

SOUTHWEST FLORIDA YACHTS

INC.



FLORIDA SAILING & CRUISING SCHOOL

Experience the Boating Life![™]

E-YARDARM- Late Summer 2012

SFY is located in the heart of the most beautiful cruising area in the USA!



Find us on:
facebook

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



Celebrating 30 Years of Excellence!

Our 30th Anniversary Celebration Has Begun!

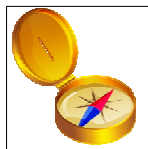
Charter Special: January 1, 2012-December 31, 2014*

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!



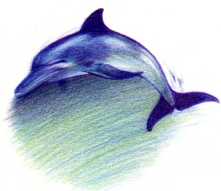
Take one of our boating classes and receive a free gift!

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

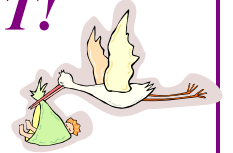


BERTH ANNOUNCEMENT!

New to Our Fleet!

2005 Great Harbour N-37 Trawler

“Avocet” is ready for your next cruise!



This shippy little trawler is roomy enough inside for a large dinette, master stateroom, guest cabin and one of the best galleys in the fleet! There is plenty of storage and all the conveniences of home, including the stainless side by side refrigerator, generator, GPS and chart plotter, TV, DVD player, air conditioning, and Caribe dinghy with 30 hp outboard! The Skipper will fall in love with the walk-in engine room!

Check our website for complete details on “Avocet” and book your dates soon!



Ahoy!

**Our “Season” right around the corner.
We need more Sail & Power Yachts!**



We need boats! SFY has immediate openings for late-model sail and power yachts (Catalina, Island Packet, Hunter, Grand Banks, Mainship, Gemini, etc.) to join our charter management program. 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***





From the Mail Boat!

Barb,

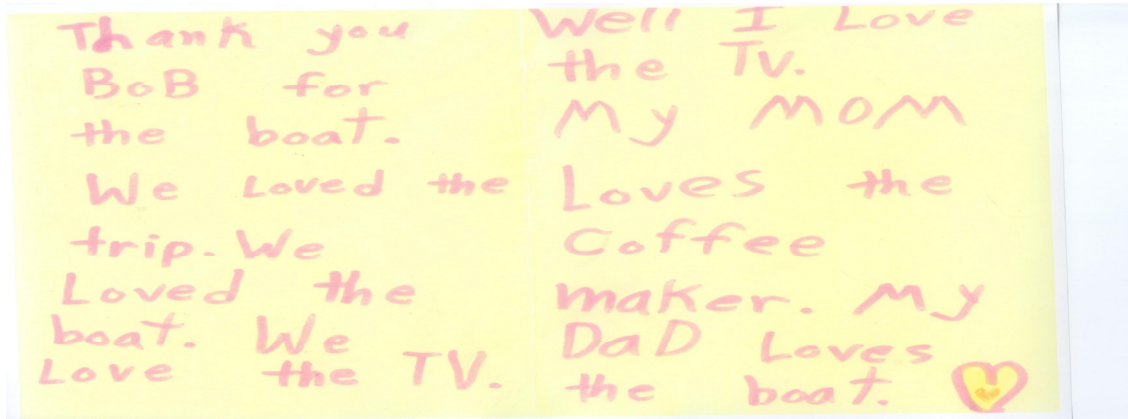
I wanted to get back to you and let you know what a wonderful experience my course was [Power] (101 & 102). The boat was "Patience" and so was Captain Christopher Day.

Each day I gained more and more confidence in handling the boat. I look forward to returning for course 103, and a continued relationship with SWFY, as I move forward with my new nautical adventures. Thank you for everything you did to make this one of the best weeks I have had in many, many years.

To anyone who may be contemplating taking the SWFY classes; just do it - you will not regret one moment. This was one of the best investments I have ever made.

Thanks and best regards -
Stephen W.

And from one of our youngest charter customers, Warren, age (7) . . .



Thank you, Warren!

Hí Jan!

We had a blast and learned so much! We will be back and course P103 is in our near future. . . .

I have something that will make you smile - so that Kathy and I can practice knots, etc, when we aren't on the water, I have made a "knots and cleats station!"

Mark & Kathy from Ohio

P101-102 class



Editor's Note: Thanks for the photo of your knot-tying board! Great job, Mark.

Keep practicing until you get back for P103!

