

**SOUTHWEST FLORIDA YACHTS**

INC.



**FLORIDA SAILING & CRUISING SCHOOL**

*Experience the Boating Life!*<sup>™</sup>



**E-YARDARM**  
**Spring 2008**

**CHARTER SPECIAL**

**25 Years of Yachting Excellence**

1984



2009

It's Our 25<sup>th</sup> Anniversary, and We have a Present for You!

*Announcing Our 3-Year Anniversary Celebration!*

January 1, 2008-December 31, 2010\*

*Our Gift to You:*

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 1/1/2008 and end on or before 12/31/2010.

**SCHOOL SPECIAL**

January 1, 2008-December 31, 2010

*Our Gift to You:*

Sail and Power Students Who Graduate From Our School

Between January 1, 2008 and December 31, 2010

Will Receive a Free Nautical Gift by Weems & Plath.\*

\*Some restrictions apply.

Class must begin on or after 1/1/2008 and end on or before 12/31/2010.



*Now is a great time to cruise with us!*

*The Marinas and resorts of Southwest Florida  
are celebrating our 25<sup>th</sup> Anniversary  
with us and offering you special dockage rates!  
Participating Marinas are:*

### **SANIBEL MARINA**

*Located on Sanibel Island, Sanibel Marina is also the home of the award-winning "Gramma Dot's" restaurant. The Marina is also conveniently located near the beautiful beaches of Sanibel as well as the world-class shops of Periwinkle Way.*

### **CABBAGE KEY**

*Located at Marker 60 on the ICW Cabbage Key is the home of the famous Dollar Bill Bar and Cheeseburgers in Paradise. The historic Inn and Restaurant are built on a thirty-eight foot Indian shell mound. From the front porch you can enjoy a panoramic view of Pine Island Sound.*

### **'TWEEN WATERS MARINA**

*Enjoy all the amenities of a first class resort at 'Tween Waters on Captiva Island! From the Olympic-size pool, hot tub and tennis courts to fine dining at the Old Captiva House, 'Tween Waters has it all!*

### **USEPPA ISLAND**

*Useppa is a private island; however, as members. Barb and Vic Hansen invite you to visit this beautiful tropical paradise. Enjoy a cool drink at the Tarpon Bar or fine dining at the historic Collier Inn. Don't miss a visit to the incredible Useppa Island Historical Society's Museum. Lounge by the pool, walk the beach or take a stroll along the botanical trail.*



### **FISHERMAN'S VILLAGE**

*Punta Gorda*

*First-class shopping and dining await cruisers at quaint Fisherman's Village in historic Punta Gorda. Located at the northern end of Charlotte Harbor, the marina is home to Harpoon Harry's, the Village Oyster Bar and other restaurants as well as many boutiques.*

## ***BOCA GRANDE MARINA***



*Boca Grande, located on Gasparilla Island combines world-class fishing with old-Florida charm. The new Eagle Grille offers fine dining overlooking the harbor. Rent a golf cart (reserve ahead) and visit the charming downtown.*

*Take a stroll down historic Banyan Street, pick up a pastry at the Boca Grande Bakery or enjoy some island ice cream at the Loose Caboose!*

## ***GASPARILLA MARINA***

*Located at the northern end of Gasparilla Island Uncle Henry's Marina offers modern marine facilities for your cruising enjoyment. Bikes and golf carts are available for rent (reserve ahead) to take you into the quaint town of Boca Grande for first-class shopping and dining.*

## ***SOUTH SEAS ISLAND RESORT***

*The premier resort in Southwest Florida, South Seas on Captiva Island offers first-class amenities to the cruising yachtsman. From golf and tennis to swimming and shopping, this island paradise has it all! When you dock at the world class Yacht Harbour you are also just minutes away from a variety of dining experiences. Choose from ice cream and pizza at "Scoops and Slices" to gourmet fare at the "Harbourside Bar and Grill."*



## ***SFY Featured in April Sailing Magazine "Backyard Charters" Issue!***

*Check out the 7-page color spread featuring Southwest Florida Yachts in the April, 2008 issue of Sailing Magazine! The April issue traditionally features "charters close to home." This year SFY is one of four companies featured nationwide! Award-winning marine photographer Billy Black and his wife Joyce collaborated on this article which features Billy's beautiful photographs of Argo II, our Island Packet 32 and some of our beautiful cruising grounds.*

*You can read the entire article on our website here:*

[http://www.swfyachts.com/Press%20Releases/SAILING%20Mag-%20Florida\\_0408.pdf](http://www.swfyachts.com/Press%20Releases/SAILING%20Mag-%20Florida_0408.pdf)

*And we hope to see you soon so that you can experience for yourself the joy of cruising in beautiful Southwest Florida!*



## AHOY! WE NEED BOATS NOW!

We have a critical need for additional late-model Sail and Power yachts to join our fleet! We especially need sailboats from 35-42 feet and trawlers and motoryachts between 34 and 50 feet.

