

SOUTHWEST FLORIDA YACHTS

INC.



FLORIDA SAILING & CRUISING SCHOOL

Experience the Boating Life!

E-YARDARM- December 2012



Check us out on Facebook!
www.facebook.com/SWFYachts



A Charter or Class Makes a Great Holiday Gift!

Our 30th Anniversary Celebration Continues!

Charter Special: January 1, 2012-December 31, 2014*

Winter (12/15-4/30): 1 Free Day with a 3-Day or Longer Charter!

Summer (5/1-12/14): 2 Free Days with a 3-Day or Longer Charter!

*Charter must begin on or after 1/1/2012 and end on or before 12/31/2014.

Our School is Celebrating, Too!

Take one of our boating classes and receive a free gift!

Students who graduate from our school between

January 1, 2012 and December 31, 2014

will receive a Free Navigation Tool from Weems & Plath.*



*Some restrictions apply. Class must begin on or after 1/1/2012 and end on or before 12/31/2014.



Remember to "like" our School, too!

Find the link at: www.flsailandcruiseschool.com



BERTH ANNOUNCEMENTS!



New to Our Fleet!
Catalina 30 Sloop, "Vela Fe"

The perfect sloop for 2-4 sailors!

Berth Date: November 1, 2012

*This is the perfect sailboat for cruising Southwest Florida!
With a Wing Keel, the 3' 10" draft makes "Vela Fe" ideal for
gunkholing around our barrier islands. Join us soon!*



Rates per Week: Winter-\$1964 Summer-\$1573

Check our website for complete details on "Vela Fe." Call and book your dates soon!



Also, new to our fleet . . .

A 2005 Mainship 34 Trawler, "Quarter Moon!"



*More details on our
website soon and in
the next E-Yardarm!
This lovely yacht will be
Ready to charter soon!*

*Give us a call for
more details!*



Rates per Week: Winter - \$3957 Summer- \$3165



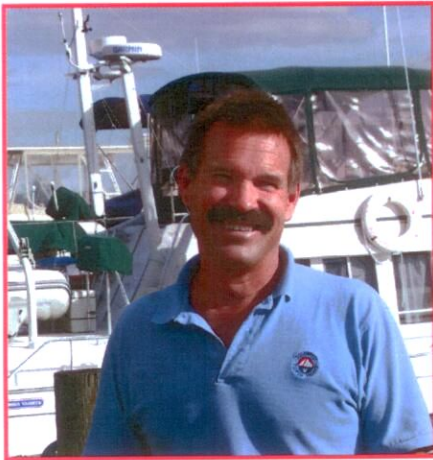
Check out our Websites!

www.swfyachts.com * www.flstrandcruiseschool.com

*There you will find complete information about our boats, the cruising area,
charter rates, course descriptions and fees, transportation and much more!*



Dear Santa,
Our employees have been great!



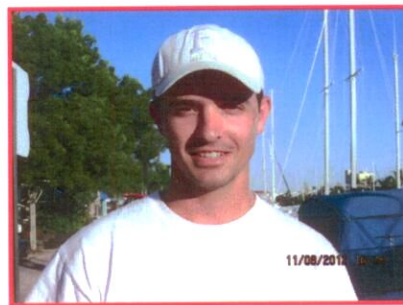
Marc Winkel celebrated 25 years with SFY in October!



Jan Peters retired after nearly 9 years as the SFY Office Manager.



Carolyn Schwartz is our new Office Assistant.



Jason Carnes joins our Dock staff.



Loretta has kept our boats sparkling for 9 years!

There won't be coal in their stockings! Thanks to all our super employees!

Ahoy, Mateys!

We need more Sail & Power Yachts!



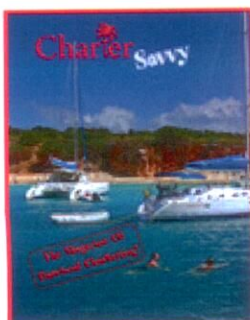
We have a critical need for late-model vessels in the 30-50 foot range. Charter revenue is a great way to help offset the cost of boat ownership!

How much is your boat earning for you right now?

How much are you using your boat?

Our charter program could be a great option for you!