Managing My To Do List

By Barb Hansen



I've been looking for ways to save time so I searched "save time" on the Internet. It was a big waste of you-know-what.

Oh, there are a zillion links that tell us why we need to keep a to do list and how to rank our tasks. Heck, I do keep a to do list. The problem is that it's longer at the end of the day than it was at the start.

For years my Dad would tell me, "Barb, Time marches on. Take time to smell the roses." I tried. Dad died some time ago, but I still hear his words in my head. Alas, I'm still working on the smell-the-roses dictum.

Part of my problem is that I love my work managing our yacht charter and yacht school in N. Fort Myers. I love working around the house, even pulling weeds or dust-sweeping up those ubiquitous border collie dog hairs. Twenty-five years in our home and nearly 30 years in business. Life is good. Still, there is that nagging to do list.

I wag my finger and preach to people to make time to go cruising. But, I confess to you, brothers and sisters, that I have failed to live by the gospel of relaxation myself. I confess that my work ethic alter ego has sometimes planted a not-kindly thought in my mind: How come they get to go on a cruise and I have to work?

Mea Culpa. I know, what I have to do is learn from my customers. They know how to manage their time rather than the other way around. They learned how to reward themselves for jobs well done rather than weight themselves down with blame for jobs undone.

Dad was right. Time marches on. It can't give us more of itself. It flows regularly and inescapably forward. There is no turning back the clock or the calendar. Time and tide wait for no man. Nor this woman.

So I am hereby making some mid-course corrections. One is I am going to let my to do list get longer and from now on, in my mind, longer is better. I'll sleep at night knowing that it's all written down.

Another correction is rather than blame myself for jobs not done, I'll congratulate myself for doing important jobs well.

And the last is that I will now add fun things to the list just to, you know, smell the roses. Thanks, Dad.



Editor's Note: Put down that "To Do" list and get out on the water soon!



SFY is . . . in the News!

Here's what the boating media has to say about us:

BOAT US - June/July 2012: "Located in the southwest corner of the state, it's one of the finest cruising grounds in the country, and one of the most boating-friendly, thanks to the protected waters, relatively good weather year round, and a sand bottom with no rocks or reefs.

Here you'll find award-winning beaches, and you can see them from one of Southwest Florida Yachts' trawlers or motoryachts"

BLUEWATER SAILING, August 2012: "BWS Picks: The best Destinations for Long Weekend Charters" "On the West coast, the Everglades are reachable from Fort Myers. Southwest Florida Yacht Charters (www.swfyachts.com) has trawlers and sailboats Southwest Florida ranks as one of the best charter areas in America."

MULTIHULLS QUARTERLY, August 2012: This publication, a supplement to Bluewater Sailing Magazine, features an article entitled. "Double Trouble: A multi-generational crew takes on the cruising grounds of Southwest Florida." The author's crew consisted of her husband, two sons, and her mother-in-law! They cruised aboard our 50-foot power cat, "Albino Wino" through the barrier islands of Southwest Florida with stops along the way at Sanibel Marina, South Seas Resort on Captiva, Cabbage Key, and Cayo Costa, to name a few.

For a copy of any of these articles, just give us a call or send an email to info@swfyachts.com.



Check Your Calendar!

Don't Labor on Labor Day! Go Cruising!

*What could be better than spending a long weekend on the water
in beautiful Southwest Florida!*



Take advantage of our Anniversary Special!

You will get 2 Free Days!



So, gather your crew and pack your duffel bag.

Give us a call today to reserve a vessel for the Holiday Weekend!



FOR SALE! LAST CHANCE!

2003 Gemini 34 Performance Cruising Catamaran

"Purr-fect Lady" is for sale only until the end of August!

Reduced! \$112,000 ** Owner must sell! ** Offers encouraged!

This boat is "retiring" back to the owner's dock if it does not sell!

Consider keeping this vessel in our charter program.

This vessel is one of our most popular charter yachts!

Draft: 18"! Twin diesels, A/C, Stereo with CD player, GPS, Autopilot, Solar panel, windlass, double-spreader rig with Lazy Jacks, dinghy with outboard and much more!



Reminder . . .



If you have a late-model sail or power yacht that you just don't use as much as you had hoped, why not consider placing it in our charter fleet?

Charter revenue can be a great way to pay for your boat's maintenance and those upgrades you have been putting off. Give Barb Hansen a call for complete details on our Charter Yacht Management Program!



www.swfyachts.com * www.flsailandcruiseschool.com

Experience the Boating Life!™



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

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