If you currently own a late-model diesel-powered sail or power yacht that you may not have the time to use, or wish to purchase a boat now as your "floating retirement plan", give Barb Hansen a call. If you would like some income to help offset the cost of boat ownership, or wish to have your investment in a yacht protected by having regular usage and proper maintenance, you might want to consider charter yacht ownership. In addition, your boat would be located in one of the finest year-round cruising areas in the world!

For more information on our charter yacht ownership program, please give us call at 800.262.7939 or email us at [info@swfyachts.com](mailto:info@swfyachts.com).



### Retirement "Float" Planning is Fun

*By Barb Hansen*



Rich and Suzy Koths of Michigan have discovered that *retirement planning* isn't as dry and boring as it sounds. In fact, it can be terrific fun.

Still "nine years and nine months" away from retirement (and obviously counting) the automotive industry engineer and his wife Suzy are fondly picturing the day when, free at last, they will spend summers cruising the Great Lakes and winters exploring Florida's Gulf Coast aboard the yacht they are now purchasing with other people's money.

I met the Koths (pronounced "Coats") in the winter of 2002 when they came down to Florida and chartered one of our power yachts in paradise. Paradise, as you may know, is cruising Southwest Florida's placid channel behind exotic Gulf barrier islands like Sanibel, Captiva, Cayo Costa, Gasparilla and Useppa.

Rich and Suzy enjoyed their charter cruise so much they asked us for more details about what Vic and I call the "Floating Retirement Plan." This is the plan in a nutshell: Buy a sail or power yacht, new or used. Put it to work for you as a charter boat. Chartering revenue helps pay for the



boat and upkeep. It doesn't pay for everything, but the revenues help to pay for the boat's maintenance and any upgrades that may be required.

The Koths purchased a Jefferson 42 motor yacht with huge cabins fore and aft, two heads, salon, dinette, wet bar, heat and air conditioning. It has everything except a Home Sweet Home sign. They put excess chartering revenue they earn back into their boat – appropriately named *Final Sea-Lecture* -- buying new electronics and other nest-feathering upgrades.

The Koths escape snow country and cruise around Southwest Florida as time permits on their winter home away from home. They like it that *Final Sea-Lecture* stays busy with charters and is looked after carefully by our maintenance crew. It gives them confidence that all systems are go when they take a little vacation time and fly down from Michigan for a cruise on their boat.

Rich and Suzy's winter home is a very popular vessel in our charter fleet here at Marinetown Marina. In fact, the chartering business is very good and that means that we need more boats like the Koths' to add to our fleet. Sail or power, 30 feet or 50 feet, we have a need for additional late-model yachts to join our program.

So I'm actively looking for more people like the Koths who long for the day when they can retire and actually have time – and a vessel – to sail (or power) into the sunset. Meanwhile, Vic and I will put their boat to work earning money to keep the dream alive. The way I figure it, life is only as good as you make it. Having a beautiful yacht in a beautiful cruising area makes life even better.

*Note: For more information on our charter yacht ownership program give Barb Hansen a call.*



## ***BERTH ANNOUNCEMENT!***

***New to Our Fleet –“DAWN TREADER”  
Grand Banks 42 Motor Yacht***

***Berth Date: April 10, 2008***

***Type of Vessel: Grand Banks 42 Motor Yacht –Twin Engine***

***Length at Berth: 42 feet***

***Weight at Berth: 34,000 lbs.***

***Equipment includes:***

***Twin Caterpillar 420 hp diesels, Generator, flat screen TV,  
DVD player, CD player, Icemaker, Microwave, GPS, Autopilot,  
Radar, Air Conditioning and Heat, Avon Rigid Inflatable Dinghy  
with Outboard Motor and more!***