For information on our charter yacht ownership program, please give Barb Hansen a call at 800.262.7939 or email us at info@swfyachts.com



Announcing a new E-Magazine all about Bareboat Chartering! Published by well-respected marine writer, Chris Caswell, "Charter Savvy" brings the charter world right to your computer screen. And it's Free! Go to www.chartersavvy.com today!

My Gratitude List

By Barb Hansen



The Holidays remind us to be grateful for the good things in our lives.

I read an article about one Thanksgiving meal hostess who asked family members and guests to write out and bring a list of things they were grateful for.

I know what's on my list.

Vic, my husband, is at the top. We've shared so much together and supported each other through tough times and good. I remember back to 1984 when we got married, and just a few months later, started our new charter boat and liveaboard school business.

We were living on our sailboat at the time. Those were simpler times, but we faced many challenges. Vic did all the vessel maintenance. I cleaned the boats. We kept the phone in a dock box to be sure not to miss a call for a charter or a class reservation. We were thankful then, as we are now, for our good health and ability to physically do our jobs.

Don't tell my dogs and cats but they are second on my gratitude list. That's Skye, the border collie, and kitties Pearl, Lola, Lily, Holly and Lefty. We rescued them from bad circumstances. We are thankful we found them, and we are thankful they found us. What is it about our pets that make them so important to us? I really don't know. Is because they are so non-judgmental? I'm reminded of a prayer. "Lord, please help me be the person my dog thinks I am."

My girlfriends. We walk, we talk, we lunch, we laugh. They are always there for me. I hope I have opportunities to return their favors and kindnesses.

Our work has been immensely rewarding right from the start almost 30 years ago. We own and manage Southwest Florida Yachts, chartering boats for cruising and sailing the spectacular and protected barrier island waters of the Sanibel-Captiva-Pine Island corridor. Our instructors at Florida Sailing & Cruising help boaters become superior boating and sailing skippers. We built this company, I'm proud to say, but the warm and thankful boaters who charter with us and take our live-aboard boating courses have made me a better manager – and a better person -- and I am grateful.

Loyalty surely ranks as one of the most prized virtues a person can have. We have many in our firm with that attribute but the model is our manager who just celebrated 25 years with us. Thank you, Marc. You inspire us all.

I'm grateful that I live and work in this beautiful area, at a marina at the water's edge. Seeing it from the deck of our boat while underway is amazing. I love the big colorful wading birds, manatee families chomping on seagrass, dolphins surfing our bow wakes.

Our Florida weather deserves to be on this list. Growing up in Indiana I loved summer and fall but planning to do something in the outdoors was always preceded by the phrase, "If the weather is okay..." I never hear people say that in Florida.

Our home is my last but not least item on the gratitude list. At the end of the workday this is where I plop my weary self and download disappointments and little victories to my support group. Thank you, Vic. Oh yes, thank you, too, Skye, Pearl, Lola, Lily, Holly and Lefty.

Home is where the heart is.



Great News for Travelers to Southwest Florida!

Allegiant Airlines (www.allegiantair.com) now has direct flights to our area from many small Midwest and Southern airports. Allegiant is now flying directly to the Punta Gorda (Charlotte County) Airport from such towns as Fort Wayne, South Bend, Peoria, Lexington and Knoxville, to name a few! Check their website for details!

Of course, our Southwest Florida International Airport (code RSW) is served by most major airlines with flights all across the USA and some international flights, too! Check out the Lee County Port Authority website at www.flylcpa.com.



Need a Special Gift for that Special Someone?

Consider a Charter or School Gift Certificate!
Just give us a call and we can help you choose the perfect gift for a friend or family member.

From a one-day sail to a week-long boating class, we offer it all!
Call us today at 1.800.262.7939 or 239.656.1339!

Merry
Christmas

HAPPY
HANUKKAH

This is the perfect time of year to say "Thank You" to our customers and friends! We want to wish all of you Fair Winds and Calm Seas now and in the New Year!

- Barb and Vic Hansen and the SFY Crew

We hope to see you in 2013!

Check your calendar and call us soon to plan your next sail or power charter or Class!



Southwest Florida Yachts, Inc. and Florida Sailing & Cruising School

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