to The Fort Myers City Yacht Basin.

SWFMIA MANASOTA REGION

SWFMIA President Hans Wilson has appointed Mike Shanley of Technomarine as Chairman of the Sarasota / Manatee (Manasota) Region. A committee of marine businesses in the region will begin to discuss local issues in which SWFMIA should become involved. This is another step in our goal to engage the marine industry on Florida's west coast and to increase awareness of the economic impact of the industry. We encourage members in the region to become involved as we move forward in the coming months.

SWFMIA MIXER AT THE ST. PETERSBURG YACHT CLUB



– An industry mixer at the St. Petersburg Yacht Club April 15th saw a great crowd of association members, prospective members, and local City dignitaries. Jopie Helsen made a presentation on the Committee's concept for

the Downtown Waterfront. Hans Wilson and John Good gave the crowd an update on association activities and the opportunity we have to work together to grow the industry. Several prospective members either joined that evening or have joined since the meeting.

BEING AT THE RIGHT PLACE AT THE RIGHT TIME



JOE MAZURKIEWICZ
Government Affairs Director

Just prior to last Monday's Cape Coral City Council meeting I was talking with city staff about the public outcry concerning the new valet parking at the Cape Coral Yacht Club. This new trial arrangement is a result of the opening of the new Boat House restaurant at the park. While this issue was not on the agenda for the meeting it did come up

during public input and was discussed at the meeting.

When discussing possible solutions to the ever present parking problem at the Yacht Club a possible change of use to the dedicated parking for vehicles and boat trailers associated with the two boat ramps was being discussed by some as a solution. We discussed the fact that these spaces were dedicated for the specific use of boaters who used the ramps and were included in the overall manatee protection plan to control boating on the Caloosahatchee River. It was noted if these parking spaces were ever reduced or repurposed they could be lost forever as spaces to serve the boating community.

Once this information was shared with City Council Members the parking spots set aside for the vehicles and boat trailers were

eliminated from further consideration as a possible solution to the problem. This was a great decision for the local boating community as the two ramps at the Yacht Club are a favorite place to launch for many boaters and a loss of parking spaces would have been troublesome at best.

ANNUAL MEETING

We are working on plans for our Annual Meeting in September. Dates and locations will be announced very soon. This is always a great time and a chance for members and prospective members to come together for some fun and to hear what is going on with your Association. As always, there will be a silent auction and raffle to raise funds for our Scholarship and Community Donation Fund. We'll be looking for contributions from our members to make the evening a success.

SCHOLARSHIPS AND DONATION FUNDS AVAILABLE

Just a reminder that we have scholarship and community donation funds available. Scholarships are open to post high-school members and their employees immediate family. Details and applications can be found at swfmia.com. We also want to support non-profit, marine oriented community projects that you are involved in. Fishing tournaments, waterway clean-ups, etc. Just e-mail john@swfmia.com with details and the Board will consider your request.