***This vessel's accommodations include two queen-berth cabins,  
two heads, with a large salon and L-shaped galley.***

***This yacht is gorgeous!***

***Charter Rates Per Week: Winter \$4587 Summer \$3668***



# YACHT SALES AND BROKERAGE



*Vic Hansen is a licensed Florida Yacht Broker and Barb Hansen is a licensed Florida Yacht Salesperson. Call us to make an appointment to see any of these lovely yachts or to discuss any other vessels you may have an interest in owning.*

<http://www.swfyachtsales.com/>



## FOR SALE

### 1995 ISLAND PACKET CAT, PACKET CAT 35

**REDUCED! \$142,000**



Twin Yanmar 27 HP diesels, air conditioning, 12 VDC refrigeration, GPS, Autopilot, inverter, anchor windlass and two anchors, Color TV and much more.

### 1993 ISLAND GYPSY 32

**TWIN ENGINE TRAWLER- \$119,000**

Twin Volvo 130 HP diesels, Westerbeke 5 kw generator, Air conditioning and heat, refrigerator/ freezer, electric stove, stereo with CD player, Color TV with VCR, autopilot, radar and Garmin GPS Map.



### 2003 MAINSHIP 390 TWIN ENGINE TRAWLER



**Reduced! \$219,900**

Twin Yanmar 240 HP diesels, Kohler 8 kw generator, air conditioning and heat, refrigerator, stereo with CD Player, color TV with VCR, autopilot, Radar & GPS!



**1987 GRAND BANKS 42, TWIN \$179,000!**

**An awesome boat  
at an awesome price!**

Twin Ford 135 HP diesels, Onan 8 kw generator, air conditioning with heat, cold plate refrigeration and freezer, freezer on the bridge, icemaker, Electric stove with oven, GPS, new Furuno Radar, Inverter, Autopilot, full canvas, electric windlass, 9' Boston Whaler on cabin chocks and a new Avon 10' Rover RIB on transom davits!





# Spousal Conversion

By Barb Hansen

Boating industry poobahs (not me) had a meeting at the Miami Boat Show in February and I understand the hot topic was women. It's not what you think.

My source told me the industry association described many things it was doing to promote the sale of more boats. They announced a new section on the website dedicated to *spousal conversion*. Male and female laughter rippled through the room. One person was overheard telling a friend it would be nice to convert to an 18-year-old.

But the real point they were making is that boat sales have never been as good as they could be because many times the wife tells her husband "no."

I'm sure some women - and who can blame them - have been put off by that long and unfortunate habit in the boating tradition to assign the role of captain to the man and the role of first mate to the woman. That is a thing of the past. Good riddance.

But the main thing the marine marketing experts were saying is that many boat sales never occur because many women, married and single, lack confidence in their own boating abilities and also are apprehensive about boating safety issues. I believe there's something to this.

I recently read the first person account of a woman who learned the hard way of the importance of training. This was written by Robin Freeman, Chief of the Department of Education of the Coast Guard Auxiliary:

"It was during one of our first few trips offshore that Rick asked me to stand by the wheel while he went aft to tie some fishing jigs. Suddenly I heard a gurgling, choking sound. I whipped around to find Rick doubled over, his face bright red! I feared it was a heart attack. Three horrible thoughts struck simultaneously: I don't know where I am. . . I don't know how to call for help. . . Please don't die!"

It was not a heart attack. Her husband was choking on a piece of fishing line. He coughed it up and he was okay. But that didn't minimize this woman's feeling of helplessness while her husband gasped for air. And, in retrospect, she wished that she had learned how to operate the boat and use the marine radio before her scary incident.

That would have been before they started taking out the boat.

Boat sellers have been very good at selling the fun of boating. Now there is recognition that sometimes boat sellers need to adjust their sales focus to address safety and operation, especially among women, even to the point of offering boat courses.

Learning from a textbook won't cut it, in my opinion. Real learning and confidence only comes with hands-on instruction, in a boat. You can study it, but you also need to do it. That's what we do at Florida Sailing & Cruising School, our liveaboard yacht school. [www.flsailandcruiseschool.com](http://www.flsailandcruiseschool.com)

Our instructors positively, absolutely do not assign the male to the helm and the woman to handle the dock lines. Each student, male and female, spends the time he or she needs to be proficient at all responsibilities - operating the vessel, navigating, docking, anchoring, communicating on the marine radio, even lighting the stove.

I hold this truth to be self-evident: The safest vessel will be the vessel on which everybody knows how to do everything. Sometimes the wife will be at the controls and the husband will be applying sunscreen to young faces and arms. And sometimes it will be the other way around.



Management consultants call this redundancy. I rather like *spousal conversion*.



## *Women, Welcome Aboard!*

Introducing our new "Women *AHOY!*" sailing and power boating school initiative. Want to live and learn aboard with other women? Just give us a call and we will work to match you with other women in a sail or power course.



## *Need a Special Birthday, Anniversary, Wedding or Graduation Gift?*

*Consider A Gift Certificate for a Charter or a Sailing or Power Boating Class!*

*Looking for a special gift for that special someone? Let us suggest a gift certificate from Southwest Florida Yachts or The Florida Sailing and Cruising School! Purchase a daysail, a week-long charter, or a live-aboard sail or power course and your gift will be remembered for years to come. Any member of the family would love to "Experience the Boating Life!" You can get them started with a charter or school gift certificate.*

*Keep your shopping simple! Give us a call today and we will get a gift certificate out to you right away! Call us at 1-800-262-7939 today!*



# From the Mailboat



We receive lots of nice emails and letters from both our charter and school clients. Here are a few customer comments that we want to share with you.

*Thanks to all our great customers!*

*Dear Vic and Barb,*

*I received your post class survey the other day and enclose it herewith. We could not have been happier with our experience.*

*Captain Chris was very knowledgeable and patient and took great pains to make sure we understood everything. Staying on the boat gave us a small taste of what marina life and living aboard is like and was great fun.*

*All in all, well worth the money and we will be back to finish up this fall.*

*-Jon from New Hampshire*

*P101 Class, Grand Banks 42, Twin Engine*

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Comments from a “repeat” charter client:

*“Delightful. Yacht performed beautifully. Exactly what I have come to expect from SWFY. A+ for staff. Couldn’t have been better.”*

*Russ from Florida*

*Hunter 29, “Magic” Charter*



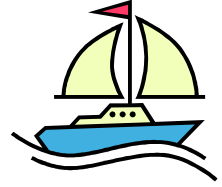
*Memorial Day \* 4<sup>th</sup> of July \* Labor Day*

*Celebrate all your Summer Holidays on the water!  
What better place to be than in beautiful Southwest Florida!*

*Reserve your boat and your dates soon!*



## Introducing **Camp AHOY!**



*There will be Four 5-Day "Camp Sessions" aboard  
a sailboat of approximately 28-32 feet.  
Enrollment is open to any child age 8-15 (approximately.)  
Call us for more information!*

**Camp Sessions:** July 14-18, July 21-25, July 28-Aug. 1 or Aug. 4-8, 2008.

**Camp Fee:** \$595 plus 6% sales tax = \$630.70.70 per Camper  
(Payable by Visa, MasterCard or Check 30 Days Ahead.)  
( 50% Due at Enrollment.)

**Camp Fee Includes:** Daily "camp" on board a sailing vessel,  
"Camp Counselor" Captain, lunch daily and Camp AHOY! tee shirt!

**Camp Hours:** 0830 (8:30 am) to 1430 hours (2:30 pm) Monday-Friday

**Campers:** Children ages 8-15 years (approximately)

**Camp Program:** Camp AHOY! will focus on boating safety and the  
marine environment.

*If you have a child in Southwest Florida or know of someone who does, give us a  
call soon for more information about Camp AHOY!  
Call 239.656.1339 or 1.800.262.7939 to sign your camper up today!*

# Experience the Boating Life!™



## CHECK OUT OUR WEBSITES!



For complete charter, school, and yacht sales  
information, try our websites: [www.swfyachts.com](http://www.swfyachts.com) \*  
[www.flsailandcruiseschool.com](http://www.flsailandcruiseschool.com) \* [www.swfyachtsales.com](http://www.swfyachtsales.com)

For more information on charters, classes, charter yacht  
ownership, or brokerage yachts for sale, please call us at 1-800-  
262-7939 or 239-656-1339. E-mail: [info@swfyachts.com](mailto:info@swfyachts.com)

*If you are planning a trip to our area we invite you to  
stop by and see us! We are open 7 days a week!*



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